



**COPADATA**  
Partner Community

# **COPA-DATA**

# **Partner Community**

## **Partner Guide for**

Educational Institutions & Research Facilities



## Contents

Introduction .....	1
Registration Fee.....	1
Enlisted Partner Office .....	1
Three Partner Levels .....	1
Benefits .....	2
Requirements.....	3
External Communication.....	4
For More Information .....	4

## Introduction

Being part of the COPA-DATA Partner Community allows partners to utilize COPA-DATA knowledge and strategies in order to develop their own activities. At COPA-DATA, we value all our partners' abilities to drive innovation, to educate qualified employees and to give valuable inputs for the future product development of zenon.

The COPA-DATA Partner Community is managed jointly by COPA-DATA headquarters and local COPA-DATA sales representatives worldwide. As a partner, your main contact is always your local COPA-DATA sales representative who is also your direct support resource. For information about your local COPA-DATA sales representative, we kindly ask you to visit [www.copadata.com/contact](http://www.copadata.com/contact).

This Partner Guide is specifically intended for the partner category "Educational Institutions & Research Facilities" and provides an overview of the services, benefits and requirements within the COPA-DATA Partner Community.

## Registration Fee

There is no additional registration fee for members of the COPA-DATA Partner Community other than the cost of the purchase of the zenon Education & Training License<sup>1</sup>.

## Enlisted Partner Office

The particular office that is registered as partner is the office receiving the benefits and that has to fulfill the requirements. If a partner wishes to enlist more offices, we kindly request a separate registration.

## Three Partner Levels

The COPA-DATA Partner Community is divided into three levels, with each successive level offering additional benefits in recognition of the partner's demonstrated degree of commitment to COPA-DATA. The commitment is measured based on different competence criteria that must be fulfilled (see section "Requirements" within this document). To assure the high level of competence of our partners, annual reviews are performed by local COPA-DATA sales representatives.




All companies applying and fulfilling the set criteria are initially accepted as Registered Partners and may thereafter apply for admission to the Qualified and Expert level, which requires a higher level of commitment. A partner that has fulfilled the criteria for a higher level, and can demonstrate this, is upgraded as soon as possible. Acceptance by COPA-DATA will be exclusively in writing.

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<sup>1</sup> Does not apply for Research Facilities.

## Benefits

Partner benefits vary by partner level (Registered, Qualified and Expert), where partners are granted the benefits associated with their current assigned level. Minor local differences may exist, requiring slight individual adjustments by your local COPA-DATA sales representative. For details regarding localized benefits, please contact your local COPA-DATA sales representative.

Partner Levels	Registered	Qualified	Expert
zenon Education Package <sup>2</sup> for students and lecturers	√	√	√
zenon Guest Lectures <sup>3</sup>	√	√	√
Technical support via user-to-user forum area	√	√	√
Access to software downloads via the COPA-DATA website	√	√	√
Licenses for laboratories or training rooms, research projects and bachelor/master theses	√	√	√
Sharing of research (online) surveys within the Partner Community		√	√
Expert Landing Page on COPA-DATA Website incl. a short profile and detailed information about finished and ongoing research projects			√
Partner visibility on COPA-DATA website (partner listing) with direct contact possibilities	Name, Logo, Link, Contact Information	Name, Logo, Link, Contact Information, Short Description	Name, Logo, Link, Contact Information, Short Description
Partner Community emblem & logo for online and printed communication			
Joint Marketing activity cooperation (incl. Social Media, Press Releases, Web news, etc.)	+	++	+++
Regular visibility in IU Magazine			√
Partner Newsletter	√	√	√
Partner specific videos	√	√	√

<sup>2</sup> Included in the payment of the zenon Education & Training License

<sup>3</sup> Resource intensive activities which require local planning are set by local COPA-DATA sales representatives, local differences may therefore occur.

Partner Spotlight		√	√
COPA-DATA Global Partner Academy (GPA) <sup>4</sup>	√	√	√
Local Partner Academy <sup>5</sup>	Local basis	Local basis	Local basis
zenon Challenge	√	√	√
myArea	√	√	√

## Requirements

Throughout the term of the agreement, partners are expected to have fulfilled different types of requirements depending on their partner level. Annual reviews are performed to assure the quality and commitment of our partners.

Partner Levels	Registered	Qualified	Expert
zenon Education & Training License <sup>6</sup>	√	√	√
zenon Certifications (on personal level) <sup>7</sup>		1 Basic Cert.	1 Advanced Cert.
Expert Session <sup>8</sup>			√
Integration of zenon in the courses being held <sup>9</sup>	+	++	+++
A designated primary contact at COPA-DATA and/or with a COPA-DATA sales representative	√	√	√
Minimum presence of COPA-DATA on Partner Website	Name, Logo, Link	Name, Logo, Link, Short Description	Name, Logo, Link, Short Description, Landing Page
Joint Marketing Activities / Active communication	+	++	+++

<sup>4</sup> Usually held every two years.

<sup>5</sup> Resource intensive activities which require local planning are set-up by local COPA-DATA sales representatives, local differences may therefore occur.

<sup>6</sup> Does not apply for Research Facilities.

<sup>7</sup> The costs for this training may vary from country to country. Please contact your local COPA-DATA Sales Representative for more information. Does not apply for Research Facilities.

<sup>8</sup> Does not apply for Research Facilities.

<sup>9</sup> Does not apply for Research Facilities.

## External Communication

Trust and mutual respect are two key elements within the COPA-DATA Partner Community. At COPA-DATA, we strive to always portray our partners in the best possible light. Whenever publishing information about our partners' solutions and products, we align the communication closely with the individual partner, resulting in a final approval prior to publication. As part of the close partnership, we ask that our partners first obtain an official approval from their local COPA-DATA representative before including information about our products and solutions in different marketing material (e.g. press releases, social media, brochures, etc.). This way, we assure a consistent and strong communication towards the market.

## For More Information

If you have any questions, or require any additional information, please contact your local COPA-DATA sales representative, who will be happy to answer your questions. You can also send an E-mail to [partner@copadata.com](mailto:partner@copadata.com).

Questions in relation to the zenon Certification are handled by [training@copadata.com](mailto:training@copadata.com). You can also find more information at [www.copadata.com/certification](http://www.copadata.com/certification).

You can find out more about the COPA-DATA Partner Community in general and our partners on the COPA-DATA website at [www.copadata.com/partner](http://www.copadata.com/partner).

To be able to sign in on the partner exclusive myArea on the COPA-DATA website and to subscribe to the Partner Newsletter, you need to have a COPA-DATA web user account. Please assure that you use your regular work e-mail address when creating this user login, since the user will be compared to our CRM to be able to give the correct user rights. Create your web user account now here: <https://www.copadata.com/en/register/>.