



ICT Partner Program Handbook

For integration partners in North America

Introducing the ICT Partner Program

When partners choose ICT, they gain more than a technology provider, they gain a partner committed to unmatched support, innovative solutions, and meaningful opportunities to grow their business. Together, we empower progress, unlock new potential, and build a future defined by shared success.

The ICT Partner Program is an extension of this commitment. Built on the foundation of partnership, loyalty, and growth, it recognizes and rewards the integrators who champion ICT solutions and invest in delivering exceptional outcomes.

Built to Secure Your Success

With four tiers: Bronze, Silver, Gold, and Platinum, the program offers increasing levels of exclusive benefits, elevated discounts, and valuable resources designed to help partners strengthen their margins, win more opportunities, and achieve long-term success.





Partner Program Tiers

The ICT Partner Program includes four tiers, each determined by a partner's annual sales revenue with ICT.

Tier placement is evaluated using clear, predictable revenue thresholds that reflect your overall business growth with ICT. As your annual revenue increases, you unlock additional benefits, enhanced discounts, and deeper support designed to strengthen your margins and accelerate success.

This structure ensures partners are recognized and rewarded for their measurable contribution and continued commitment to ICT throughout the year.

Annual Reviews & Tier Advancement

Partner Program tiers are formally evaluated at the end of each calendar year in December. For Bronze, Silver, and Gold partners, this review is led by your assigned Regional Sales Manager (RSM). Platinum partners receive a personalized review experience led by their dedicated Customer Success Manager (CSM).

Annual tiers are confirmed in December based on verified annual sales revenue, with any changes taking effect January 1.

Mid-Year Tier Advancement

Partners who achieve higher revenue thresholds earlier in the year may be eligible for mid-year tier upgrades and access to the corresponding benefits. Mid-year changes are evaluated on a case-by-case basis in collaboration with your RSM or CSM to ensure accuracy and alignment.

*By invitation only

Enrollment

New Partner Enrollment

Enrollment is automatic and driven by the annual account review conducted each December. When a partner meets the minimum sales threshold for a tier during this review period, they are placed into the appropriate tier, with no forms or extra steps required. New partners receive a welcome email outlining their status and benefits, and those placed in Platinum also receive a personal introduction from their Customer Success Manager, who will support their onboarding and ongoing success.

Existing Partners

Existing partners are evaluated during the annual December tier review and automatically assigned to the appropriate tier for the following year. Opportunities for mid-year tier progression are also available, with advancements approved in partnership with the Regional Sales Manager and/or Customer Success Manager.

Ineligible Partners

Partners with annual ICT sales below \$25,000 are not eligible for the ICT Partner Program. However, eligibility is monitored throughout the year, creating a clear pathway for growth-oriented partners to join as soon as they meet the minimum threshold. Once a partner reaches or exceeds \$25,000 in annual ICT sales at any point during the year, they immediately qualify for program enrollment.



Benefits

		Bronze Partner	Silver Partner	Gold Partner	Platinum Partner
Discounts	Purchase discount		Contact your local ICT Regional Sales Manager		
Marketing & Sales	Written case studies	✓	✓	✓	✓
	Video produced case studies				✓
	Co-branded sales presentations		✓	✓	✓
	Co-branded sales collateral		✓	✓	✓
	Collaborative social media posts				✓
	ICT blog features highlighting partner success				✓
	Co-authored articles with media				✓
	Co-branded apparel			Up to \$500 USD / \$690 CAD annually	Up to \$1,000 USD / \$1,375 CAD annually
	USA quarterly co-branded advertising funds equal to 1% of sales from the previous quarter, up to a maximum of \$2,500USD per quarter.				✓
	Canada quarterly co-branded advertising funds equal to 1% of sales from the previous quarter, up to a maximum of \$3,500CAD per quarter.				✓
Support	Technical support	✓	✓	✓	✓
	Priority technical support			✓	✓
Training	Online training	Free	Free	Free	Free
	Instructor-led training at ICT Office	No discount	No discount	Free	Free
	Instructor-led training at 3rd party location (driving distance)	No discount	No discount	50% off	Free
	Instructor-led training at 3rd party location (requiring flight & accommodation)	No discount	No discount	50% off	Free
Partner Recognition	Digital badge	✓	✓	✓	✓
	Plaque			✓	✓
	Inclusion on ICT preferred partner webpage		✓	✓	✓
	Pin or iron on logo for apparel	✓	✓	✓	✓
Strategic Partnership	*Customer Advisory Board (CAB)			✓	✓
	Dedicated Customer Support Manager			✓	✓
	Quarterly Business Reviews (QBRs)			✓	✓
	*Possibility of Early Releases and Beta Testing Product Trials			✓	✓

*By invitation only



Discounts:

Access to exclusive discounting structures tailored to membership tier level. Advancing to higher tiers unlocks eligibility for increased discount rates on ICT products and services.

Marketing & Sales:

Partners gain access to ICT's marketing and sales support designed to expand their market presence and accelerate joint demand-generation efforts. As partners progress through the tiers, they unlock increasingly powerful opportunities, from written case studies, co-branded presentations, and customizable sales collateral, to collaborative social media features, ICT blog spotlights, and co-authored media articles that showcase their expertise.

Higher tiers also gain access to premium benefits such as professionally produced video case studies, co-branded apparel, and eligibility for co-op marketing funds. Together, these resources help partners differentiate their brand, strengthen customer engagement, and drive meaningful growth alongside ICT.



Support:

ICT's support benefits are designed to ensure partners receive the technical guidance and responsiveness needed to deliver exceptional outcomes for their customers. All partners gain access to ICT's knowledgeable technical support team, with higher tiers unlocking enhanced service levels and faster resolution times.

Gold and Platinum partners receive Priority Technical Support, which provides direct routing to ICT's senior technical specialists through a dedicated support line. Email inquiries, support tickets, and voicemails from priority partners move to the front of the queue, ensuring quicker responses, deeper troubleshooting expertise, and more efficient resolutions.

Training:

ICT's training benefits are designed to help partners build deeper technical expertise, improve installation quality, and strengthen their ability to support customers with confidence.

All partners receive free access to ICT's online training library, ensuring teams can learn at their own pace and stay current on product capabilities. As partners advance through the tiers, they unlock significant advantages for instructor-led training, ranging from discounted sessions to free ICT training.



Partnership Recognition:

ICT's partnership recognition benefits celebrate the commitment, expertise, and contributions that partners bring to the ICT ecosystem. All partners receive a digital ICT Partner Program badge that can be proudly displayed on websites, social media, proposals, and marketing materials to showcase their alignment with ICT and reinforce credibility with customers. As partners reach the higher tiers, they also become eligible for an official ICT Partner Program plaque, an elevated, physical symbol of their achievement, loyalty, and impact within the program.

These recognition elements are designed to help partners stand out in the market, strengthen customer trust, and highlight their ongoing commitment to delivering exceptional ICT solutions.



Strategic Partnership:

ICT's strategic partnership benefits are built to strengthen alignment, foster long-term collaboration, and empower our most committed partners with a deeper connection to ICT. As partners advance through the tiers, they unlock elevated interaction opportunities such as participation in ICT's Customer Advisory Board (CAB) upon invitation, Quarterly Business Reviews (QBRs), and early visibility into product trials or pre-release features when appropriate.

At the Gold and Platinum tier, partners receive a concierge-level experience through a dedicated Customer Success Manager (CSM), your strategic partner in growth, with deep expertise to accelerate your success. Your CSM takes the time to fully understand your business, align ICT solutions to your goals, and proactively guide you with product updates, roadmap insights, and strategic recommendations. They coordinate essential resources including demo gear, technical assistance, and co-marketing engagement, while serving as your internal advocate to ensure priority access, clear visibility, and streamlined support.

Your CSM is dedicated to anticipating needs, removing obstacles, and helping you **secure your success** every step of the way.

Together, This is Only the Beginning

The ICT Partner Program is designed to grow alongside you, rewarding your success, simplifying your experience, and providing the support, resources, and recognition that matter most.

As your business with ICT expands, so do your opportunities: deeper engagement, stronger margins, priority access, and a true partnership centered on helping you win more customers and deliver exceptional outcomes.

We remain deeply committed to continually enhancing the ICT Partner Program, evolving benefits based on your needs, and ensuring it remains a powerful driver of shared success.

Share Your Feedback

Your feedback plays a critical role in shaping the future of this program. We invite you to share your ideas, experiences, and recommendations so we can continue building a partner program that truly empowers your success, today and for years to come. If you have suggestions, questions, or input to share, please submit your comments [here](#).

Program Rules and Policies

The full ICT Partner Program Terms and Conditions can be found [here for United States](#) and [here for Canada](#). If you have specific questions or need additional clarity, please reach out to your local Regional Sales Manager for support.



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