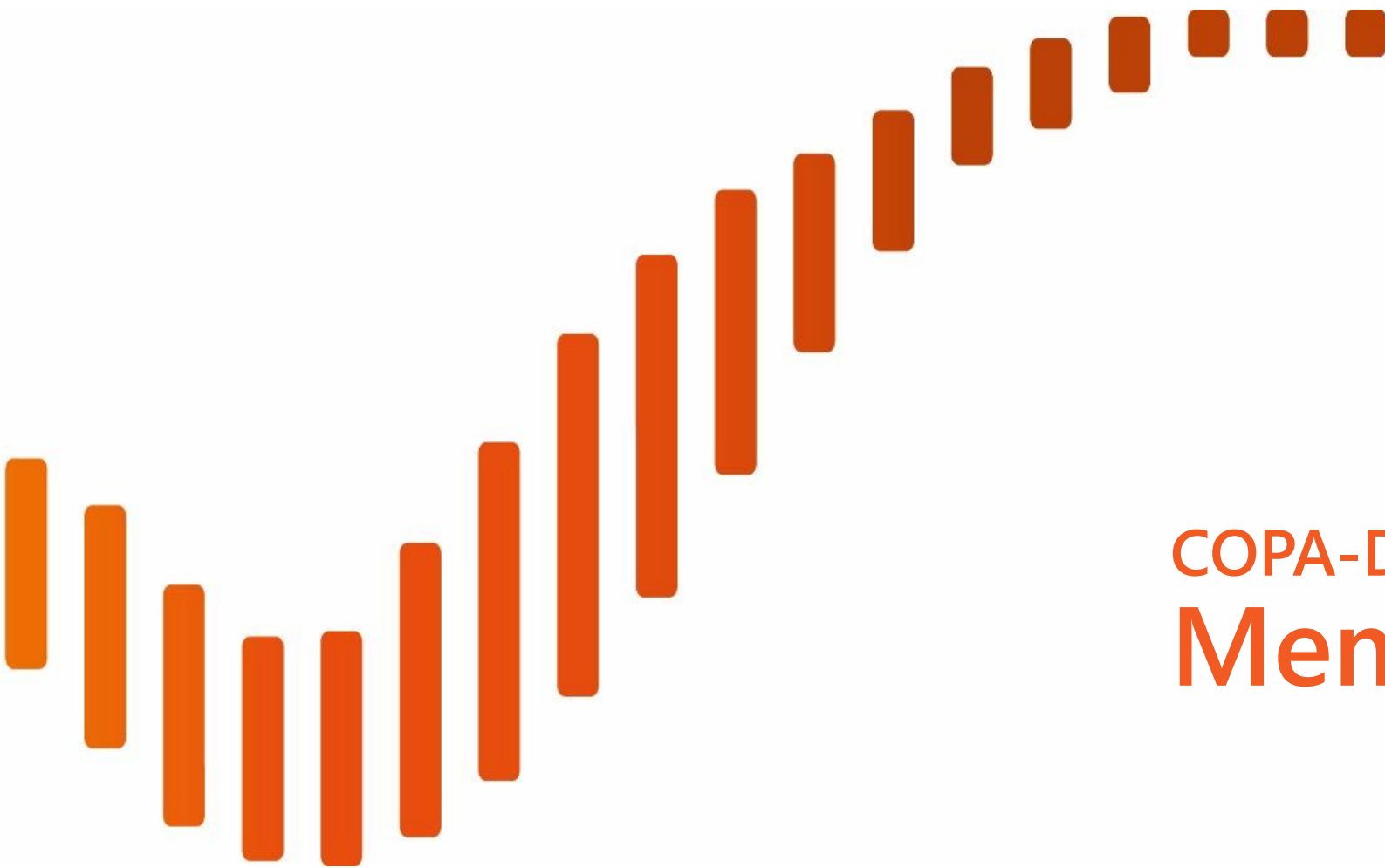


COPADATA
Partner Community



COPA-DATA Partner Community Membership Guide

As of 2027

Growing Together



The COPA-DATA Partner Community (CDPC) is COPA-DATA's official partner program and offers a global network of specialists focusing on industrial and energy automation. Under the motto "Growing Together", the program supports all members with valuable resources to grow their business and achieve more.

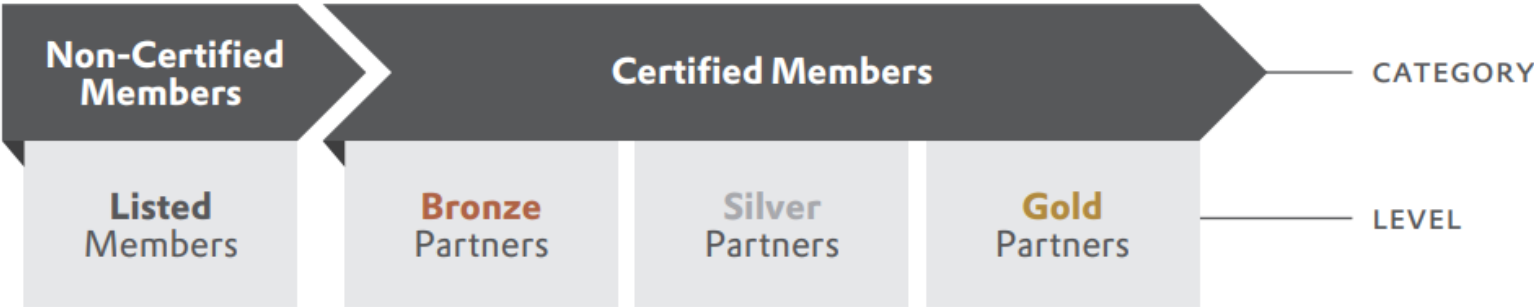
Two Categories, Four Levels



The COPA-DATA Partner Community is structured in two main categories (certified and non-certified members) and four subordinate membership levels (Listed Member, Bronze Partner, Silver Partner, and Gold Partner). Non-certified members (Listed Members) are not required to have any certified product knowledge, but benefit from selected sources of information and

knowledge. By contrast, certified members (Bronze, Silver, and Gold Partners) are required to demonstrate a certain level of product knowledge verified by COPA-DATA. In return, they have access to a range of benefits, as listed below. The four different levels reflect a member’s degree of expertise and commitment to COPA-DATA, offering each successive level additional

benefits. You may enter the COPA-DATA Partner Community as a Listed Member or, provided you meet the required criteria, you may register as a Bronze Partner. You can then upgrade to a higher membership level once the stated criteria are met.



Benefits

Benefits vary by membership level and may be specific to local COPA-DATA subsidiaries or distributors.
For detailed information about the benefits in your region, please contact your local sales representative.



PRODUCT, TRAINING, SUPPORT ² & TECHNICAL BENEFITS	LISTED MEMBER	BRONZE	SILVER	GOLD
zenon Academy online trainings	●	●	●	●
Requests via self service portal	○	●	●	●
Guaranteed professional response within two working days ¹		●	●	●
Assistance via remote support and web meetings ¹		●	●	●
Notification about new zenon builds for maintained/licensed versions		●	●	●
Free reactivation of registered license		●	●	●
Discounts on classroom trainings		●	●	●
Free of charge access to the latest version of zenon Engineering environment		●	●	●
Discount on paid products in the zenon Engineering Store		○	○	●
Annual Online Round Table / Interactive Session with Industry Management and/or Product Management			○	●
Proof of concept and presales support with Professional Services				●
Participation in advanced engineering classes				○
Usage of eCommerce Store as Marketplace				○

● = Eligible for benefit or requirement to fulfill

○ = Benefit may be granted after prior coordination with and approval by COPA-DATA

¹ Only people holding a valid zenon certificate may receive personal support via phone, email or remote access.

² Support is limited to project engineering phase. For live and running applications an SLA with the end customer is mandatory

Benefits



SALES & MARKETING BENEFITS	LISTED MEMBER	BRONZE	SILVER	GOLD
Membership Logo	●	●	●	●
Website listing in the COPA-DATA partner directory	●	●	●	●
Partner Trophy & Certificate		●	●	●
Possibility to participate in COPA-DATA Partner Award		●	●	●
Sales support for selected projects/end customers		○	●	●
Discount on list prices (with sales margin) ²		○	●	●
Partner Video		○	○	●
Access to Presentations and System Architectures			●	●
Industry & Application Expertise			●	●
Feature on LinkedIn			○	●
Annual meeting with local team			○	●
Visibility in COPA-DATA customer magazine			○	●
Co-Exhibition at Fairs & Conferences ¹			○	○
Exhibition at COPA-DATA customer events ¹			○	○
Participation / Presentation in COPA-DATA Webinars ¹			○	○
Strong/active recommendation to end customers by COPA-DATA			○	○
Support with Success Story Creation			○	○
Dedicated Page on COPA-DATA Website				●

¹ Resource intensive activities requiring local engagement may differ from country to country and are planned by the local subsidiary or distributor.

² Partner discounts are determined by the subsidiary or authorized Distributor and by the country of purchase.

Requirements



Depending on your membership level, you are expected to fulfill specific requirements. COPA-DATA conducts regular performance reviews to assure the best knowledge and the highest quality for our end customers. Note: the membership within the COPA-DATA Partner Community is free of charge.

REQUIREMENT	LISTED MEMBER	BRONZE	SILVER	GOLD
Automation expertise and willingness to work closely with COPA-DATA	●	●	●	●
Approval of your completed registration via www.copadata.com/partner-registration	●	●	●	●
Specify a main contact at your organization who will manage your CDPC membership and a contact for marketing relevant information	●	●	●	●
zenon Certification ¹ www.zenon-academy.com		1 Basic Certificate + Integrator Qualification Pack	1 Basic Certificate + Integrator Qualification Pack 1 Advanced Certificate	1 Basic Certificate + Integrator Qualification Pack 2 Advanced Certificate 1 Professional
Annual zenon Update Training / Test		●	●	●
zenon Engineering Subscription		●	●	●
Participation in Co-Marketing Activities ²			○	●
Direct/Indirect partner turnover ³			from € 50,000	from € 120,000

¹ The certification requirements are assessed on a per country basis, not per site. However, qualifications are not aggregated across countries. Organizations must fulfill the appropriate requirements within each country in which they wish to become a partner.

² Co-Marketing initiatives must be approved by COPA-DATA and must take place at least one time since first participating in the COPA-DATA Partner Community and being repeated at least every 3 years. Co-Marketing Activities can be e.g. Success Story creation, Partner Videos, Webinars, Co-Exhibition at Fairs and Conferences, being a Speaker at a COPA-DATA Event, promoting COPA-DATA or zenon on their own channels, or similar.

³ Partner turnover is calculated annually and globally

Revenue Goals

Sustainable turnover targets for Silver and Gold partners

A **hybrid point system** is in place and is always applied whenever a partner fails to meet their sales target

10 points are awarded
per **10.000€**

A **Gold Partner** must achieve **120 points**, and a **Silver Partner** must achieve **50 points**.



**GOLD PARTNER:
120.000€**

**SILVER PARTNER:
50.000€**

There is a **MINIMUM sales target** that must be achieved:

- ▶ for Gold Partner: 80.000€
- ▶ for Silver Partner: 30.000€

The **shortfall can be compensated** through measures undertaken in the previous year or planned for the following year.

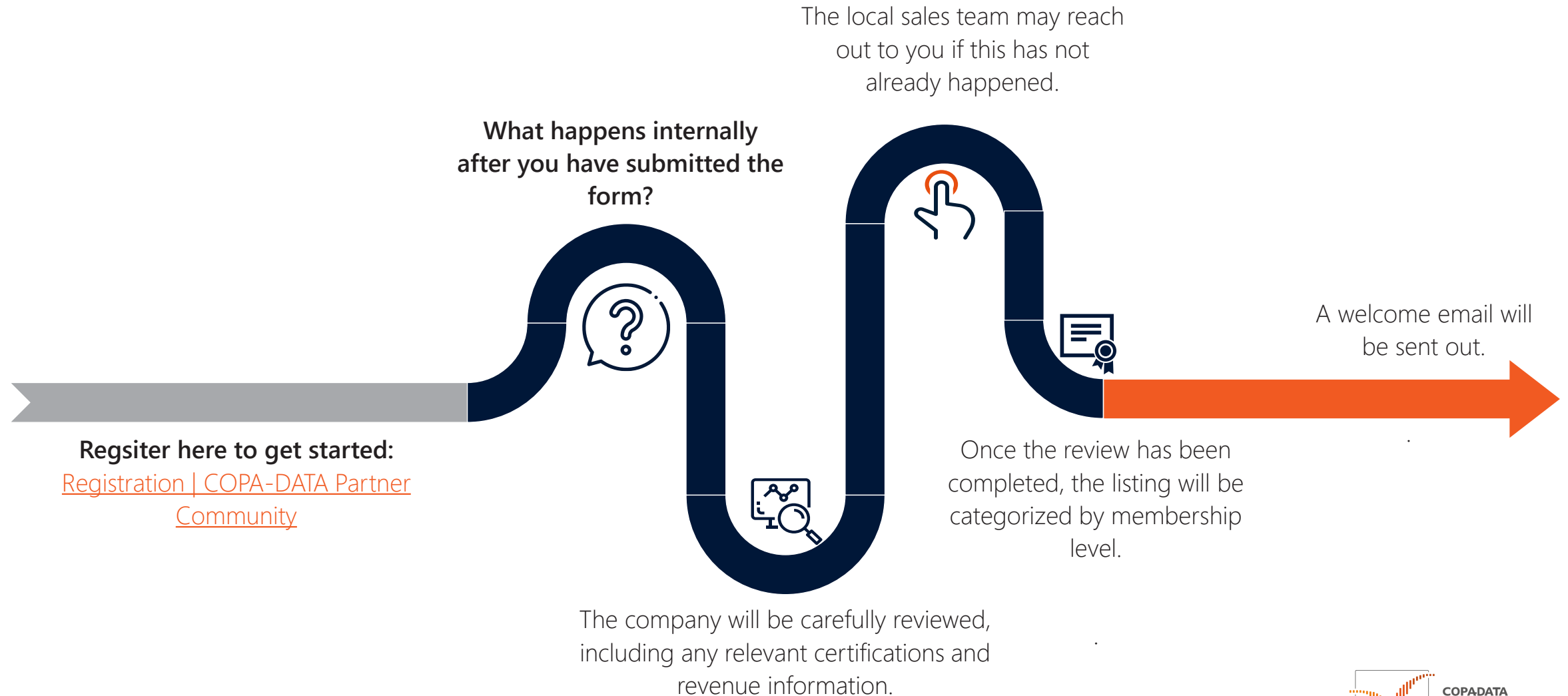
Revenue Requirements: Compensation Table

Hybrid Points System (Beyond Just Revenue)

	PARTNERS	
	Silver	Gold
Total points required	50 Points	120 Points
Turnover	EUR 50.000,- 	EUR 120.000,- 
10K = 10 Points	Points made with turnover needs to be minimum 30 Points	Points made with turnover needs to be minimum 80 Points
Compensation points	Max. 20	Max. 40
Face to Face Trainings (F2F) (per Day / per Person -> 5 Points)	5	
Joint Webinar	10	
New Technologies used (e.g. first project using MTP, historian 360, etc)	5	
Co-Exhibition at Fairs	5	
Success Story with End Customer	15	
New Certifications earned (5 points per certification,. Certifications in addition to minimum requirements in this area)	5	
Customer Acquisitions (Partner initiated contact, suggested zenon for new project with EC -> decision was mainly influenced by Partner)	10	
Active zenon Promotion (Postings on LinkedIn, Feature in Newsletter, Promotion of zenon on Partner Website, ...)	2 per Activity	

Official Registration Process

The CDPC registration process provides access to the official Partner Community. After completing a simple registration and verification of your details, you will be listed on our website as an official Partner and gain access to all relevant partner services, information, and resources.



Any questions?



**Find a contact
near you**

<https://www.copadata.com/contact>



**For more information on
the COPA-DATA Partner
Community**

www.copadata.com/partner

partner@copadata.com



**Learn about zenon
certification**

www.zenon-academy.com

zenon.academy@copadata.com

© Ing. Punzenberger COPA-DATA GmbH.

All rights reserved. This document is protected by copyright and may not be reproduced, utilized or photocopied in any form or by any means without our permission. The technical data contained herein has been provided solely for informational purposes and is not legally binding. The COPA-DATA© logo, the zenon© trademark family and straton© are registered trademarks of Ing. Punzenberger COPA-DATA GmbH.