



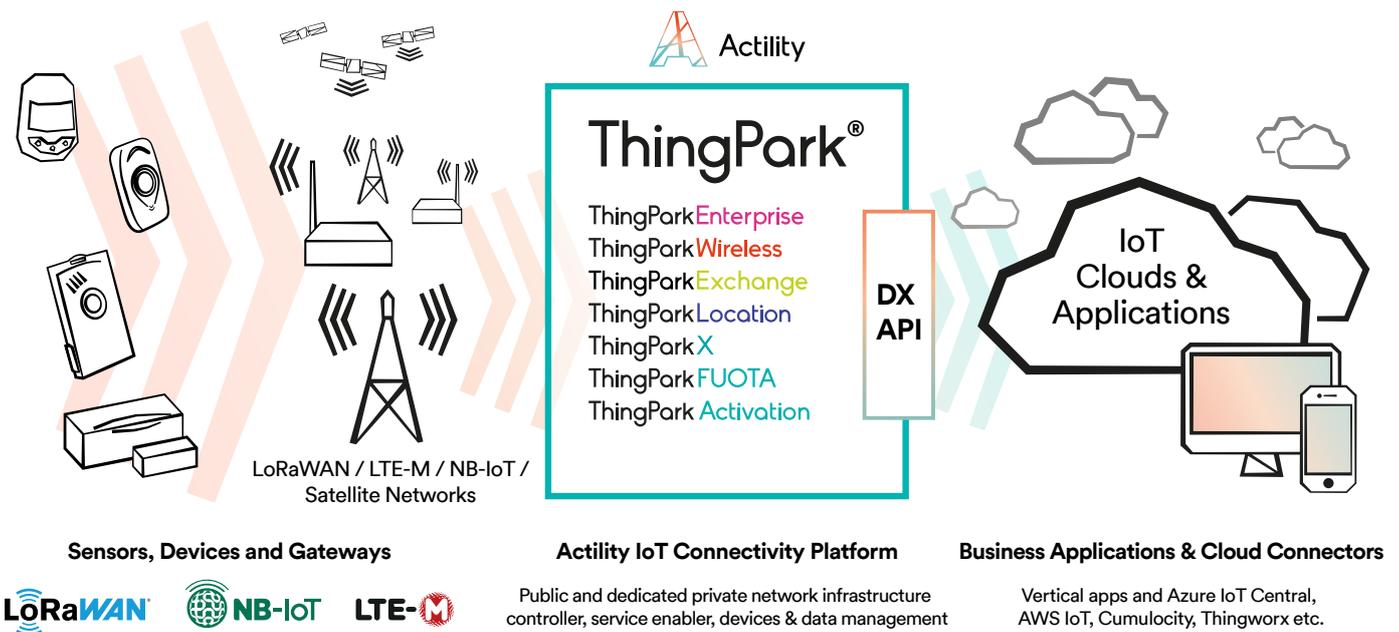
Activity

Ignite Partner Program

Drive your growth by leveraging innovative IoT technology and amplifying your solutions visibility and exposure

Benefit from extensive ThingPark® capabilities and unleash your market potential

IoT solution providers, hardware manufacturers, software developers, IT integrators: join Activity to emphasize the value of your IoT solutions. Activity is a proven market leader in LPWAN with a strong brand. ThingPark® Suite is recognized as a future-proof, innovative and scalable product portfolio. By ensuring your interoperability with ThingPark and implementing device decoders and application connections, you will be able to extend the service reach of your products with LoRaWAN®, to accelerate your go-to-market plan and gain awareness and visibility across our rich ecosystem.



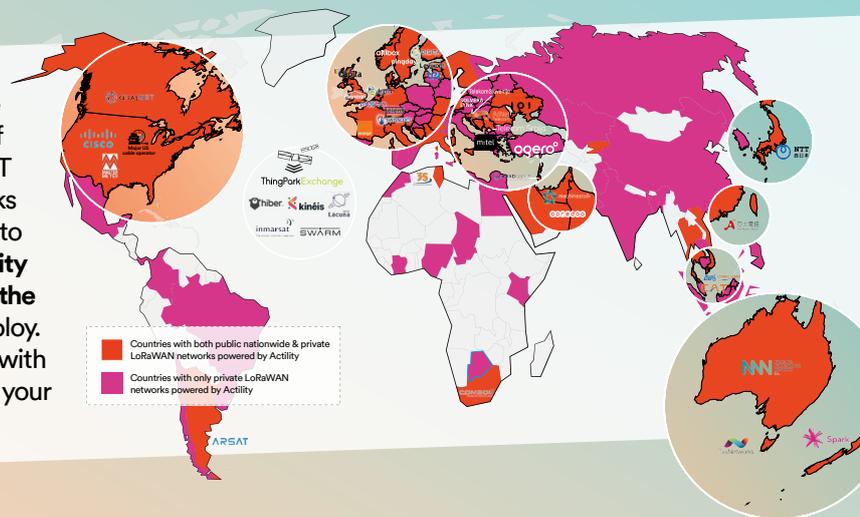
Extend your visibility and level up your marketing game



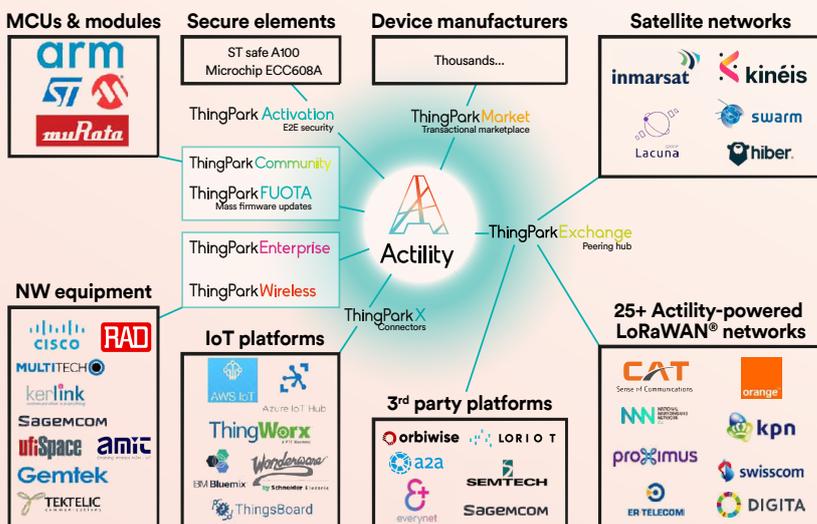
When you engage in IoT business, you may find it difficult to get exposure to the global IoT ecosystem. The lack of awareness and exposure will limit your growth below its full potential. With the Ignite Partner Program, your products are **promoted to Activity's worldwide customer base, integrators, and ecosystem**. In addition, you will benefit from **extensive marketing promotion** via press releases, webinars, and social media, bringing new leads and opportunities.

Boost your sales around the world

Entering new markets is challenging. You may lack the right connections with decision makers, a network of distributors, or knowledge about specificities of IoT vertical markets in each country. These are all roadblocks in your sales process. Activity Ignite reduces your time to market as you can immediately access our **100+ Activity Channel Partners** and **50+ service providers across the world**, always looking for innovative solutions to deploy. ThingPark Market, our IoT marketplace, provides you with a **global online presence** to accelerate the adoption of your products and to accelerate your sales cycle.



Reduce complexity of technical integration for faster IoT deployments

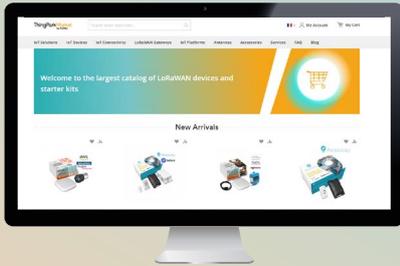


Integration is the #1 pain point for any IoT project. Customers want seamless end-to-end integration to their favorite IoT platform, and they want it now. They also want the solution to continue to work seamlessly across the rapid upgrades of Azure, AWS IoT and the many other platforms. Such integration between complex device binary payloads and IoT platforms is a moving target requiring **time-consuming expertise and sustained maintenance**. This is costly and makes it difficult to close deals. Ultimately, it makes you less competitive. But when your product is part of the ThingPark Ignite ecosystem, you get **automatic CoDec support and one-click integration** with all major IoT platforms capability. You also get access to **built-in drivers for hundreds of pre-integrated devices and full support for all major gateway brands**, making it fast and easy for you to enhance the value of your own products.

Ignite Partner Program Journey

1 Expose your offer on ThingPark Market

You can start by becoming a seller on the leading B2B IoT marketplace. By exposing your IoT solutions, devices, sensors and applications to online customers, system integrators, developers, and enterprises, you significantly increase your product visibility and grow your sales.



ThingPark Market

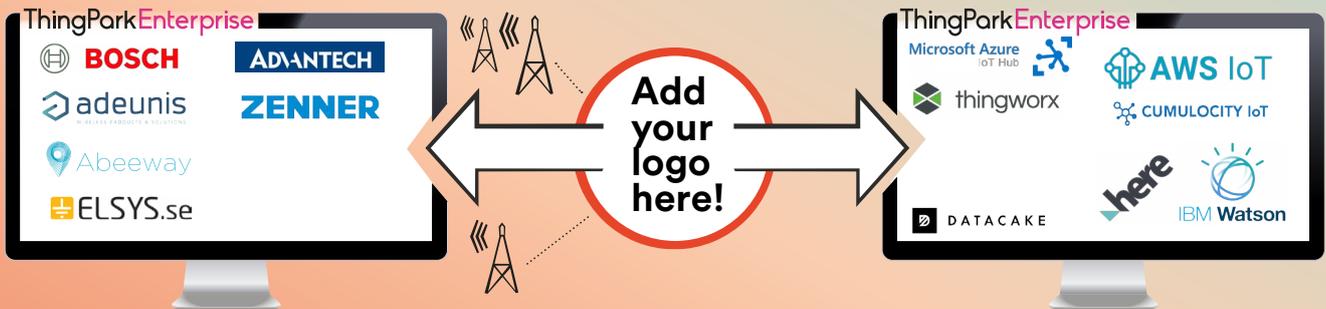
2 Ensure your products interoperability with ThingPark

Join the Actility ecosystem by opening a free account on our ThingPark Community website to test and experiment with our technology. With ThingPark Interop Engine, we provide device makers with a self-service tool to ensure compatibility of your device with our LoRaWAN® stack and get the ThingPark Connected label to ensure easy adoption and increase marketing value.



3 Strengthen your product integration via device decoders and application connectors

Register your products and solutions on Actility Solutions Catalogue and your device profile into the ThingPark platform. We offer standardized ways to create decoders for devices and connections for applications. Get your products integrated and expose your brand across ThingPark portfolio, gaining direct access to thousands of potential customers using our platform, allowing them to deploy your solutions faster and easier. Benefit from our reputation and marketing promotion to gain greater visibility.



▶ To go further: choose the best market routes for your business growth

Define a joint go-to-market plan with Actility via an adapted agreement, build IoT Starter Kits with us, or even opt for a special and flexible financial model to integrate our connectivity offer to your solutions and sell it as your own.

Reselling, co-selling, and leveraging Actility Channels



According to your business needs, different types of sales partnerships agreements can be set.

Build End-to-End solutions with Actility and its partners



We deliver bundled solutions to customers including sensors, LoRaWAN infrastructure, and applications.

ThingPark Embedded OEM-type program:

ThingPark Embedded

Include Actility connectivity in your end-to-end solution and sell it as your own, with a flexible pricing model.

What our Partners say about Actility's Ignite Partner Program

“Actility's Ignite Partner Program enables us to increase our visibility in the IoT ecosystem and unlock new business opportunities. In doing so, we have built an indoor/outdoor asset tracking solution combining Favendo products and Actility/Abeeway's product portfolio and are selling it in the European market. By driving our growth together, it benefits not only us, as an RTLS provider, but also our end customers, who can now choose from a whole new range of tailored end-to-end IoT solutions.”



Favendo

Stefan Balduf, CEO Favendo GmbH, provider of mobile tracking and navigation solutions for indoor and complex environments.



“At Sensative, we believe strongly in partnerships and being part of IoT ecosystems. We joined forces with Actility and participated in the Ignite Partner Program, which has been very successful to raise both awareness across the Actility ecosystem of partners and customers, and technical support (device profiles and drivers, etc.) to make sure it is simple to activate our IoT sensors for any Actility customer. We look forward to working together with Actility and being part of the Actility ecosystem through the Ignite Partner Program...”



SENSATIVE

Fredrik Westman,
Co-Founder and Business
Developer at Sensative



Join the IoT journey with Actility!
<https://community.thingpark.org>

