

Integration Partner Program

Marketing Guide

Step 1

Send us your logo, use permission and link to more information. Respond to Lansweeper's request for Logo. Once received, we will add your logo into the official [Lansweeper.com/integrations](https://lansweeper.com/integrations) list of validated partners.

Logo approval use and more information in substantially the same format as outlined below in [Additional Information](#).

Step 2

Complete all your organisations information as requested. Respond to Lansweeper's request for listing on our partner directory. Once you have submitted this form your integration and organization will be discoverable from our "find a partner" page.

Find a partner information use is substantially the same format as outlined below in [Additional Information](#).

Step 3

Send us your edited Press Release and permission to use. Respond to Lansweeper's email request for joint Press Release, using the template supplied.

Press Release approval and use is in substantially the same format as outlined below in [Additional Information](#).

Step 4

Send us your customer facing marketing materials. Use the templates you are provided via email from Lansweeper. Please complete the cobranded Customer One Pager Template and Customer PPT slides Template. The use of these documents is to promote your integration to the Lansweeper customer base.

Additional Information:

For questions or comments on the Lansweeper Integration Partner integration process please email: integrationpartners@lansweeper.com.

Example of Logo use request email template, sent from Lansweeper to you for approval:

I was informed by our technical team that the _____ application has passed the compatibility tests for integration with Lansweeper.
insert company name

Lansweeper would like approval to use the _____ logo for inclusion on Lansweeper.com/integrations website. A mockup of how we would like to use it is outlined below. If you will allow us to use the _____ logo, please reply to this email with your approval.
company name

- A high-resolution logo we can use on our webpage to confirm your compatibility with LANSWEEPER. (In .ai format).
- An email statement confirming your consent for us to use your logo on our webpage (Lansweeper.com/integrations) and your agreement to the terms below.
- A link to a webpage where people can find further information regarding your tools' compatibility with LANSWEEPER.
- Download link for your application (or instructions on how to get it).
- Versions/editions of your software that are compatible with Lansweeper.
- Training/guidance for how to export inventory data from your tooling to LANSWEEPER and/or how to import from Lansweeper (user guides, videos, etc).

Lansweeper terms Upon your email approval, and in addition to the approval granted above, Lansweeper has the right to publish, use, reference and display the logo as follows: (i) on Lansweeper's internal and external websites; (ii) in printed and digital publications; (iii) in printed media distributed by Lansweeper internally or externally; (iv) in slides, brochures and other marketing collateral materials; and (v) as a reference when communicating with analysts, the press and the general public. Termination for convenience: you may terminate Lansweeper's rights to use the logo specifically granted in this email at any time without cause by giving 30 days' notice by email to Integrationpartners@lansweeper.com. For clarity, such email notice of termination will not affect Lansweeper's rights to use your company's logos granted in any other agreement or arrangement between your company and Lansweeper.

Example of how Logo will be used:

The screenshot shows the Lansweeper website's product grid. At the top, there is a navigation bar with 'Product', 'Use Cases', 'Pricing', 'Resources', and 'Blog' dropdown menus, and a 'Free Download' button. Below the navigation, three product cards are displayed:

- Software Asset Management:** Features the 'LICENSE DASHBOARD' logo and 'License Manager'. Description: 'License Dashboard combines SAM and licensing expertise with professional solutions designed to help both large and fast-growing organizations manage their IT expenditure by ensuring licensing compliance.' Includes a 'Learn More' button.
- Cloud Migration Assessment:** Features the 'UnifyCloud' logo and 'CloudRecon'. Description: 'Fast and Easy Assessments to Drive Cloud Strategy. Leverage the power of CloudRecon to automate the assessment of IT infrastructure and create a customized migration plan with detailed cost estimates in just minutes.' Includes a 'Visit Website' button.
- Cyber Security:** Features the 'Plixer' logo and 'Scrutinizer'. Description: 'Scrutinizer, Plixer's network traffic analysis system, provides an invaluable source of truth. It gathers flows and metadata from every network conversation to help you detect, analyze, visualize, investigate, and respond. Watch the Webinar.' Includes a 'Visit Website' button.

Example of how Press Release will be used:

The graphic features the Lansweeper logo at the top, followed by a plus sign and the Corent logo. Below the logos, the text reads: 'The integrated solution allows customers to use Lansweeper's best-in-class inventory capability and Corent's leading SurPaas platform to create a comprehensive Cloud migration plan.'

Dendermonde, Belgium -- July 20th, 2020 Lansweeper, the market-leading provider of ITAM2.0 solutions, today announces the integration of its IT Discovery Platform with Corent's SurPaas Cloud Migration Platform to help customers rapidly perform Cloud readiness assessments with ease. Lansweeper's IT Discovery & Inventory Platform enables companies to build a complete and up-to-date overview of their entire IT estate. What sets Lansweeper apart is the credible and accurate depth and breadth of IT asset inventory that can be used to support multiple use cases, ranging from **Cybersecurity** to **Software Asset Management** to Cloud Sizing, and more.

"Lansweeper prides itself on being, not only the most complete but also the most open, IT inventory platform available" says Roel Decneut, Chief Marketing Officer at Lansweeper. "We acknowledge the proven expertise of the Corent team in taking inventory data and turning it in to actionable Cloud roadmaps for customers. This alliance brings together two teams that are each focused on solving customer's key challenges by delivering an integrated

Example of how Find a Partner information will be used:

The screenshot shows the 'Certified Partners' page on the Lansweeper website. The header includes the title 'Certified Partners' and the sub-header 'Find Your Perfect Match', with a 'Become a Partner' button. The page features a search bar and several filter categories:

- Region:** Any
- Country:** All Countries
- Expertise:**
 - Cloud Solutions (56)
 - Cybersecurity (52)
 - Virtualization (47)
 - ITAM (43)
 - SAM (37)
 - ITSM (36)
 - Other (Please Specify) (1)
- Type:**
 - VAR (57)
 - Consultant (20)
 - System Integrator (45)
 - Software Distributor (42)
 - MSP (31)
 - ISV (6)
- Supported Languages:**
 - English (81)
 - Spanish (17)
 - French (12)
 - German (16)
 - Portuguese (16)
 - Dutch (7)
 - Italian (6)
 - Chinese (4)
 - Greek (4)
 - Burmese (1)

The main content area displays a grid of partner logos and brief descriptions:

- REALDOLMEN:** a GH Group company. Real Dolmen is a Spanish Belgium IT integrator with a focus on digitalization and resources. We have 2000 employees in Belgium and
- SYSSOFT:** Syssoft is an expert in the selection and delivery of software. The company is an official partner of over
- SCHNEIDER IT MANAGEMENT:** SCHNEIDER IT MANAGEMENT specializes in Software Asset Management (SAM), Online Services and Software Licensing.
- SAM Advisors:** We are experienced individuals who have come together with a common cause for driving critical business practices in IT industry.
- COGITO SOFTWARE CO. LTD.:** Cogito Software Co., Ltd was established in 2008. We cooperate closely with over 2000 reseller and we had established relationships.
- MD Hardware & Service GmbH:** MD Hardware & Service GmbH is an IT Service Provider with over 25 years of experience. We support our customers.
- AUXILITY:** Microsoft support company for End Users, Server and Cloud environments. Focus on delivering
- Crayon Romania:** Crayon is a global leader in technology and digital transformation services, and has the
- Crayon Bulgaria Ltd.:** Crayon use the global software and cloud experts. We help you gain clarity from complexity, optimize the