

# Program Guide for *Value Added Resellers*



Revenue lift, cost-cutting and better shopper experience



Grapefruit juice € 2.39

✓ Added to Cart



Oranges € 1.05  
€2.55/1KG

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# A Message from our CEO

**Dear Valued Partner,**

Thank you for considering partnering with Trigo. We are excited about the opportunity to work with you to enable our revolutionary autonomous store vision and bring it to market.

Trigo is a leading provider of autonomous checkout technology. Our platform uses computer vision and artificial intelligence to track and analyze in-store shopping patterns and behaviors to offer a truly frictionless checkout experience. We eliminate checkout lines and enable customers to shop more quickly and conveniently.

In addition, Trigo's computer vision system provides retailers with access to many use-cases and insights towards optimizing their operations, reducing costs, increasing customer experience and boosting overall sales.

As a value-added reseller, you will enjoy many benefits, including: Access to commercialize our solution that used our cutting-edge technology, the opportunity to scale and drive standardization of the Trigo solution in the retail industry, Support from our experienced team and the chance to enjoy the many benefits of partnering with us.

I hope you will join us on this exciting journey. Together, we can create a more efficient, convenient, and streamlined future for retail.

Sincerely,



**Michael Gabay**  
Trigo CEO  
and Co-Founder

# Trigo makes shopping and retailing *seamless*

We Transform traditional stores into smart stores and offer frictionless automated checkout and data-driven store operations. Our advanced computer vision technology leverages information from ceiling-mounted cameras and smart shelf sensors to create a real time 3D model of the store, track shoppers' journeys and identify shopper-products interactions to generate their virtual baskets.

Following the end of their journey, based on the Trigo solution, retailers are able to provide shoppers a digital receipt for their seamless checkout without having to wait in line or self-checkout.

Beyond delivering a superior customer experience, the Trigo solution will enable retailers to leverage computer vision technology to improve operational efficiency through data-powered inventory management to increase product availability and reduce shrinkage.

The data our system generates has a direct impact on retailers' top line: predictive planning, price optimization, planogram compliance, and more.

Trusted by  
leading retailers

**ALDI**

**TESCO**

**REWE**

**Auchan**

**Netto**  
an EDEKA company

**SHUFERSAL**

**Wakefern**  
FOOD CORP.



# Our VAR partnership *vision*

At Trigo, we envision a value-added reseller (VAR) partnership program that sets new standards for retail automation and delivers unparalleled value to our VAR partners, their customers, and the entire retail ecosystem.

01

## **Collaborative Innovation**

In our VAR partnership program, we see a vibrant community of innovative resellers, retailers, and technology experts co-creating new retail experiences. VAR partners leverage our to shape the future of shopping and maximize value for their customers.

02

## **Empowering Partner Growth**

Our vision is to empower VARs through comprehensive support, training, and resources, making them go-to experts for autonomous store solutions. By excelling in selling, implementing, and supporting Trigo's services, VAR partners can achieve remarkable growth and success.

03

## **Exceptional Customer Experiences**

Together, we deliver exceptional customer experiences to retailers. VAR partners utilize our solution, offering state-of-the-art autonomous store experiences that enhance customer satisfaction, optimize operations, and potentially increase revenue to customers.

04

## **Global Reach and Impact**

Trigo's VAR Partnership Program transcends borders, transforming retail environments worldwide. With a network of VAR partners operating internationally, we redefine customer expectations on a global scale.

05

## **Sustainability and Responsibility**

We champion ethical practices, environmental responsibility, and positive social impact. Together, we drive sustainable change in the retail sector, contributing to a better future.



# Why Partner *with us?*

**Partnering with Trigo translates into tangible financial advantages for you as a Trigo Certified Channel Partner™. Here's how:**



## **Lucrative Revenue Streams**

Reselling Trigo's innovative solutions, including Trigo's SaaS and its integration to your customer's software environment, in-store hardware installation and on-going support and maintenance, allow you to tap into lucrative revenue streams. As the demand for frictionless checkout and retail automation grows, your organization gains access to a vast market, with retailers eager to invest in seamless customer experiences.



## **Higher Profit Margins**

Trigo's technology provides a distinct competitive advantage, enabling you to offer premium solutions to retailers seeking an edge in a competitive market. Higher profit margins are attainable as you leverage Trigo's state-of-the-art solution, delivering unparalleled value to your customers.



## **Recurring Income Opportunities**

Our solutions are designed to foster long-term partnerships with retailers. As a reseller, you can benefit from recurring income opportunities through maintenance contracts, SaaS subscription, and additional professional services, ensuring a stable revenue stream over time.



## **Expanded Service Offerings**

Trigo's product vision goes way beyond frictionless checkout. As we deploy new products and services, you will be able to offer them to your customers.

# Partner *requirements*

At Trigo, we value strong partnerships that drive mutual success & deliver exceptional value to the retail industry. As a Value-Added Reseller (VAR) partner, we expect the following to ensure a fruitful collaboration and seamless integration of Trigo's automation solutions:

01

## **Grocery Retail Sales and Market Reach**

VAR partners should have a well-established **customer base** and access to C-level decision makers in the grocery retail industry. They should be able to drive sales and adoption of Trigo's solutions in their respective markets.

02

## **Retail Technology Expertise**

VAR partners should possess a deep understanding of the retail technology landscape, with a proven track record in delivering innovative solutions to retailers. A comprehensive grasp of point-of-sale systems, customer experience technologies, and retail operations is highly valued.

03

## **Technical Proficiency**

VARs must have skilled technical teams capable of efficiently implementing Trigo's software and hardware solutions and integrating them with retailers' existing systems. This includes expertise in IT infrastructure and installation, software deployment, and support services.

04

## **Commitment to Customer Success**

VAR partners are expected to be customer-centric, prioritizing the success and satisfaction of retailers. Proactive customer support, timely issue resolution, and a commitment to delivering exceptional customer experiences are fundamental.

05

**Training and Certification**

VAR partners are required to invest in continuous training and certification for their teams to stay up-to-date with Trigo's technology and offerings. Training programs offered by Trigo will enable VARs to best represent and implement our solutions.

06

**Collaboration and Open Communication**

Successful partnerships thrive on collaboration and open communication. VAR partners are encouraged to actively engage with Trigo's team and share best practices, market insights, industry trends, and customer feedback.

07

**Marketing Investment**

VAR partners should be committed to investing in joint marketing efforts to promote Trigo's solutions in their target markets. Co-marketing activities, including events, webinars, content creation, and lead generation campaigns enhance our collective brand visibility and market reach.

08

**Adherence to Trigo's Values**

VAR partners are expected to align with Trigo's core values of sustainability, ethical practices, legal compliance, and a commitment to responsible AI usage. Demonstrating shared values enhances the strength and integrity of our partnership.

09

**Sales Performance and Targets**

To ensure the partnership's continued success, VARs are required to meet agreed-upon sales performance targets and demonstrate a commitment to driving revenue growth.

**At Trigo, we believe that strong partnerships are the cornerstone of transformative success in the retail industry. By meeting these partner requirements, VARs can unlock unparalleled opportunities for financial growth, customer satisfaction, and industry leadership.**





## Partner *benefits*

**As a Trigo-certified value-added reseller, here are some of the benefits you will enjoy —**

### **Partner Deal Exclusivity**

For qualified partners only, the Trigo Partner Program features a deal registration program to recognize and reward eligible partners for their investments in securing new sales opportunities. This program encourages and supports our partners in their efforts to grow and thrive in the retail automation market.

### **Technical and Sales Training and Certifications**

We are committed to empowering our partners with the knowledge and skills they need to excel. Through Trigo's training programs, partners gain global access to a comprehensive selection of online and classroom-based sales and technical training courses. We also offer in-depth technical certifications, enabling partners to demonstrate competency and meet tier technical requirements, further enhancing their expertise.

### **Marketing**

As a qualified partner, you'll have access to consistent and interactive communication with Trigo. Our partner portal provides secure access to sales and marketing support materials, competitive insights, and sales tools to help you win deals. Additionally, you'll benefit from our automated campaign platform designed to turn leads into sales, empowering you with tools for successful marketing initiatives.



## Partner *tiered program*



Silver Partners are the introductory level of partnership with Trigo and they are working towards closing their first deal with Trigo.



Gold Partners are dedicated partners who excel in delivering Trigo's solutions. They demonstrate strong sales and technical expertise, consistently meet revenue targets, and prioritize customer satisfaction. This level signifies their progression beyond the introductory stage, positioning them for continued growth and success.



Platinum Partners deliver the highest value to their customers and demonstrate sales and technical expertise across all Trigo solutions. They consistently achieve revenue targets while attaining high levels of customer satisfaction.

## Partner *tiered program*

	SILVER	GOLD	PLATINUM
Minimum Partner-led SaaS sales (ARR)	\$0	\$100,000	\$500,000

### BENEFIT

Partner Training and Onboarding	✓	✓	✓
Partner Badge Display	✓	✓	✓
Tiered Discount on SaaS Pricing	✓	✓	✓
Eligibility to Receive Trigo-Generated Leads		✓	✓
Co-Marketing Activities		✓	✓
Trigoretail.com Partner Listing		✓	✓
Advanced and First-to-market Products and Services Access			✓
Entitlement for Customer Rebate			✓

# Partner *certifications*

At Trigo, we firmly believe in the significance of partner training and certification. Our commitment to delivering innovative solutions and exceptional customer experiences hinges on the expertise and capabilities of our partners.

By offering comprehensive training and certification programs, we empower our partners to become trusted experts in our products and services. This not only ensures that they possess the knowledge and skills needed to effectively implement and support our solutions but also fosters a deep understanding of our values, quality standards, and commitment to excellence.

Through this collaborative approach, we can jointly provide our customers with the best-in-class solutions and support they deserve, reinforcing our position as a trusted leader in our industry.

trigo partner

**CORE**

Certification

Our Core certification is fundamental and designed to furnish our partners with essential knowledge encompassing Trigo's core concepts, customer experience and use cases, legal and privacy guidelines, as well as marketing guidelines.

trigo partner

**SALES**

Certification

Our Sales certification is focused on equipping our partners with comprehensive insights on how to effectively promote Trigo solutions, articulating their value proposition to potential customers, and adeptly addressing questions that may arise.

trigo partner

**TECHNICAL**

Certification

Our Technical certification provides partners with guidance for installing Trigo systems in stores, integrating with existing environments through APIs, and ensuring successful store launches. Additionally, partners gain expertise in operating Trigo in production, analyzing system metrics, and driving solution adoption in stores.



# Legal Disclaimer

This Trigo Partner Program Guide (this "Guide") provides general description and guidelines applicable to the relationship between Trigo Vision Ltd. or a subsidiary thereof (collectively, "Trigo") and entities that are engaged or wish to be engaged by Trigo as value added resellers for Trigo products and services.

This Guide provides high level, general principles and information and is not intended to create and will not create any legally binding commitments of Trigo of any nature, including to negotiate or entertain any proposals or pursue any business opportunities. Only a signed Value Added Reseller Agreement between Trigo and an applicable third party will create a legally binding relationship between Trigo and such party, in accordance with the terms of such Value Added Reseller Agreement.

Nothing in this Guide shall be construed as a warranty or representation of any nature with respect to any information stated herein or otherwise, and Trigo disclaims any and all warranties and representations, whether express, implied or otherwise, including without limitation any warranty that the information stated herein is fully accurate or free of errors or omissions.

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**trigo**<sup>®</sup> partner

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Same Store. **Made Smarter**

Trigo is a computer vision company leveraging smart sensors to enable frictionless checkout and deliver data insights that drive revenue and optimize store operations.

[Discover Trigo's partner program >](#)