PARTNER SUPPORT PROGRAM

WHAT WE CAN DO TO GROW YOUR BUSINESS
At XSPlatforms, we believe that everybody deserves absolute safety when working at height. That’s why we will continue to develop innovative solutions that create safe working environments.

To fulfill this purpose, we closely work together with hundreds of companies worldwide. We refuse to think of these businesses as mere resellers or distributors. Instead, we see them as business partners.

By aligning our goals, we can create a worldwide network of experts who are always first to offer the latest innovations for safe work at heights. The Partner Support Program is the result of our efforts to facilitate the growth of our partners, by investing in durable relationships.

Please note the XSPhilosophy outlined on the next page; it is very important to us. These values are also reflected in the way we do business with our partners.

What we are offering you, is the chance to grow your business with our solutions, our expertise and our extensive support. There is not one other supplier in our industry that offers anything that even comes close to the level of support presented in this brochure.

I suggest that you seize the opportunity to become a part of our brand.

Regards,

Geert Cox.

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“Let’s start recognizing and seizing opportunities together.”

- Geert Cox, founder and CEO of XSPlatforms

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XSPhilosophy

The following five core values govern all our actions and decisions, both as individuals and as a company. If you join our Partner network, this is what you can expect from XSPlatforms:

1. **Safety Above All:**
   Our partners are guaranteed that everything we deliver has passed extensive testing according to the highest international standards. With our solutions, you can tap into the very top of the market with the latest innovative safety solutions for work at height.

2. **Focus on the Customer:**
   The key to our success is that all our solutions are designed with the needs of our customers as a starting point. In the same way, we’re constantly looking for better ways to support our partners, to help them take advantage of the opportunities they spot in the market.

3. **Simplicity Defines Quality:**
   This is a guideline for every solution or service that we deliver, including the support we provide to our partners. We make sure that everyone who believes in our solutions can easily access the tools needed to bring XSPlatforms to customers.

4. **The Best Isn’t Good Enough:**
   We will never cease to come up with new innovations to improve and to extend our range of solutions. Our partners are always first to market the most cutting-edge solutions for work at height. This enables them to realize the most extraordinary safety systems with great pride.

5. **There Is No Such Thing as a Problem:**
   Where others see a problem, we see an opportunity, a challenge, a possibility. And we like to be challenged. Therefore, we’ll do everything to ensure that our partners become industry experts that are able to take up any project.

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Thanks to our rapidly expanding partner network, we have achieved an unprecedented growth. Together with our partners, we constantly raise the bar for safety solutions that protect people working at heights around the world.

“Let’s start recognizing and seizing opportunities together.”

- Geert Cox, founder and CEO of XSPlatforms
GROWING TOGETHER

Growing a business is not easy. That’s why XSPlatforms provides its Partners with extensive support. With the name, the expertise and the support of XSPlatforms at their disposal, our Partners win contracts.

The essence of the Partner Support Program is to provide our Certified Partners with the support they need to increase their brand awareness, market share and expertise.

The support that XSPlatforms offers to Certified Partners comes in three different forms:

2. Co-branded marketing: Ready-made marketing materials (available in the Partner Portal) which Partners can easily customize to their brand identity.
3. Custom Support: Request custom support based on your particular needs, including online marketing efforts, presentation tools, workshops and more.

THE PARTNER PORTAL

The Partner Portal is the online platform for all our Partners. It offers a complete overview of all the support provided by XSPlatforms.

Through the Partner Portal, basic support for all XSPlatforms solutions is available for download at any time:

- Brochures: informative handouts about our solutions, for commercial purposes.
- Manuals: instructions for the installation and the use of our safety solutions.
- Technical fiches: technical drawings and specifications.
- Additional documents: special product details, including features & compatibility.
- Images: compilations of high-quality photos and images, free to use and distribute.
- Certificates: proof of compliance with various standards and regulations.
- Specification texts: to be included in the specifications of construction projects.

MARKETING SUPPORT:
- Websites
- E-mail campaigns
- Co-branded materials

SALES SUPPORT:
- Lead generation
- Information services
- Presentation tools

TECHNICAL SUPPORT:
- Online configuration tools
- 3D images

CUSTOM SUPPORT: THE KIND OF SUPPORT YOU NEED

XSPlatforms listens to its Partners. We are able to provide custom support that enables you to respond to developments and opportunities in your environment.

That means that you get to decide what kind of custom support is suitable for your individual needs.

REQUEST CO-BRANDED MATERIALS
Get the visuals you need to promote your offer, quickly and easily.

APPLY FOR CUSTOM SUPPORT
Every idea you have could be the basis for the support we provide.
MARKETING SUPPORT: POWERFUL BRANDING

XSPlatforms enables its Partners to respond to opportunities in the market immediately, with a suitable offer that they can present to potential customers.

With our marketing support, Partners can focus their energy on the things they do best, without having to worry about the development of powerful marketing campaigns.

CO-BRANDED MATERIALS DESIGNED FOR YOUR MESSAGE

XSPlatforms makes it easy for Certified Partners to create visuals that are in accordance with the message they wish to deliver to their target group in a particular situation.

We have prepared a variety of ready-made visuals about our solutions, which can easily be customized to the personal preferences of a Partner. This way, we facilitate the design and production of images in a highly efficient way. This means that our Partners won’t have to go through the whole design process every time they need an image.

If necessary, our in-house designers can also design fully customized images.

THE WEBSITE YOU’VE ALWAYS WANTED

Building websites can be a nuisance for many businesses. Expensive third-party agencies are often unable to live up to the expectations they set.

We believe that your website should be designed by professionals who know about your industry and your customers. That’s why our Partners can use our online marketing support to create the website they’ve always wanted.

E-MAIL CAMPAIGNS MADE BY PROFESSIONALS

Although most businesses in our industry are aware of the potential of e-mail marketing, many struggle to generate acceptable returns from their e-mails.

Our marketers are up to date with the techniques that get e-mails opened, get the message across and get a target group involved. Our Partners can have their e-mail messages designed by marketers with industry knowledge.
SALES SUPPORT: BRINGING IN NEW BUSINESS

At XSPlatforms, we recognize that the success of the Partners in our worldwide Partner network is directly proportionate to the power of our brand. That's why we regard the sales of our solutions as a responsibility that we share.

LEAD GENERATION – QUALIFIED SALES OPPORTUNITIES

We are the first and only supplier in our industry that is committed to lead generation for its Partners.

Dedicated lead generation projects are always initiated as a response to interesting developments or opportunities in the market. Mailings, calls and various marketing tools are used to approach a clearly segmented target group with a suitable proposal. For example, XSPlatforms invites people to different events in order to get them involved with our brand.

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SALES SUPPORT

SALES BINDERS – ALL-EMBRACING HANDOUTS

Every time XSPlatforms releases a new product (or range of products), all our Partners are provided with a sales binder that contains all relevant information. With our sales binders, you’ll have the commercial and technical information you’ll need to communicate about our solutions with potential clients. Among other things, the sales binder comes with price lists, technical fiches and manuals for installation and use of the new products.

EDUCATION SERVICES – SHARING KNOWLEDGE

We can provide a number of additional services (in association with our Partners) that make our offer more accessible.

User training – XSPlatforms can organize user training sessions for potential customers of our Partners. Our qualified instructors have up-to-date knowledge about our solutions and about the applicable procedures and guidelines for safe work at heights. Training sessions can be focused on specific industries.

Product demonstrations – When people are given the opportunity to test our solutions for themselves, they will start to see the added value of our innovations. Professional demonstrations help to create word-of-mouth about our solutions in networks of potential clients.

Fall hazard assessments – An on-site assessment that determines the fall protection or scaffolding requirements of a building or a construction site. This is a perfect opportunity to get clients involved with the safety of people working at heights, and to raise awareness about the possibilities of our solutions.

Workshops for architects – In most countries, architects are required to get a certain amount of training per year, in order to exercise their profession. XSPlatforms seizes that opportunity to educate architects, and we directly approach them to promote these courses.

These events help to generate more demand for our safety solutions, and they are a great occasion to meet architects or potential end-users who might need to learn more about safe work at height. These events help to generate more demand for our safety solutions, and they are a great occasion to meet architects or potential end-users who might need to learn more about safe work at height.

PRODUCT DEMONSTRATIONS – TANGIBLE PRESENTATION TOOLS

How would you like to walk into a boardroom with all the materials needed for an amazing sales presentation? XSPlatforms provides Partners with digital tools to demonstrate solutions to potential clients. These tools help your audience to understand the added value of the solution, which is crucial for the outcome of the presentation.

For example, the demo case pictured on the right can help to demonstrate the USPs of a fall protection solution.

SALES SUPPORT

Lead generation: The identification and approach of a target group, creating qualified sales opportunities for Partners with the XSPlatforms brand.

Salesbinders: All-embracing handouts that contain all the tools needed to communicate about our products.

Education services: Workshops, training, fall hazard assessments, demonstrations and other services that raise awareness by sharing our knowledge and expertise.

Follow-ups: Addressing businesses in your network, to fill your pipeline with potential customers.

Demo cases: A suitcase that contains all the elements needed to demonstrate your solution. Available for several solutions.

CONSTRUCTION SPECIFICATIONS

Partners of XSPlatforms benefit from including the power of our brand in their offer. Some of the world’s most distinguished architects approach us for customized access-to-height solutions for the most extraordinary buildings in the world.

We can provide specification texts for all of our solutions, which can be used in the specification of a construction project. With workshops and marketing campaigns focused on architects, our solutions are occasionally included in the design phase, which gives Certified Partners a great opportunity to win new business.
TECHNICAL SUPPORT: ENGINEERS THAT MAKE A DIFFERENCE

At XSPlatforms, we believe that the implementation of a solution for safe work at height should not have to be complicated. Therefore, we make it easy for our Partners to configure and to visualize safety solutions.

Our Partners can take on even the most challenging projects with confidence and determination, because they can always fall back on our technical expertise.

REALISTIC 3D ANIMATIONS

Anyone who has ever had to sell a technical solution knows that it can be a challenge to explain how a concept will work in practice, especially to an audience that’s not all that familiar with your products.

In order to visualize the size, dimensions and operation of a safety solution in the context of a specific project you’ll need a skilled graphic designer, preferably one who knows about your products. That’s where we come into play. We have a team of in-house multimedia designers who have the ability to visualize any safety solution on a 3D model of a building.

This way, you can have a 3D image (or 3D animation) of your solution on the screen during a sales presentation, which you can use to show exactly how a safety solution works.

CALCULATION TOOLS – INNOVATIONS THAT ADD VALUE

The following online tools are prime examples of innovations developed by XSPlatforms to make it easier to work with our solutions. Partners of XSPlatforms have the exclusive opportunity to use these tools for the configuration of our Fall Protection and Scaffolding Systems.

ODIN

Partners certified to sell fall protection can use ODIN, our unique online calculation tool that provides a calculation report which contains all the important values about a fall protection project (max. and/or loads, minimum required clearance etc.). This is the easiest way to verify if a configuration of a horizontal lifetime solution with XSPlatforms products is correct. The configuration report can be exported and added to your quotations.

ODIN-TOOL.COM

VEKTOR

With Vektor, our Partners can configure our scaffolding systems in no time: all they have to do is provide the dimensions of the scaffold they require for their project. At the click of a button, Vektor gives them an overview of all the parts needed, their corresponding weights and a visual indication of the scaffold. Vektor’s scaffolding configurations are always in correspondence with the applicable standards in Europe and the United States.

VEKTOR-TOOL.COM
XSPlatforms is always working to improve and to expand its offer of innovative solutions. Development of new solutions and improvements to existing solutions are taking place in rapid succession.

As Partners, it is important to keep each other up to date on the opportunities we spot, and to share the knowledge and experience that we gain as innovators in our industry.

For that purpose, XSPlatforms organizes the Partner Event: a get-together of Partners from all around the world. A gathering of experts in safety solutions for work at height, who stand at the forefront of innovation.

Among other things, this is what you can expect if you are invited to join the Partner Event:

- **Workshops** by various experts on the latest developments in the industry.
- **Demonstrations** of recent or upcoming innovations of XSPlatforms.
- **Training** on the installation, setup or use of XSPlatforms safety solutions.
- **Tips & advice** to help you bring in new business.
- **Information** about new business opportunities.
- **Presentations** about valuable growth strategies.
- **Inspiration** and new ideas for safe work at height in the future.
- **Information exchange** with other Partners who face the same challenges.

**WHAT TO EXPECT?**

- **1. GET ONBOARD**
  Contact info@xsplatforms.com to get acquainted with our people. We’ll direct you to the right XSPlatforms representative in your nearest branch, to schedule an appointment.

- **2. GET ACCESS TO THE PARTNER PORTAL**
  After signing the Partner agreement, you’ll immediately get access to the calculation tool(s) and the Partner Portal, where you’ll find everything you need to get going with our solutions.

- **3. GET CERTIFIED**
  As a new Partner, you’ll receive training on how to install, configure and sell the solutions of XSPlatforms, after which you will become a Certified Partner.

- **4. GET OUR HELP WITH YOUR RESULTS (Q4)**
  Your contact person will help you to evaluate your performance, to identify points of development, and to make a Support Plan for the upcoming year.

- **5. GET YOUR XSBUDGET (Q1)**
  Your business will be placed in the Bronze, Silver, Gold or Platinum category based on your sales results and marketing exposure, and is awarded an XSBudget to spend on support.

**WHAT TO EXPECT?**

**XSBUDGET**

The XSBudget is a co-marketing budget that our Partners can spend on marketing support, sales support or technical support. With this XSBudget, our Partners can increase their marketing exposure and sales results, with our help.

Designed to facilitate the growth of our Partners, the Partner Support Program can bring great value to your business. With an XSBudget, you do not necessarily need to make a financial investment to get the support that you need.

The Partner Support Program will help you get the most out of your business.

**PARTNER CATEGORIES**

- **Bronze Partners**
- **Silver Partners**
- **Gold Partners**
- **Platinum Partners**
WHY JOIN?

There are hundreds of Partners worldwide that bring our cutting-edge solutions to customers in their respective markets. Together, our Partners constitute a worldwide network of industry leaders, who are involved in the most groundbreaking projects around the world.

HOW TO JOIN

Contact info@xsplatforms.com for an introduction. If you have any further questions about the support we provide, feel free to ask. We’ll get you in touch with our nearest branch as soon as possible.

PARTNER BENEFITS - WHAT’S IN IT FOR ME?

- Expand your offer with world class products for safe work at heights.
- Request tailor-made support that suits your particular needs.
- Lead generation: get direct sales opportunities delivered to your inbox.
- Get new customers: all the tools you need for great presentations.
- Build your brand: increased exposure with professional marketing tools.
- Establish joint growth: recognizing and seizing opportunities together.

TESTIMONIALS

“Yesterday we installed an XTrusion horizontal lifeline system in the center of Salzburg. It was a tricky job, but the XSPlatforms solution made it a lot easier! We are very pleased with the partnership.”
- Fall Protection Engineering, Austria

“XSPlatforms has a commercial and technical team that is very dedicated to the satisfaction of our clients, and their sales support helps us to find interesting projects! Together, we always find the solution to a challenge.”
- FMI, France

“We partnership with XSPlatforms is a sustainable and productive collaboration that offers us the possibility to jointly develop successful products, marketing tools, lead generation and aftersales activities.”
- SkySafe, The Netherlands

ABOUT XSPLATFORMS

In 1997, we began to provide safety equipment for people working on roofs in the Netherlands. At that time, safety was already more of a calling than a business.

Now, we are a rapidly growing international company that designs safety solutions for the most complex buildings around the world. Today, we still have the same aspiration that we had almost twenty years ago: to make working at heights safer and easier — for everyone, everywhere.

The simplicity of our solutions and our many successful projects in the past prove that innovation is in our DNA.

VISION

We believe that we can make work at height safer.

XSPlatforms works towards a world where those responsible for safety at heights are aware of the dangers, and have everything they need to preclude the risk of falling.

In our vision, the safety of a work environment at height should be self-evident.

MISSION

Our goal is to serve forward-looking clients around the world with superior safety solutions and world class service.

We aim to warrant the sustainable growth of XSPlatforms by building long-term relationships with all our clients, Partners and employees.

We want XSPlatforms to be recognized as the world’s number 1 brand for safe work at height.

VISION

- XSPlatforms Certified Partners (countries/regions with)
- XSPlatforms branches

MISSION

- Fall Protection
  - FacadeXS.com
- Fall Protection
  - FallProtectionXS.com
- Suspended Platform Systems
  - SuspendedXS.com
- Scaffolding Systems
  - ScaffoldXS.com
The Netherlands (HQ) - Europe, Asia-Pacific, Middle East, North and South America.

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