



COPADATA
Partner Community



COPA-DATA Partner Community

Membership Guide



for System Integrators, OEMs
and Machine Builders



Growing Together

The COPA-DATA Partner Community (CDPC) is COPA-DATA's official partner program and offers a global network of specialists focusing on industrial and energy automation. Under the motto "Growing Together", the program supports all members with valuable resources to grow their business and achieve more.



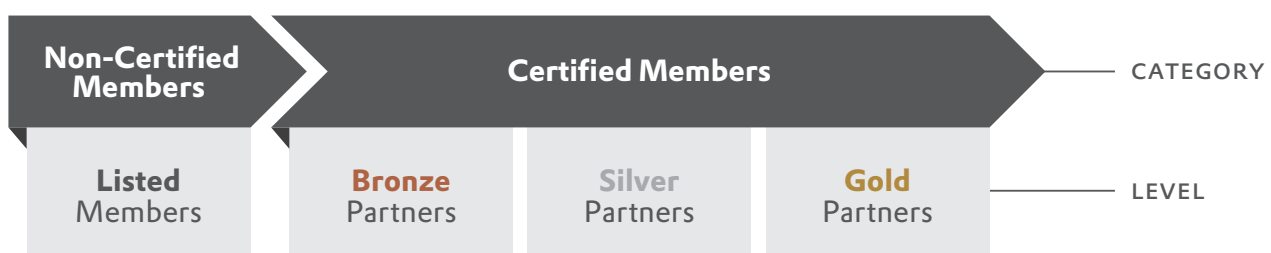
Two Categories, Four Levels

The COPA-DATA Partner Community is structured in two main categories (certified and non-certified members) and four subordinate membership levels (Listed Member, Bronze Partner, Silver Partner, and Gold Partner).

Non-certified members (Listed Members) are not required to have any certified product knowledge, but benefit from selected sources of information and knowledge. By contrast, certified members (Bronze, Silver, and Gold Partners) are required to demonstrate a certain level of product knowledge

verified by COPA-DATA. In return, they have access to a range of benefits, as listed below. The four different levels reflect a member's degree of expertise and commitment to COPA-DATA, offering each successive level additional benefits.

You may enter the COPA-DATA Partner Community as a Listed Member or, provided you meet the required criteria, you may register as a Bronze Partner. You can then upgrade to a higher membership level once the stated criteria are met.





Benefits

Benefits vary by membership level and may be specific to local COPA-DATA subsidiaries or distributors. For detailed information about the benefits in your region, please contact your local sales representative.

	Listed Member	Bronze Partner	Silver Partner	Gold Partner
PRODUCT, TRAINING & TECHNICAL BENEFITS				
Eligibility to attend global COPA-DATA events	●	●	●	●
Free zenon Online Training Courses	●	●	●	●
zenon Update Online Training Course per version release	●	●	●	●
Free access to educational videos	●	●	●	●
Download of WPF elements, templates, wizards, symbols, graphic sets, etc.	+	++	+++	++++
Technical Support ¹ Self Service Portal zenon Tutorials		●	●	●
Annual meeting (online or in person) with COPA-DATA's product management team			○	●
MARKETING & SALES BENEFITS				
	COPADATA Listed Member	COPADATA Bronze Partner	COPADATA Silver Partner	COPADATA Gold Partner
Membership logo				
Website listing in the COPA-DATA partner directory	+	++	+++	++++
Visibility in COPA-DATA customer magazine	○	○	○	○
Success story creation	○	○	○	○
Sales support for selected projects/end customers		●	●	●
Discount on list prices (with sales margin)		●	●	●
Partner Plaque		●	●	●
Partner Certificate		●	●	●
Joint marketing initiatives ²		○	●	●
Partner Spotlight (2-pager)			●	●
Partner Story (video)				○
Dedicated page on COPA-DATA website				●

¹ Only people holding a valid zenon Certificate may receive personal support via phone and email.

² Resource-intensive activities requiring local engagement are planned by the local COPA-DATA subsidiary or distributor, and can therefore differ by region. Locally arranged activities may include: joint presence at fairs or trade shows, social media campaigns, telemarketing campaigns, etc.



Requirements

Depending on your membership level, you are expected to fulfill specific requirements. The requirements are assessed on a per country basis, not per site.³ COPA-DATA conducts regular performance reviews to assure the best knowledge and the highest quality for our end customers. Note: the membership within the COPA-DATA Partner Community is **free of charge**.

	Listed Member	Bronze Partner	Silver Partner	Gold Partner
REQUIREMENTS				
Automation expertise and willingness to work closely with COPA-DATA	●	●	●	●
Approval of your completed registration via www.copadata.com/partner-registration	●	●	●	●
Specify a main contact at your organization who will manage your CDPC membership	●	●	●	●
zenon Certification ⁴ www.zenon-academy.com		1 x Basic	1 x Basic 1 x Advanced	2 x Advanced 1 x Professional
COPA-DATA Developer Network (CDDN) package		●	●	●
Direct/Indirect partner turnover (p.a.)			from € 30,000	from € 150,000

Key:

+ / ++ / +++ / ++++ Scope of benefit depending on membership level

○ Benefit may be granted after prior coordination with and approval by COPA-DATA

● Eligible for benefit or requirement to fulfill

⁴ Qualifications across multiple sites in a single country qualify towards the same CDPC membership registration. The membership is valid for all company locations within the respective country. However, qualifications are not aggregated across countries. Organizations must fulfill the appropriate requirements within each country in which they wish to become a partner.

³ The listed zenon Certification(s) are the minimum requirement(s). We recommend that you obtain a zenon Certification within four weeks after successfully completing a qualifying zenon Training Course.

Any questions?



Find a contact near you

www.copadata.com/contact



For more information
on the COPA-DATA
Partner Community

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Learn about
zenon Certification

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