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IQSIGHT

Video Systems

x2
Connect

Video
Systems
Partner
Program

Partner Benefits

Sales support	Description	Silver	Gold	Platinum	Footnote(s)
Pricing discount	We offer indicative DI pricing tailored to each partner level.	✓	✓ ✓	✓ ✓ ✓	A)
Project registration and project pricing	Register your video systems project through our portal to take advantage of additional support. We offer project discount to the distributor for registered projects.	✓	✓	✓	B)
Product design and sales tools	Tools, such as our DesignHub, make it easier to design video security systems. Through our Partner Portal, partners get easy access to all tools available.	✓	✓	✓	C)
Access to demo products	Unlock exclusive access to demo goods —Effortlessly! The higher your partner level, the greater your discount.	✓	✓ ✓	✓ ✓ ✓	D)
Access to demo facilities	Reserve access to our demo facilities for private meetings with your customers.	—	✓	✓	E)
Lead referrals	Generate new business with end user lead referrals.	—	✓	✓	F)
Dedicated account manager	Direct support from one of our specialized account managers.	—	✓	✓	G)

Technical support	Description	Silver	Gold	Platinum	Footnote(s)
Direct phone contact for technical questions	Reach our technical experts directly to support you on technical questions.	via DI*	✓	✓	H)
Email response times	Indication of e-mail response times by our technical support team.	<3 working days	<3 working days	<1 working day	H)
Advanced replacement of products	Benefit from our advanced replacement service for cameras* to ensure business continuity for your customers.	via DI*	✓	✓	I)

Technical support	Description	Silver	Gold	Platinum	Footnote(s)
Remote support services: Standard/Emergency 1. Commissioning 2. Troubleshooting 3. Gathering files/information	Need help with troubleshooting, configuration, or installation? Support is available exclusively for the video portfolio—just be sure to plan ahead!	via DI*	Charged	Charged	J)
Onsite support	Benefit from expert onsite support—scheduled according to your needs. Please note: emergency support is not included, and advance planning is essential.	via DI*	Charged	Discounted charge	K)
Call-back service via Technical Support app	Enquiries are routed directly to a dedicated support specialist.	—	—	✓	L)
Monthly reporting	Reporting insights on technical support tickets.	—	—	✓	M)

Marketing support	Description	Silver	Gold	Platinum	Footnote(s)
Use of the Video Systems Partner Program logo	Make use of Video Systems Partner Program signifiers to complement your marketing activities.	✓	✓	✓	N)
Customizable announcement template	Promote and publicize your company's participation and status with a ready made template.	—	—	✓	O)
Published reference cases	Benefit from marketing support in creating and publishing reference success stories.	✓	✓	✓	O)
Listing on Dealer Locator	Boost sales through a listing on our “Where to Buy” online tool that connects end users with local dealers, national system integrators, and authorized resellers.	—	✓	✓	P)
Recognition certificate	Promote your partnership to customers with a Video Systems Partner Program certificate.	—	✓	✓	Q)
Demand generation activities	Boost your business with joint activities that drive demand for our Video Systems products.	—	—	2 actions per year	Q)

Training	Description	Silver	Gold	Platinum	Footnote(s)
Keenfinity Academy online training courses	Build your knowledge with a variety of online training courses on our Video Systems portfolio.	✓	✓	✓	R)
Keenfinity Academy private training courses	Train multiple employees at once with a private instructor-led training course.	—	Fee	Discounted fee	R)

Events	Description	Silver	Gold	Platinum	Footnote(s)
x2 Connect Virtual Partner Event	Join us for this dynamic virtual event and get exclusive insights into the latest product launches and breakthrough technologies.	—	✓	✓	S)
x2 Connect VIP Partner Event	Join this annual event to gain advanced insights into new product launches and emerging technologies, and connect with product specialists and executives.	—	—	✓	S)

Partner commitments

Partner commitments	Description	Silver	Gold	Platinum	Footnote(s)
Partner agreement - accept terms and conditions	Agree to the terms and conditions to become a partner.	✓	✓	✓	T)
Annual sales commitment for Video Systems (REUP)	Partner levels determined by annual sales volume based on REUP (in €/\$/£).	<50k	<250k	<750k	U)
Required training level	Partner employees must maintain the appropriate level of training to ensure the full capabilities of the video security solution can be delivered. Please see our separate training overview.	If applicable: DIVAR IP & BVMS	Gold training module	Platinum training module	V)
Shared business plan	Work closely with your account manager to determine project/product targets required to maintain partner status.	—	✓	✓	W)
Voice of the customer	We'd love to stay connected and schedule regular sessions to gather your feedback on product launches, marketing initiatives, market trends, and other exciting topics.	—	—	On demand	X)

✓ Required/Available for partner level

— Not required/available for partner level

* Subject to distributor offering and availability



How to get started?

Becoming part of the Video Systems Partner Program is simple. Just scan the QR code or click on the link below to register online. You will immediately benefit from all the advantages it offers.

<https://www.keenfinity-group.com/xn/en/partners/channel-partners/registration-partner-program>

Legal Terms and Conditions Footnotes

Footnote	Terms and Conditions
A)	We provide a recommended discount to authorized distributors for each partner level. The actual purchase price for the partner is determined by the authorized distributor. We do not guarantee or keep track of any pricing or discounting decisions between the distributor and the partner.
B)	We may offer additional discounts to authorized distributors in support of registered projects. In order to be eligible for additional discounts through an authorized distributor, projects must be registered through the Partner Portal. All pricing and discounts are negotiated between the distributor and the partner. We do not guarantee or keep track of any pricing or discounting decisions between the distributor and the partner.
C)	For usage of the online tools, the disclaimers and legal notes can be found directly within the tool.
D)	In principle the following recommended discounts are valid for newly launched cameras (<12 months since launch), and can be obtained through your distributor. Silver: on request, through distributor Gold: 50% recommended discount from REUP (2 per product family) Platinum: 60% recommended discount from REUP (4 per product family) Diamond: 70% recommended discount from REUP (6 per product family) MIC and thermal series cameras are excluded from these standard demo Terms and Conditions.
E)	Reservations are on a first-come first-served basis. 30-day advance notice must be provided to reserve a date, time, and location. Requests with less than 30-day notice may be accommodated on a case-by-case basis. The demo rooms are available in Eindhoven (NL).
F)	We reserve the right to choose the partner that receives a project lead. These include leads from, but not limited to end-users, distributors and consultancy firms. We are the sole party deciding which partner receives the lead and no rights can be derived from this referral.
G)	We reserve the right to grant a dedicated account manager to partners. No rights can be derived from this benefit.
H)	Only an indication, real response times may differ. Working days are Monday through Friday. Customer verification is needed to identify the Partner Level. Opening hours for technical support are on working days from 8:00 to 18:00 in your local time.
I)	By applying to the Video Systems Program, the partner agrees to the Advanced Exchange program. With the Advanced Exchange, the partner can receive a replacement for a defected product before returning the defected product to us. The return of the defected product needs to take place not later than 10 days after the partner has received the replacement product. Not shipping back the defected product within the described period will lead to an invoice of the product at list price (REUP) level. The decision to instigate advanced replacement is preceded by a short questionnaire to check whether the product is in fact defective and an installation / commission error is ruled out.
J)	Support limited to the video systems portfolio only. We provide assistance to the SI and are not executing the work. The site remains at the responsibility of the SI. We have the right to decline the service request. 1. The pre-condition of providing technical information needs to met for starting the service. 2. The actions during the service remains the responsibility of the partner.
K)	Support is limited to the video systems portfolio only. We are providing assistance to the System Integrator (SI) and are not executing the work ourselves. The site remains under the responsibility of the SI, and we reserve the right to decline any service request. 1. The provision of technical information is a precondition for initiating the service. 2. All actions carried out during the service remain the responsibility of the partner.
L)	Call-back functionality is in test phase and no rights can be derived.
M)	Reporting as a service to provide transparency. We aim to deliver the service in the first week of the month but no exact day can be promised.

Footnote	Terms and Conditions
N)	<p>The use of all trademarks and logos within the Video Systems Partner Program is granted only under strict adherence to the following rules:</p> <p>We grant active, registered partners a non-exclusive, royalty-free license that includes the use of copyrights, trademarks, names, and related designs created or used by us. This license is solely for purposes related to the Partner Program and the marketing and sales of our video security products.</p> <p>Trademarks and logos permitted for partner use will be maintained on the online Partner Portal. Partners shall not apply for or register any trademarks that are proprietary to Keenfinity GmbH, Robert Bosch GmbH, or any affiliated company of Robert Bosch GmbH. Additionally, partners shall not register trademarks that may be confused with the intellectual property of the aforementioned companies.</p> <p>No rights to any trademarks, logos, or other intellectual property are transferred under this program. Partners must not use any trademarks, logos, or intellectual property without prior written approval from us.</p> <p>Any goodwill resulting from a partner's use of the aforementioned companies' trademarks shall inure to the benefit of the respective intellectual property holder. Partners must notify us if they become aware of any trademark use that may infringe upon the rights of the aforementioned companies.</p>
O)	For as long as the partner is registered in the Video Systems Partner Program, we offer specific marketing-related support. These benefits are granted by us and may be changed at any time at our sole discretion.
P)	By entering into this program the partner agrees to have contact details published on the 'Where to Buy' webpage https://www.keenfinity-group.com/xn/en/where-to-buy/ . This service is free and revocable at any time by sending an email to connect.EMEApartners@keenfinity-group.com .
Q)	For as long as the partner is registered in the Partner Program, we offer specific marketing-related support. These benefits are granted by us and may be changed at any time at our sole discretion.
R)	<p>Part of the offered trainings are a requirement to reach a higher partner level. Many trainings are available on the online academy, but also private training can be booked for a predefined fee. Private trainings are billed directly to the partner.</p> <p>Platinum: 10% discount off standard training fees</p> <p>Diamond: 20% discount off standard training fees.</p>
S)	We organize several events and meetings for different levels of partners. For each of these events and meetings, specific rules and conditions apply that will be communicated separately with the invitations.
T)	Only after accepting the T&C through the online form, the potential partner will be accepted and can be eligible for partner benefits.
U)	Video Systems products needs to be purchased through one of the authorized distributors in order to determine the partner sales volume thresholds (on list price level) and for partners to obtain all partner benefits.
V)	<p>Each partner at Gold level or higher is required to complete the corresponding training curriculum. This curriculum includes a selection of commercial and technical Video Systems training courses.</p> <p>Each partner level mandates a minimum number of trained individuals for both the Commercial Sales Specialist and the Technical Specialist roles. One person may fulfill both roles, but will only count as one trained individual.</p> <p>Training certificates are issued to individual employees, not to the company. If an employee leaves the company, they retain their certificate, and the company must ensure another employee is trained to maintain compliance.</p> <p>After achieving a new partner level, the partner has six months to train the required number of employees at the appropriate training level.</p>
W)	To maintain a partner status, we may ask for and discuss on the project pipeline with the partner. The sharing of this information is mandatory, failure to do so continuously may lead to a decrease in partner level.
X)	We will invite selected partners to 'Voice of the Customer' sessions, appointments for these sessions will be planned with the partner at least 1 month in advance. No rights can be derived from this requirement.

Video Systems and Solutions

We deliver next generation visual intelligence through advanced video security—powered by the Power to Predict and inspired by IQSIGHT. Backed by Bosch's legacy of quality and reliability, we're leading the shift to predictive security for seamless operations. As part of the Keenfinity Group, we proudly drive global innovation in security and professional communication.

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Visit [keenfinity-group.com](https://www.keenfinity-group.com) for more information.

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