

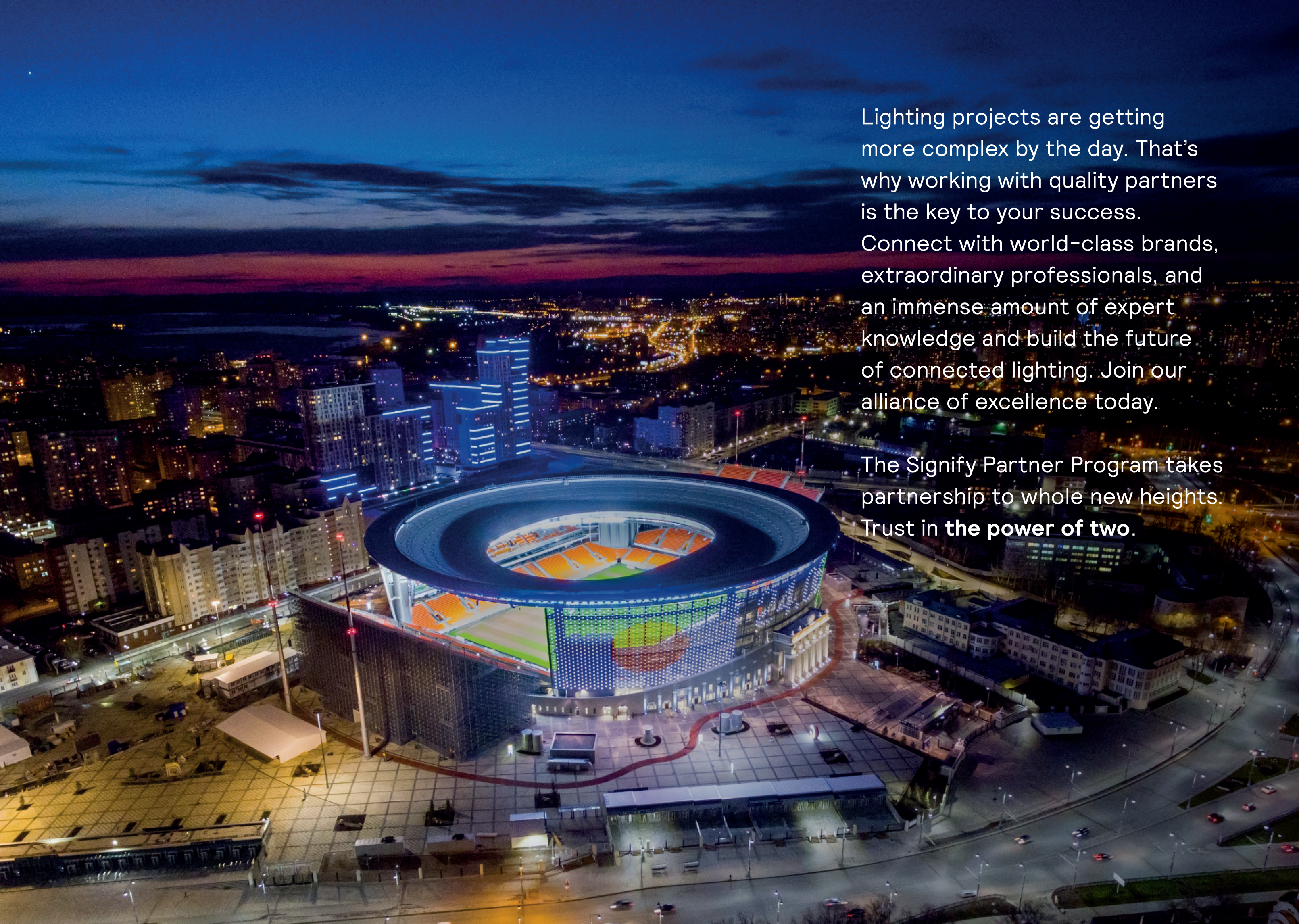
Signify Partner Program

The power of + two



Together we define the
future of connected lighting.

ignify

An aerial night photograph of a large, modern stadium with a circular design, illuminated with blue and white lights. The stadium is surrounded by a cityscape with various buildings and streets lit up at night. The sky is dark with some clouds.

Lighting projects are getting more complex by the day. That's why working with quality partners is the key to your success. Connect with world-class brands, extraordinary professionals, and an immense amount of expert knowledge and build the future of connected lighting. Join our alliance of excellence today.

The Signify Partner Program takes partnership to whole new heights. Trust in the **power of two.**

Empowering collaboration

Partners don't just count on each other, they complement each other. An energizing exchange of skills, knowledge, ambition and ideas. As a Signify Value Added Partner, you are part of an inspiring community of like-minded professionals, where you not only increase your brand's visibility, but also engage with some of the world's most innovative businesses. And you profit from Signify's specialized support.

Additional benefits



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Access to a portfolio of the world's best lighting brands, including Philips, Interact and Color Kinetics



Educational resources and training (sales and technical) from Signify Lighting Academy



Co-marketing campaign materials



Use of Partner Program logos to harness the power of brand recognition



Access to a diverse ecosystem of certified Signify Partners



Technical resources and support for product integration from technical experts



“Together we’re better at finding solutions, even during the toughest challenges.”

Your quality partner

As the world leader in lighting and the number 1 lighting company for the Internet of Things (IoT), Signify is constantly pushing the boundaries of what's possible. Interact, our IoT platform, enables the connected LED lighting systems of the future. Embedded sensor networks collect data that you put to your advantage: well-informed decisions, unequalled operational efficiency, and significantly reduced costs. We make lighting intelligent.



“My clients know that
if they need something,
they’ll be taken care of.”

We're proud to market the best
lighting brands in the world:

PHILIPS

Global brand in professional
and consumer lighting

interact

Our Internet of Things platform
and connected lighting systems

 **COLORKINETICS**

Our global brand in dynamic
architectural lighting systems

PHILIPS
dynalite

The world's finest
lighting control system



Partnership levels



Value Added Partner

World-class system integration
professionals in lighting and IoT with
expertise to sell and service connected
and Interact portfolios. In return,
access to sales, marketing, training
and technical support.



Certified Value Added Partner

Proven expertise, sales results
and project installations in our lighting
solutions. In return, preferential
treatment plus increasing benefits
and support.

Meet our partners

Brandon McCartney,
Pro-Cal Lighting

“We’ve been a Value Added Partner for two years and it’s been very successful. Pro-Cal is different because of the value we bring to the customer. We offer multiple products: audit, design, installation and service.”

“A project we’re very proud of is with the Gaslamp Association in San Diego. We upgraded their street lighting with pole-to-pole installations using Color Kinetics products with localized controllers. We also lit up the iconic fabric roof of San Diego Convention Center’s Sails Pavilion using Color Kinetics color-changing lighting systems. That project was the catalyst for our Value Added Partnership. How the Value Added Partner Program helps? Project and knowledge sharing. When we operate in markets with other Value Added Partners, we can offer each other our expertise. Also, Color Kinetics experts are just a phone call away. The power of two? A mutually beneficial collaboration.”



“When we operate in markets with other Partners, we can offer each other expertise”



View other Certified
Value Added Partners on
[signify.com/partnerprogram](https://www.signify.com/partnerprogram)

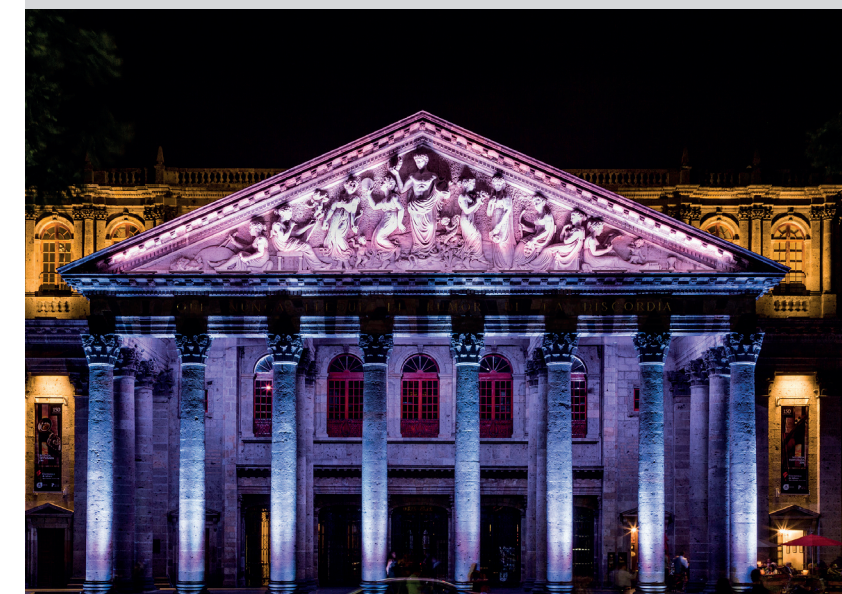


Kyle Ledford,
Sesco Lighting

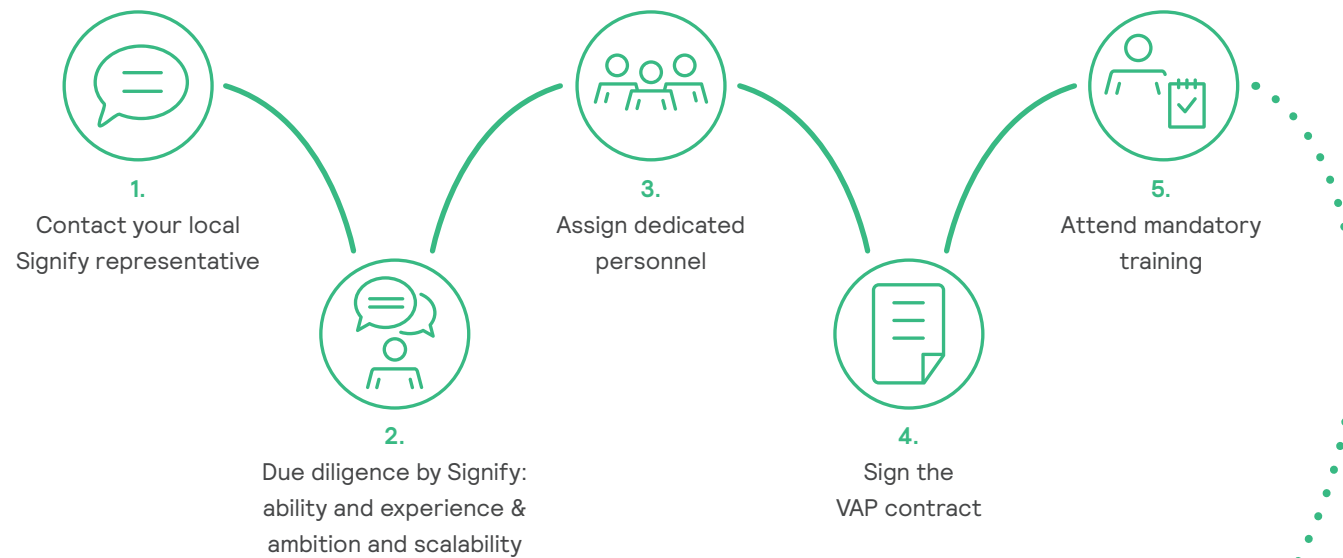
“We’ve been partners with Signify for almost 20 years. It’s a long-term, trusted relationship. Together we’re better at finding solutions for our clients, even during the toughest challenges.”

“I’m passionate about what I do, and Color Kinetics really helps differentiate me in the marketplace. I’m grateful for my career and that my reputation is associated with them. And that any time a client needs something, they know they’ll be taken care of. The opportunities so far have been amazing and I’m looking forward to the opportunities of the future.”

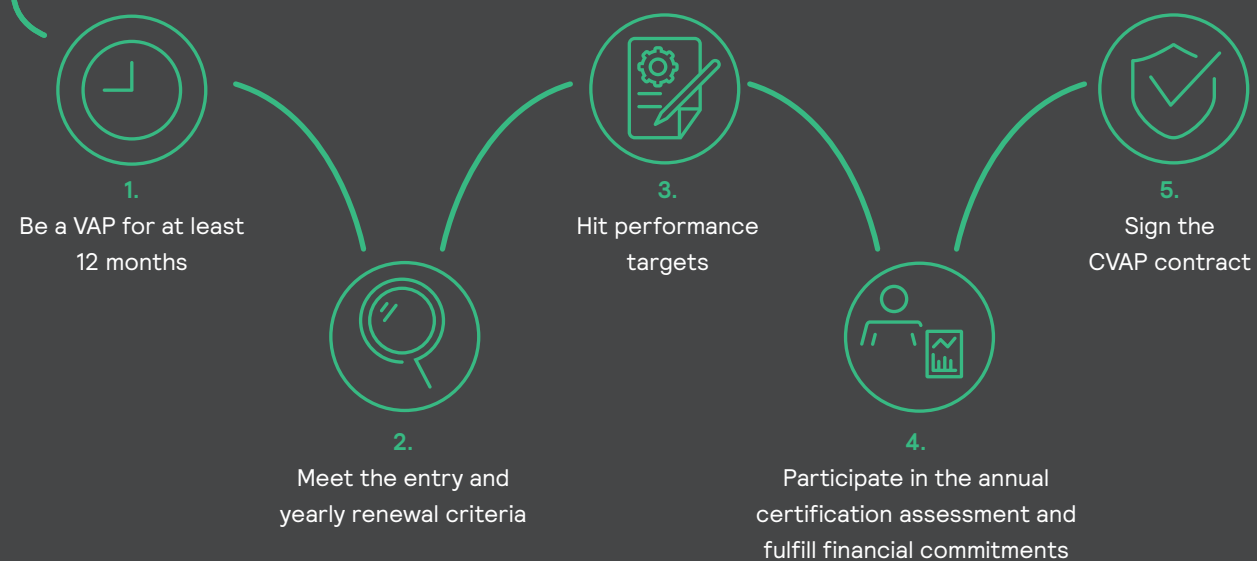
“I’m passionate about what I do, and Color Kinetics really helps differentiate me in the marketplace.”



Become a Value Added Partner



Become a Certified Value Added Partner



Start shaping
the future of
professional lighting
and find out
how you too
can profit from
the power of two.

signify.com/partnerprogram



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