

A man with a beard and glasses, wearing a blue jacket and a Philips Lighting lanyard, is talking to a woman in a white shirt. They are in a modern office setting with large windows in the background. The Philips logo is in the top left corner, and the text 'Lighting Partner Program' is below it. The main headline 'The power of two' is in the lower half, with the tagline 'World-class lighting delivered through world-class partnerships.' at the bottom.

**PHILIPS**

Lighting

Partner Program

# The power of **two**

World-class lighting delivered through  
world-class partnerships.



# The power of two

Today's lighting market is undergoing a rapid transformation. The growing trend towards connected lighting means that professional projects are becoming more and more complex. This greater complexity sparks a demand for quality consulting and design services.

At Philips we understand that in this changing area, collaborating with the right partners is the key to success. That's why we work with carefully selected partners to expand the market coverage of the Philips product portfolio across regions and segments, leading to incremental sales for Philips and partners. Our partners take care of complete lighting project cycles: from lead generation, design, quotation and product ordering, to project management, commissioning and after sales support.

It goes without saying that working with quality partners should bring benefits for everyone. That's why we've created the Philips Lighting Partner program, through which our partners have access to a selected part of our portfolio, exclusive commercial benefits, technical support, training, marketing support and brand exposure.

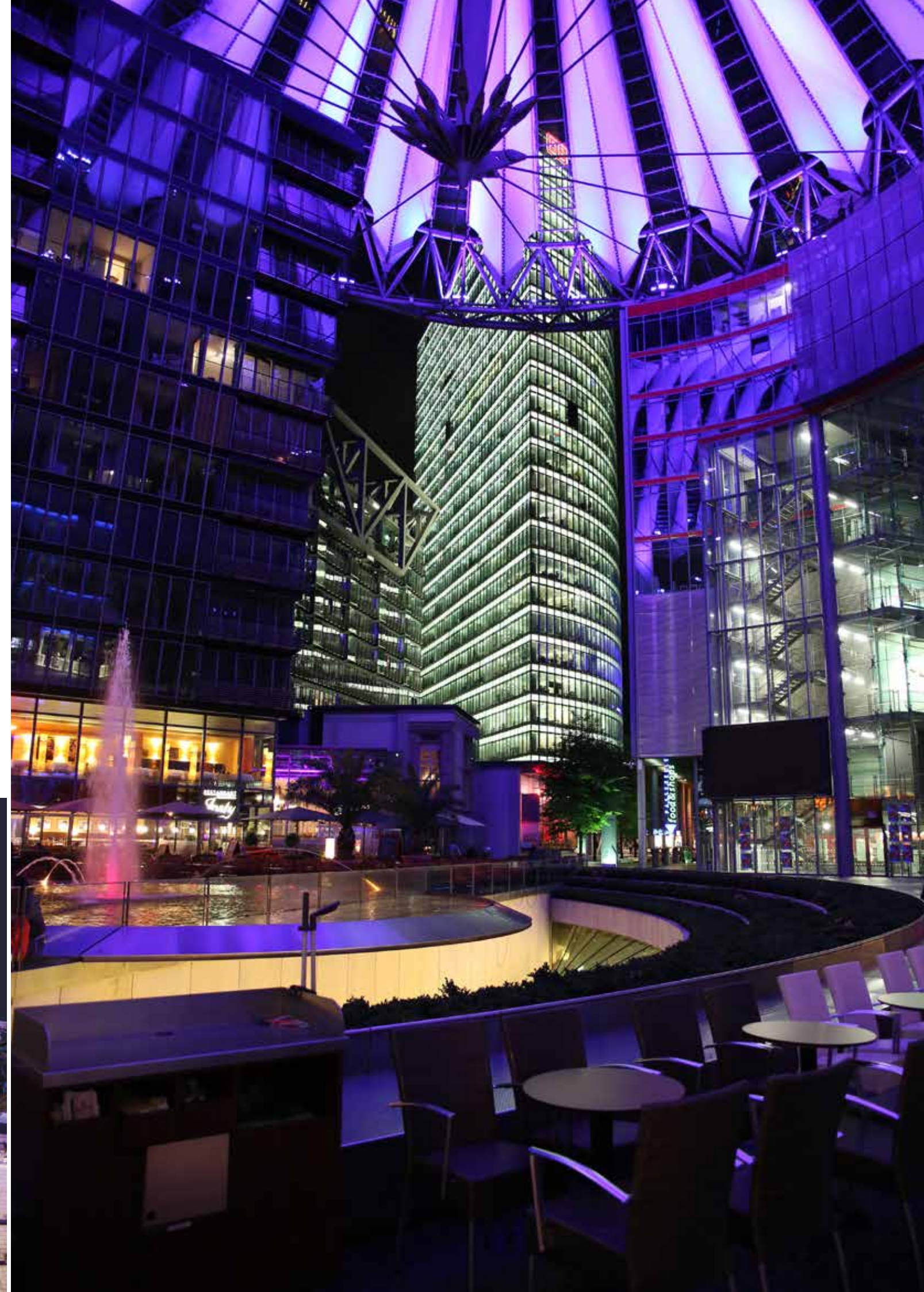
But, most importantly, the end customers benefit from our partnership, as they receive world class products implemented by a value added partner that has deep knowledge about lighting, commissioning and installation.

At Philips we fully recognize the value of strong partnerships, **we see the power of partnering.**

“

On one hand it was a great honor to be recognized by Philips, the market leader of the lighting industry. On the other hand, the support that is coming from Philips, the information, the training, and the technical assistance, are all helping Citéos.

Xavier Albouy  
Brand Manager Citéos





# Bringing together world-class professionals in the lighting industry

Philips Lighting Partner Program is designed to help you create new opportunities and grow your business with Philips Lighting solutions.

Becoming a Philips Lighting Partner will add value and strengthen your business with:

- › Access to state of the art Philips Lighting portfolio
- › Philips' end-to-end technical and business support
- › Co-branded assets and marketing support
- › World-class training and education



## Partnership levels

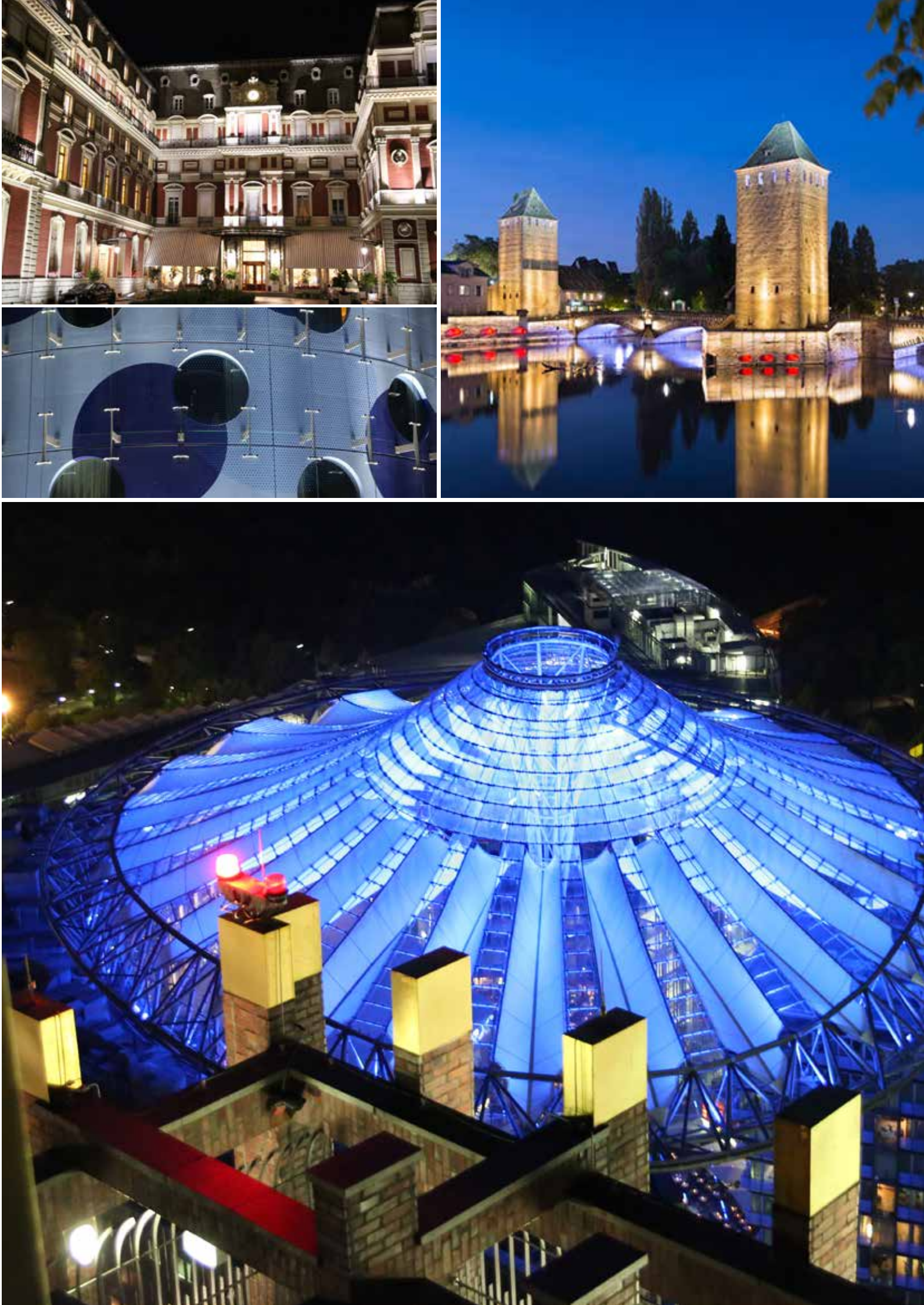
### Value Added Partner (VAP)

Philips Value Added Partners are lighting specialist companies supported by Philips to provide Philips Lighting Solutions.

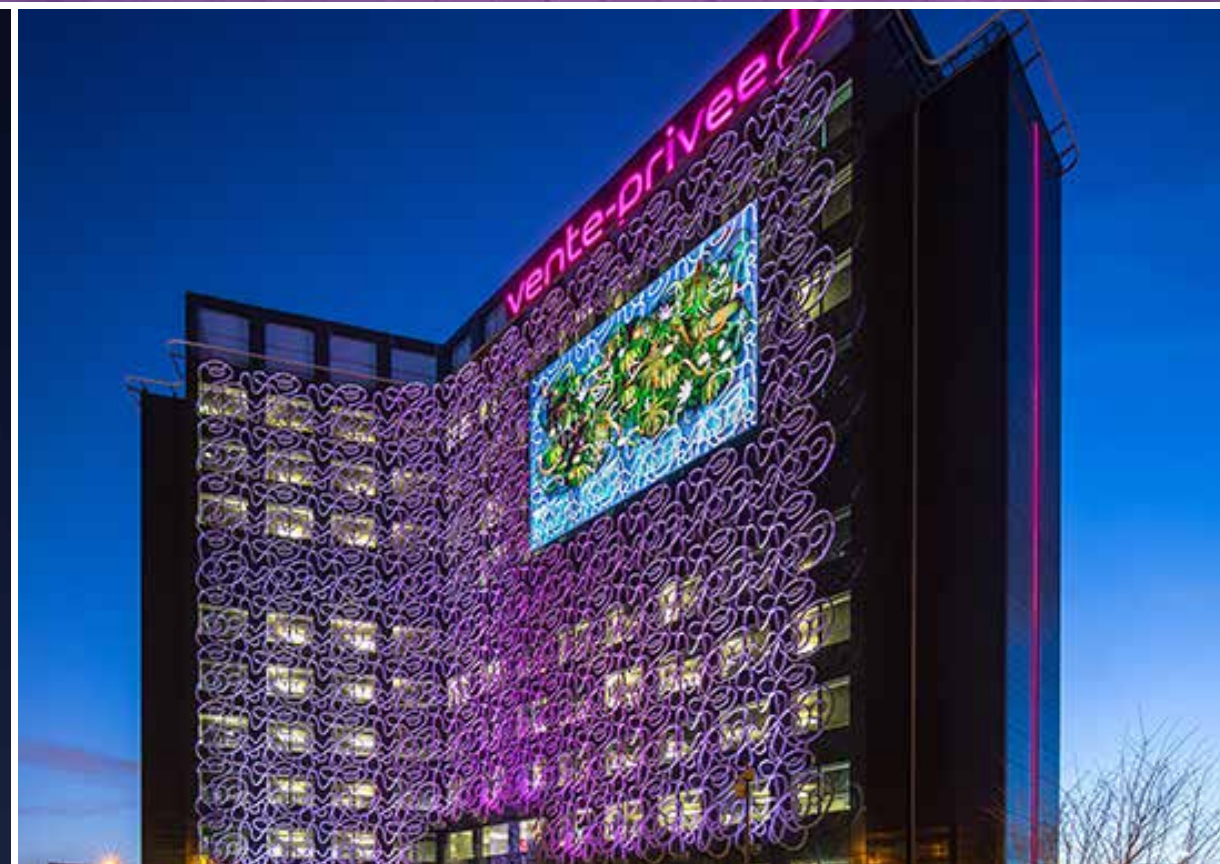
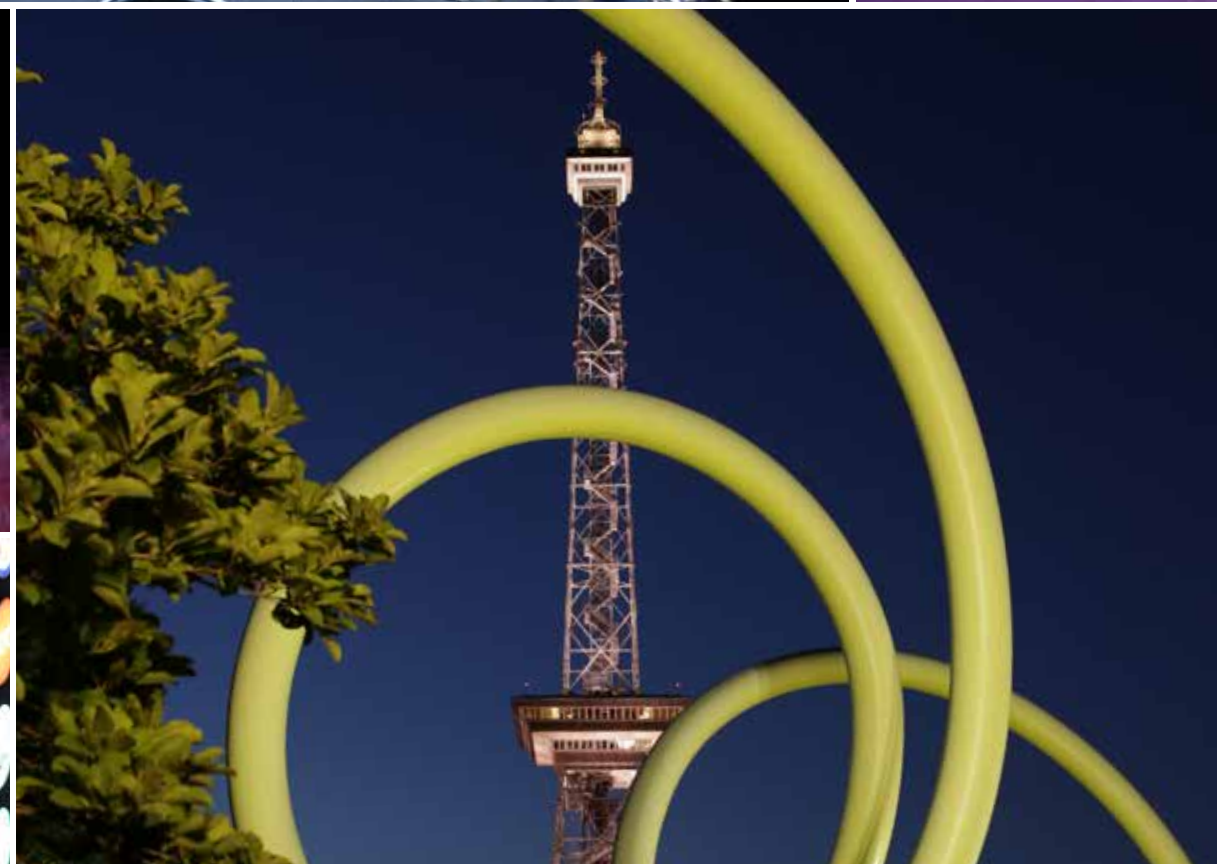


### Certified Value Added Partner (CVAP)

Certified Value Added Partner is the highest level to attain in the Philips Partner Program. Certified by Philips for their expertise in implementation of Philips Lighting Solutions, these companies are Philips' preferred partners who receive additional benefits and support.











Unleash the  
**power of  
partnership**







# Program benefits



## VAP benefits

-  › **Standard marketing support package**  
Benefit from a wide range of co-branded assets and marketing collateral
-  › **Exclusive commercial benefits**  
Receive performance based incentives to help grow your business
-  › **Technical support**  
In addition to regular trainings for engineers, get faster and more efficient support for technical queries throughout the project activities.
-  › **Dedicated account manager**  
Philips assigns a local account manager, who is dedicated to your business development.
-  › **Training and education**  
Training will be provided in various forms such as classroom trainings, e-learnings and webinars. These trainings will cover our systems portfolio in detail.
-  › **Joint Customer Visits**  
Partners can leverage Philips' in-country resources for key customer visits. This combines the power of two, in winning strategic opportunities

## Additional benefits for CVAP

-  › **Tailored marketing support package**  
Run collaborative digital campaigns with Philips; marketing, promotional materials, and a co-branding logo and collateral will also be provided.
-  › **Technical Support**  
Communicate with Philips' application engineers who are always available to solve your project and product related queries.
-  › **Financing options** (Available in only selected countries)  
Get projects financed through Philips Lighting Capital
-  › **Market Intelligence Report**  
Philips generates and shares the Market Intelligence report to keep you up to date on the new challenges in the market.

\* Terms and conditions may vary per country



**The program will empower your business and enhance the value-proposition for your customers.**

Please contact your local Philips account manager for detailed benefits and requirements.

You can also contact us at: [partner.program@philips.com](mailto:partner.program@philips.com)

