

PARTNER COLLECTIVE

Organizations Working Together to **Empower the Doers**

OVERVIEW

The XR revolution is here. Join some of the original minds behind spatially-enabled, guided work instruction to unlock incredible opportunities as a partner or customer.

We've spent the last decade assembling a **Collective** of many of the biggest brands on the planet to ensure our shared customers are prepared for the future needs of the market.

OBJECTIVES

The Taqtile Partner Collective is a group of industry professionals and organizations striving to bring augmented reality into the mainstream, across commercial and government organizational needs. To do this, we've set lofty objectives to help nurture and grow the community together.

- ▶ Create a diverse ecosystem of XR organizations
- ▶ Focus on vertical and geography penetration
- ▶ Bring consistency and transparency to partnering
- ▶ Build a community of XR pioneers
- ▶ Bring innovative solutions to customers
- ▶ Empower our Collective with training and materials
- ▶ Create profitable growth for the entire industry

WHAT MAKES A GREAT PARTNER?

To advance the industry you need to have a great, global set of partners who go above and beyond. If you desire to be working with us and others to drive transformational change, here are the characteristics we look for.

- ✓ Aligned with our drive for XR adoption and use
- ✓ Have complementary offerings in key areas
- ✓ Bring excellent industry expertise and know-how
- ✓ Committed to the joint success of our teams
- ✓ Willingness to try new tactics to drive growth
- ✓ Go the extra step to plan and collaborate

“We work with the best —to deliver the right knowledge anytime, anywhere to deskless workers.”

Dirck Schou, CEO & Co-Founder
Taqtile

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THE COLLECTIVE

PLATFORM	CHANNEL	INTEGRATORS	TECHNOLOGY & INFRASTRUCTURE
Manufacture products & components that Taqtile products are used.	Support the distribution and sale of Taqtile products while delivering additional services.	Help solve critical business challenges through expertise and XR solutions.	Provide computing, network, application, and technical parts of the solution.
<i>Apple, Digilens, Google, HTC, Magic Leap, Meta, Microsoft</i>	<i>ATPGov, CDW, Insight, MBS, SHI</i>	<i>Accenture, Booz Allen Hamilton, Chaos Theory, Deloitte, Downer, LCE, Triton Systems</i>	<i>AT&T, Jamf, Nokia, Oracle, Qualcomm, SAP, T-Mobile, Verizon</i>

SAMPLES



WHERE WE FOCUS WITH OUR PARTNERS

SEGMENTS	INDUSTRIES & SECTORS		FUNCTIONS	
Enterprise Mid-Market Government	PRIMARY Aviation Defense Manufacturing Transportation	SECONDARY Agriculture Construction Hospitality Insurance Utilities	Facilities Management Field Services Innovation Inspection	Maintenance Operations Training & Learning

TAQTILE'S EXPECTATIONS

We will ask for the following when you join us.

- ▶ Plan for an **Ongoing Engagement**: Annual Strategy & Planning Session, QBRs, and Monthly Check-Ins
- ▶ Feature Taqtile on Owned Media and **Promote Us** for Shared Interests
- ▶ Invite Taqtile to **Events and Trade Shows** as a Speaker, Panelist, Booth Participant, and/or Into Private Customer Meetings
- ▶ Execute **Co-Marketing Initiatives** Including Digital Campaigns, Content Production, Social Posts, and Case Study Creation
- ▶ Utilize Taqtile **Deal Registration** Process To Protect Deals and Give Pipeline Visibility for Forecasting
- ▶ Complete Basic **Tier 1 Support** to our Joint Customers
- ▶ Engage in **Ethical Business Practices** and Avoid any Activities That Might Impact the Partner Collective

BENEFITS



THE ECOSYSTEM

Contacts, co-selling, multi-company initiatives and programs



TRAINING & ENABLEMENT

Onboarding, sales and technical training



MARKETING RESOURCES

Guidelines, loose assets, co-marketing, case study development, EBC / Lab / Innovation center support



SALES RESOURCES

Account mapping & sharing, strategy and planning, co-selling, deal registration



TECHNICAL RESOURCES

Resource access, documentation, APIs, SDKs, product



FINANCIAL INCENTIVES

Rebates, margin, volume discounts, referral bonus



PRODUCT INPUT

Roadmap discussion, feedback, bugs, feature requests

ONBOARDING PROCESS



RESOURCE LIBRARY

Use these links to learn more about Taqtile, our products, who we serve, and more.

- ▶ Taqtile ([web](#) | [pdf](#))
- ▶ Manifest ([web](#) | [pdf](#))
- ▶ Maker ([web](#) | [pdf](#))
- ▶ Community Site
- ▶ Case Studies
- ▶ eBooks
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CONTACT

PARTNERSHIPS

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