



HEXAGON

empowering an autonomous future

Authorized Partner

Channel Program Guide

| Visit [hexagonmining.com](https://www.hexagonmining.com)



Why Partner with Hexagon?

Mines are under immense pressure to cut costs while improving safety. We provide business analytics for better decisions, and reporting solutions that drive productivity. We help customers make sense of their data.

Our solutions connect surveying, planning, and design, with fleet management and production optimization. We protect our customers and their equipment with collision avoidance, fatigue monitoring, and slope monitoring technologies.

We integrate the data and processes from these solutions, so people are informed and empowered to make intelligent decisions, no matter where they are in the mine.

Our customers no longer need to buy one product for mine planning, another product for fleet management, and another for safety. They get one integrated solution from one technology company that's committed to connecting all parts of a mine in real time.

Being part of Hexagon means access to amazing innovation, service, and support.

Mission Putting data to work to enable autonomous, connected ecosystems that boost efficiency, productivity and quality for our customers.

Vision A future where data is fully leveraged so that both humanity and sustainability thrive.

Empowering an autonomous future As energy costs fluctuate, high-grade ores become scarcer, and profit margins tighten, productive mines recognize that technology is essential to their success. Companies must be smarter, safer, and quicker to respond to change. Their future depends on it.

Hexagon recognizes that the competitive edge of its customers depends on empowering an autonomous future by integrating, automating, and optimizing critical workflows.

This means smart mines that are efficient to operate, maximize safety and minimally impact the environment.





“Our solutions can help every mine to be safer and more productive, regardless of their size or location. We value our channel partners because they connect our products with those who need them.”

- **Josh Weiss, President and CEO**



“Hexagon authorized referral partners, agents and resellers are a vital part of our sales team so sharing our vision is the first step to forging a collaborative relationship.”

- **Giancarlo Comini, Vice President, Sales**



“We’re committed to being everywhere our customers need us to be. Channel partners are invaluable in helping us fulfill that commitment.”

- **Marc Barmettler, Sr. Business Development Manager**

Program Overview

The Hexagon Authorized Partner Program is your opportunity to embrace an existing customer network by promoting, marketing or selling our life-of-mine product portfolio. Options to promote, market or sell are outlined below.



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Authorized Referral Partner

Authorized Referral Partner

A Referral Partner will **promote** our product portfolio. Working together with Hexagon, the referral partner will offer complementing services and/or products along with Hexagon's.



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Authorized Agent

Authorized Agent

An Agent will actively **market** our product portfolio, identify and qualify prospects and work with Hexagon for demonstration, pricing, and contract negotiation. The Agent will receive a pre-determined and agreed upon sales commission.



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Authorized Reseller

Authorized Reseller

A Reseller will **sell** our product portfolio, identify and qualify prospects, provide product demonstrations, and negotiate and own contracts. The Reseller is responsible for billing and collecting and therefore receives a pre-determined and agreed upon discount at purchase.

Products

Hexagon's mining portfolio* is available within our Partner Program. It will be agreed upon based on the Authorized Partner company profile and agreed business plan, completion of minimum training requirements (see chart below), product availability and service resources.



PLANNING: HxGN MinePlan

Geology, engineering, (including OP, UG, and Quarry), and production suites, each comprising integrated solutions for exploration, modeling, design, scheduling, and operation.



OPERATIONS: HxGN MineOperate

Fleet management, (OP and UG) machine guidance, and operator assist suites comprising integrated solutions to increase efficiency throughout the mine.



SAFETY: HxGN MineProtect

Our comprehensive safety portfolio features integrated solutions for collision avoidance, vehicle intervention, fatigue monitoring and personal protection.



ENTERPRISE: HxGN MineEnterprise

Operational management solutions that connect processes and convert data into real-time information to support informed decisions and the proactive management of your mine.

*See our [Mining Portfolio Deck](#) for a complete product list and detailed descriptions. Product backgrounders, with elevator pitch, competitive differentiators and sales proof points for every product and product suite are also available.

Sales Support

By partnering with Hexagon, you will receive customized and dedicated support applicable to your partnership level:



Dedicated Commercial Representative Regardless of the Authorized Partner level, a dedicated Commercial Representative will be available to assist with product and technical questions, pricing and sales negotiations. Authorized Resellers and Agents will also have direct access to the Regional Director to streamline requests and expedite high-level decision-making.



Sales Collateral Partners will be provided co-branded sales collateral* to assist in the promotion and marketing of Hexagon's mining portfolio. Assets will be available via the Partner Portal. If using only pre-approved marketing, located via the portal, no additional steps are necessary.

Messaging is key to the Hexagon brand, as it defines who we are as a company and helps to further our credibility in the marketplace. Any messaging, advertising, or marketing collateral about Hexagon and its products and services must be reviewed and approved by our Marketing Department prior to usage. Failure to do so may result in termination of Partner relationship.

To contact Marketing for communication review and approval or to request customized material, please email marketing.min@hexagon.com.

*Please refer to Hexagon's Authorized Partner Brand Guideline.

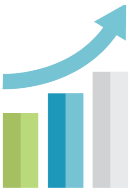
Benefits

By partnering with Hexagon, you will receive extensive benefits and opportunities to support your sales efforts, relative to your partner level. Benefits include:



Training To be successful, our Authorized Partners can depend on sales/product overview training to enhance the experience of selling and being a part of the Hexagon team.

Training is available at Hexagon's Mining Headquarters in Tucson, AZ, at one of our global branch offices, on-site at your company, and via webinar sessions. Required training will be provided within the first 90 days and result in product and sales certification.



Sales & Product Training If appropriate, Authorized Partners may be invited to attend regular, internal sales and product updates training. Training is typically facilitated via webinar and is provided at multiple times to accommodate time zones.



Newsletter Authorized Partners are encouraged to opt-in to Hexagon communications, including our monthly newsletter publication, Mining InSight. In addition to product announcements, you will keep up to date on industry trends, events and receive valuable insight into the company whose products you are representing.



hexagonmining.com We're proud of our partners and will promote our relationship on our corporate website. Located under the "Authorized Partner" tab, company logos and links to our partners' company webpages are accessed within the Authorized Partnership level.

Our company website provides a wealth of information on our product suites, our company, services and support. Resources include press releases, blogs, and customer case studies.



Marketing Development Fund A percentage of net sales revenue will be applied towards marketing funds to assist with Authorized Reseller's marketing activities, in cooperation with Hexagon marketing initiatives. Up to 50% of the Partner's marketing expense may be covered by Marketing Development Fund assets.

Parameters of Marketing Development Fund include:

- Partners in good standing with proven marketing capabilities.
- Dedicated Hexagon Marketing representative will:
 - Align with dedicated Authorized Partner contact quarterly to collaborate on marketing business plan.
 - Track fund contributions and spending, providing quarterly accounting.
 - Provide sales and marketing opportunities to utilize Marketing Development Funds.

- Partners must submit a request for marketing funds, which will be reviewed for approval.
- Approval of funds is based upon assessed market needs and available budget.
- Funds must be allocated within fiscal year.

Both Authorized Resellers and Authorized Agents may participate in joint marketing efforts with Hexagon, on a case-by-case basis. If at the request of Authorized Partner, Partner must submit a request for marketing funds, which will be reviewed for approval. Please contact Dedicated Representative for more details.



Global Hexagon Events HxGN LIVE is a global annual event showcasing each of Hexagon’s divisions and their technologies. The 2019 event was held June 11-14 at the Venetian in Las Vegas, NV. Over 2,000 C-level executives attended the conference and tradeshow.

HxGN LIVE Mining Series events are strategically located in the cities most relevant for our mining customers. It’s an opportunity to showcase new technology, provide insight, training and support on existing solutions, and connect our product and sales team with customers. It’s also a unique opportunity for our customers to network with like-minded business leaders to share, learn and collaborate. Mining Series events take place worldwide in the 3rd and 4th quarters each year.

In 2019, we hosted nine Mining Series events in Brisbane, Perth, Balikpapan, Swakopmund, Santiago, Belo Horizonte, Arequipa, Bangkok, and Tucson.

As an Authorized Partner, you will be invited to register as our guest, and attend all activities, sessions and training. Depending on your level of commitment, speaking and sponsorship opportunities are available.

As an Authorized Partner, you will be invited to register as our guest and attend all LIVE activities, including technical sessions and networking events. Depending on your level of commitment, speaking and sponsorship opportunities are available.



Tradeshows Hexagon exhibits at the largest, most established mining tradeshows around the world.

As an Authorized Partner, you are encouraged to attend these tradeshows to visit with the Hexagon team and participate in training and technology demonstrations. Depending on your level of commitment and if/where appropriate, participation as a co-exhibitor may be available.

In accordance with a joint marketing plan, Hexagon will consider opportunities to assist with partner tradeshows, events and other marketing efforts.



Partner Portal - COMING SOON! The Partner Portal enables direct access to Hexagon’s Salesforce tool. Partners will utilize the Salesforce CRM via secure login credentials to track leads, create a sales pipeline, provide product pricing and ultimately achieve sales goals.

The portal is your hub to access marketing and sales materials, partner FAQs, and access to support and training. Access to the Partner Portal will be provided after the partner has signed on for the Channels Program.

Authorized Benefit Levels

Benefit Type	Authorized Referral Partner	Authorized Agent	Authorized Reseller
CO-BRANDED MARKETING COLLATERAL	✓	✓	✓
EVENT INVITATION	✓	✓	✓
PROMOTES PRODUCTS	✓	✓	✓
TRAINING CERTIFICATION		✓	✓
PORTAL ACCESS		✓	✓
SALES FORECASTING MEETINGS		✓	✓
HAS QUOTA		✓	✓
PROVIDES PRODUCT DEMOS		✓*	✓
COLLABORATIVE MARKETING EFFORTS		✓	✓
QUOTES CUSTOMERS			✓
NEGOTIATES CONTRACT			✓
COLLECTS PAYMENT			✓
MARKETING DEVELOPMENT FUND			✓
PRE-PAYS FOR SOLUTIONS			✓
HAS PRODUCT STOCK			✓

*Product Dependent

Program Requirements

Consideration to be a Hexagon Authorized Partner requires, as minimum, that the company is in good standing and active in the mining industry, with a stellar reputation. We will request details about existing business relationships, terms of relationships and length of time doing business.

Partners are expected to:

- Meet training requirements, based upon partner level and product certification requirements.
- Adhere to marketing guidelines, per brand guideline and in cooperation with agreed upon marketing plan.
- Keep solid records and documentation of their sales according to Hexagon policy.
- Provide proper sales pipeline forecasting and attend regularly scheduled forecasting meeting.
- Hit targeted sales and revenue goals, as presented in the business plan.

Sales and revenue goals will be discussed with the Authorized Partner before committing to an agreed upon quota target. A quarterly review of sales quota will allow both parties to assess the relationship and ensure partnership is on track and mutually beneficial.

Next Steps

The Authorized Partner Program has the potential to produce tremendous rewards. By partnering with Hexagon, your business can grow with us, while empowering customers with safer and more efficient mines.

Being a Hexagon Partner means access to amazing innovation, service, and support.

Get started by visiting hexagonmining.com or contact:

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About Hexagon

Hexagon is a global leader in sensor, software and autonomous solutions. We are putting data to work to boost efficiency, productivity, and quality across industrial, manufacturing, infrastructure, safety, and mobility applications.

Our technologies are shaping urban and production ecosystems to become increasingly connected and autonomous — ensuring a scalable, sustainable future.

Hexagon's Mining division solves surface and underground mine challenges with proven technologies for planning, operations and safety.

Hexagon (Nasdaq Stockholm: HEXA B) has approximately 20,000 employees in 50 countries and net sales of approximately 4.3bn USD. Learn more at [hexagon.com](https://www.hexagon.com) and follow us @HexagonAB.

Visit us at [hexagonmining.com](https://www.hexagonmining.com)