

Körber Supply Chain

Evolving together

The Körber alliances and channel program



A new way to Evolve

We are Körber: the world's leading supply chain technology provider from software to material handling automation. We have more than 2,600 experts in more than 100 locations worldwide but we recognize that we are only as successful as those we work with. We are committed to working together to drive mutual success.

Körber Evolve has been designed to keep supply chains around the world moving; something we can only do by collaborating to conquer complexity. Evolve means to develop gradually, especially from a simple to a more complex form. That is what we are doing with you, our partners. We are evolving into a partnership program that is continuously improving, based on the results and feedback from our existing partners – some of whom

have been working with us for several decades. This is all while we continue to support our mutual clients in evolving their supply chain capabilities.

The program ensures success for all involved: for us, for our partners and for our respective customers.

We are inviting you to partner with us, to share knowledge and resources. This guide will give you an outline of how we can support each other, including:

- Being a Körber partner
- What each partner receives
- What each partner gives in return



Being a Körber partner

Every business is different, and should be treated as such. The Evolve program is designed to optimize every stage of each customer's buying process in a way that aligns with and complements existing systems and processes.

We have identified five partner categories, and have tailored support to fit. All are designed for long-term, mutually-beneficial collaboration, and have their own benefits and requirements.

1. Joint venture partners

We strategically go to market together to pool knowledge, capital and resources.

2. Value added reseller partners, consulting and implementation partners

We will support you to excel in selling, consulting and implementing Körber supply chain technologies. Typically, you would build a "one-stop-shop" solution, which often consists of hardware, software and a service component.

3. Technology and infrastructure partners

We complete the solutions we recommend and deploy for our customers with your industry-leading technologies. This could be anything from cloud infrastructure and AMR to voice equipment, or other software tools.

4. Complementary software and services partners

We also support software and services providers to complete their offering or have out-of-the-box integrations available with market-leading software solution.

5. Distributors, agents and referral partners

These partners extend our go-to-market reach in specific geographic or vertical markets.



Our Evolve program is versatile and accommodates all five types of partnership – and the many that sit in between – with a uniquely-tailored and collaborative approach.

This program will help each of us to:

- Drive new revenue opportunities
- Enhance successes
- Broaden our customer base
- Expand our collective solutions and knowledge base
- Simplify market access
- Expedite our go-to-market

Ultimately, we hope to provide value via market access, and support you in developing your offerings.

All of this is completely **free**. Aside from time, there is no cost attached to being an Evolve partner, and there never will be.

How we help you

Marketing support

- Your logo and a reference on the Körber website
- Körber lead sourcing
- Customer referencing
- Collaborative marketing planning
- Access to Körber's event sponsorship
- Joint participation in trade shows
- Content-creation toolkits (including newsletters and other marketing collateral)



World-leading training

- Access to Körber Academy (including both online and in-person technical training)
- Access to software and hardware for demonstration purposes
- Access to Körber services team (for shadowing and project assignment)
- Access to non-production software or cloud for training and sandbox
- Technical support level
- Onboarding and training aligned with PSG levels of critical skills
- Certification in all of the above

Sales and account management

- A dedicated alliance manager
- Presales support
- Technical support
- Yearly business planning meeting
- Quarterly business review
- RFP bid support



A partnership only works when all parties have equal amounts of input. This applies both in business, and in life. We don't, and never will, ask for money from our partners. What we do ask for, in exchange for the support we give, is support in return. This differs depending on the type of partner you are and what you can feasibly offer.

Become a Körber Partner

No matter how mature your supply chain is or what sector you operate in, we can help you. Just as much as you can help us.

Let's evolve. Together.





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