

 **IMPINJ** Partner Network

Program Guide

One Network. Connecting Partners Globally.



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The Impinj Partner Network program is built to support partners around the world in delivering innovative IoT solutions powered by Impinj technology. Our global partner community touches every aspect of RAIN RFID solution development – from the Impinj tag chips that provide real-time, item-level data to applications; to the Impinj readers and Impinj partner readers that power those tag chips; to the business applications, software, and services that drive meaningful business improvements from RAIN RFID data.

The power of the Impinj partner ecosystem lies in connections: connecting businesses with our platform and products, connecting real-time data for a better understanding of our world, and connecting partners with partners to meet the next challenges.

Together, we share an ambition to connect every thing; of extending the internet's reach by a factor of 1,000; of driving efficiencies, reducing waste, and ultimately improving the world.

Contents

- Why Partner with Impinj 2
- Impinj Partner Network Tracks and Program Levels 3
- Core Program Benefits and Requirements 4
- Tag OEM Track Benefits and Requirements..... 6
- Device OEM Track Benefits and Requirements 8
- Software Track Benefits and Requirements 10
- Reseller Track Benefits and Requirements..... 11
- Services Track Benefits and Requirements 12
- Become an Impinj Partner 13

Why Partner with Impinj

The Impinj Partner Network program provides our partners access to training, technical support, and marketing and sales resources that empower you to build connections.

Grow your business

The Impinj platform powers solutions built by a global network of partners spanning OEM technology companies, systems integrators, resellers, independent software vendors, and services providers. Our partners play a critical role in our strategy, and enabling your profitable growth is key to our joint success.

Expand your market reach by joining the Impinj Partner Network, a trusted, global ecosystem of partners who deliver RAIN RFID solutions powered by Impinj technology.

A full suite of resources

The Impinj Partner Network is designed to provide partners with a competitive advantage through expert programming and technical support resources. Through the Impinj Partner Network, partners gain access to competitive technology pricing, a demonstration program, sales support, RAIN RFID technical expertise, and in-depth online training programs. Our goal is to ensure our partners are empowered to bring innovation to market on the Impinj platform, and are well connected to both complementary technology partners and market demand.

Trusted brand

As a RAIN RFID pioneer and market leader, Impinj is an organization that you and your clients can count on. We've produced over 75 billion tag chips and supplied readers and reader chips collectively powering over 4 million Impinj and partner built readers. Businesses around the world use the Impinj platform to drive operational success, provide exceptional customer experience, and make smarter, data-driven decisions. As an Impinj Partner Network provider, you join the ranks of partners delivering world-class RAIN RFID solutions built on the Impinj platform.

Leading connectivity for boundless IoT

Since 2000, we've designed, manufactured, and invented ways to connect every thing

100+
BILLION

ITEMS CONNECTED

4+
MILLION

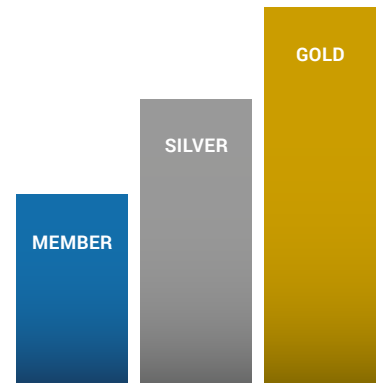
READERS DEPLOYED

95+
COUNTRIES

SUPPORTED BY PARTNERS

Impinj Partner Network Tracks and Program Levels

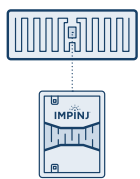
The Impinj Partner Network offers a series of distinct program tracks that support partners working with our tag chip, reader chip, and reader and gateway products. We encourage partners to participate in the track or tracks that best align with their business model. The Impinj Partner Network offers *member*, *silver*, and *gold* partnership levels, though some tracks do not extend to the member level. Each program level offers a progressive range of benefits and requirements.



Device OEM track

The Device OEM track serves partners building RAIN RFID reading devices and provides exclusive Impinj reader chip product access, technical documentation, co-marketing opportunities, and more. Impinj Device OEM partners invited and accepted into the Impinj Partner Network demonstrate the scale and technical capabilities required to bring to market high-quality devices built on the Impinj reader chip product line.

Note: The Device OEM track is by invitation only. For information on qualification, please email the Impinj Partner Team at partner@impinj.com.



Tag OEM track

The Tag OEM track is built to support and recognize global RAIN RFID tag and inlay partners bringing to market finished products which use the Impinj tag chip product line. Impinj Tag OEM partners invited into the Impinj Partner Network have proven technical expertise, and together represent a depth and breadth of high-quality tag and inlay products.

Note: The Tag OEM track is by invitation only. For information on qualification, please email the Impinj Partner Team at partner@impinj.com.



Software track

The Software track recognizes the value of companies that develop applications which make use of Impinj and Impinj OEM partner readers and tags. Software partners benefit from program resources for extracting maximum value from RAIN data and collaborating within the Impinj partner ecosystem, as well as co-marketing opportunities.



Reseller track

The Reseller track provides technical, sales, and marketing support to value-added resellers (VARs) and systems integrators who design solutions built on Impinj or Impinj Device OEM partner products. Impinj reader and gateway resale is restricted to authorized Impinj resellers to ensure a high-quality experience for the end customer.



Services track

The Services track is tailored to partners who provide the services essential to deploying and maintaining RAIN RFID tagging and reading solutions, and gives qualified partners access to technical knowledge across Impinj product lines. Services partners gain the resources needed to configure, deploy, service, and support Impinj-powered solutions at enterprise scale.

Core Program Benefits

The Impinj Partner Network program offers a set of common benefits to all partners across any program track.

Core Program Benefits	GOLD	SILVER	MEMBER
Access to Impinj Partner Team service All partners have access to administrative support and pre-sales consultation via partner@impinj.com.	✓	✓	✓
Access to Impinj Training portal Impinj offers free online training on RAIN RFID, Impinj products, and the partner product portfolio.	✓	✓	✓
Access to Impinj Partner, Support, and Developer portals Impinj partner portals provide access to sales and marketing tools, technical support, training, and more.	✓	✓	✓
Use of Impinj Partner Network partnership level badge All partners receive an Impinj Partner Network level badge for marketing use.	✓	✓	✓
Access to the Impinj Demonstration Unit Program The Impinj Demonstration Unit Program provides discounted readers and gateways for evaluation, training, and demonstration.	✓	✓	✓
Access to standard sales enablement resources Sales enablement assets, such as presentations and training webinars, are available via the Impinj partner portal.	✓	✓	✓
Access to Impinj Technical Support Engineering team Gold and Silver partners who have completed training requirements can request support for products under warranty on the Impinj Support Portal. Member partners with registered opportunities may qualify for support as well.	✓	✓	Limited
Access to Impinj's self-service partner marketing tools Marketing assets available on the Impinj partner portal and website include images, presentations, and co-branded collateral.	✓	✓	✓
Listing in Impinj Partner Directory Gold and silver partners can publish a profile in the Impinj Partner Directory, which is discoverable by anyone.	✓	✓	
Access to Impinj Connected Program promotional opportunities Expanded promotional and co-marketing opportunities are available to top-tier partners who fulfill prerequisites.	✓	✓	
Eligible for Impinj Lead Pass program Gold partners qualify to receive leads from Impinj, distributed based on partners' alignment to customer opportunities. Select silver partners may be eligible for lead pass.	✓	Limited	
Access to Impinj Solution Engineering team Gold partners can request demos, technical assistance, and product support from Impinj solution engineers.	✓		
Impinj partner plaque Gold partners receive an Impinj partner plaque commemorating their achievement in our program.	✓		

Core Program Requirements

All partners in the Impinj Partner Network program are asked to fulfill a set of core program requirements, which ensure the quality and productivity of the Impinj partner ecosystem.

Core Program Requirements	GOLD	SILVER	MEMBER
Complete online Impinj Partner Network application Review program and application requirements in advance. An authorized person must complete the process.	✓	✓	✓
Complete required Impinj training courses For partners to access Impinj technical support, at least one employee must stay current with required online training.	✓	✓	
Stay current with online training curriculum updates Partners are prompted annually to stay current with Impinj training and confirm one employee remains active.	✓	✓	
Fulfill Impinj Connected Program prerequisites Prerequisites are required to access promotional opportunities through the Impinj Connected program.	✓	✓	
Update Impinj Partner Directory profile annually Partners must update Impinj Partner Directory listings at least annually with current information.	✓	✓	
Participate in joint account planning Gold partners are expected to participate in joint account planning quarterly or annually.	✓		
Provide one customer story a year Gold partners must collaborate on at least one customer story, blog, or solution per year, supported by Impinj.	✓		
Maintain designated Impinj sales representative Gold partners are asked to maintain a single designated point of contact for their Impinj account manager.	✓		
Display the Impinj logo on partner website Gold partners should display the Impinj logo on their website in a relevant location.	✓		

7

SPECIALIZED
TECHNICAL SUPPORT
AND ENGINEERING
SERVICE OFFERINGS

140+

PARTNER TRAINING
COURSES
(AND GROWING)

5

LANGUAGES:
TRAINING IN ENGLISH,
SPANISH, CHINESE,
JAPANESE AND GERMAN

Tag OEM Track Benefits

In addition to the core Impinj Partner Network benefits and requirements, top-tier gold and silver Tag OEM partners are entitled to a set of benefits built to uniquely support companies bringing tag chips to market.

Tag OEM Track Benefits	GOLD	SILVER
Eligible for Early Access Programs Qualified partners are eligible for invitation to Impinj product early access programs.	✓	✓
Dedicated Impinj account manager Gold and select silver partners are assigned an Impinj account manager for account planning and go-to-market execution.	✓	✓
Priority Impinj Partner Team service Qualified partners receive priority case service and accelerated response time from the Impinj Partner Team.	✓	✓
Eligible for Tag Sample Request program Qualified Tag OEM partners receive tag sample request lead generation through the Impinj website and sales fulfillment through Atlas RFID.	✓	✓
Invitation to participate in Impinj product trainings to channel Qualified partners are eligible for invitation to sales and technical trainings to the Impinj channel.	✓	✓
Access to Impinj Technical Support Engineering team Qualified partners receive specialized technical support ticket service.	✓	✓
Invitation to executive programs and events Gold partners receive exclusive access to special events including the Impinj Executive Forum.	✓	✓
Access to Impinj Sales Engineering resources Qualified partners receive specialized Sales Engineer support.	✓	Limited
Access to Impinj tag chip Product Application Engineers Qualified Tag OEM partners receive access to our staff of tag chip technical experts.	✓	



Tag OEM Track Requirements

Tag OEM Track Requirements	GOLD	SILVER
<p>Provide annual volume forecast Partners are expected to collaborate on annual forecasts that enable Impinj to effectively support partner business.</p>	✓	✓
<p>Meet annual volume commitment Partners maintain access to benefits by meeting or exceeding the Impinj volume target for their region.</p>	✓	✓
<p>Maintain designated Impinj partnership representative Partners should maintain a designated sales and technical contact for their Impinj team.</p>	✓	✓
<p>Meet Impinj Connected Program requirements Partners must fulfill the Impinj Connected requirements to remain in good program standing.</p>	✓	✓
<p>Participate in roadmap collaboration Gold partners participate in joint roadmap planning sessions with their Impinj team. Silver partners expected to provide regular roadmap updates to Impinj.</p>	✓	
<p>Participate in the Impinj Connected Program at Tier 2 Partners must complete a questionnaire to confirm Impinj Connected participation at Tier 2, which requires that partners identify products that use Impinj technology</p>		✓
<p>Participate in the Impinj Connected Program at Tier 1 Partners must complete a questionnaire to confirm Impinj Connected participation at Tier 1, which requires that partners both identify and promote products that use Impinj technology.</p>	✓	



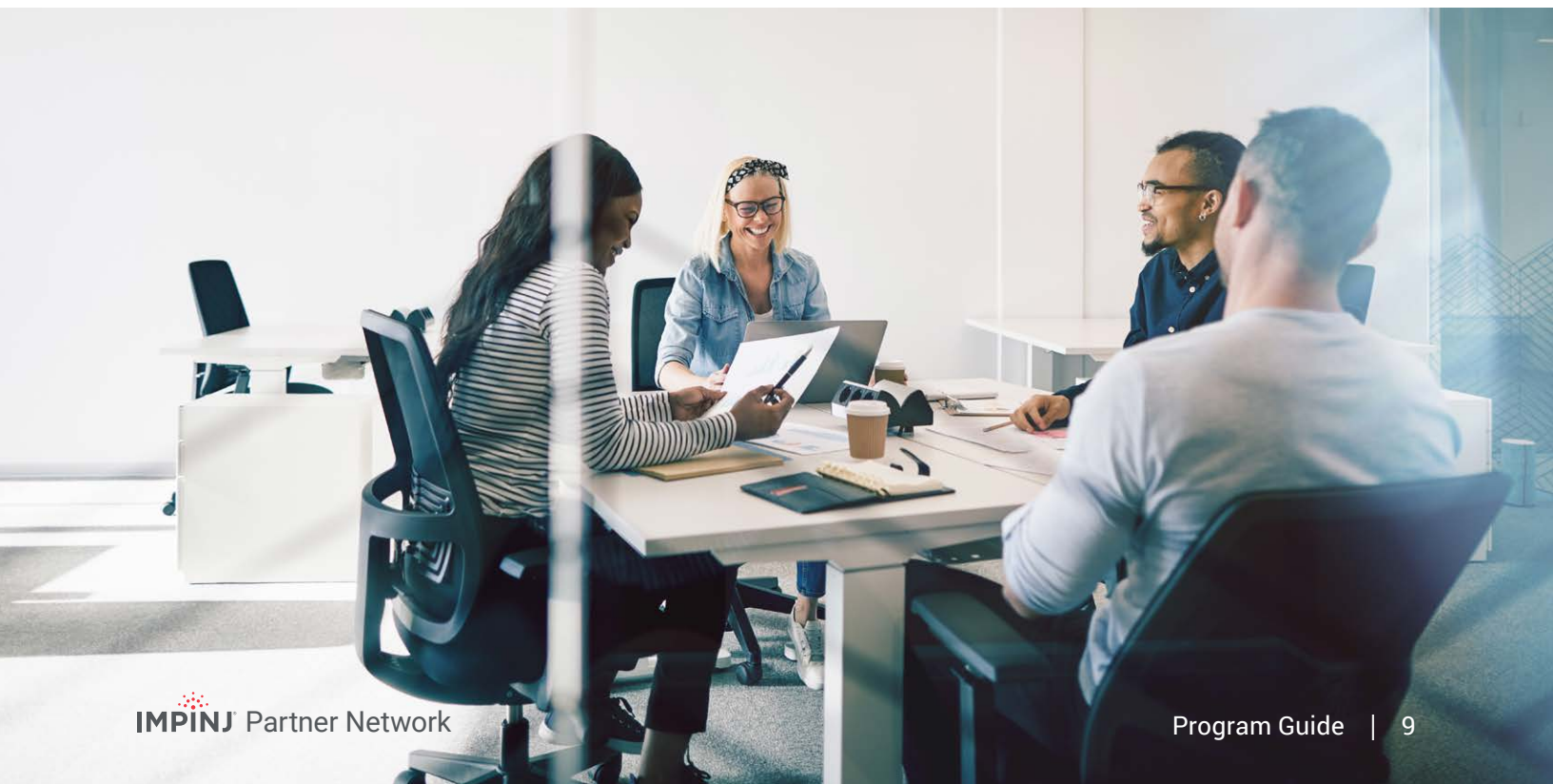
Device OEM Track Benefits

In addition to the core Impinj Partner Network benefits and requirements, our valued Device OEM partners are entitled to a set of benefits to support companies that bring reader devices built on Impinj reader chips to market.

Device OEM Track Benefits	GOLD	SILVER
Eligible for Early Access Programs (EAP) Qualified partners are eligible for invitation to Impinj product early access programs.	✓	✓
Dedicated Impinj account manager Gold and select silver partners are assigned an Impinj account manager for account planning and go-to-market execution.	✓	✓
Access to Impinj reader chip technical documentation Exclusive Impinj reader chip technical documentation is available via the Impinj support portal.	✓	✓
Access to Impinj reader chip product apps engineers Qualified Device OEM partners receive access to our staff of reader chip technical experts.	✓	Limited
Access to Impinj Sales Engineering resources Qualified partners receive specialized Sales Engineer support.	✓	Limited
Access to Impinj Technical Support Engineering team Qualified partners receive specialized technical support ticket service.	✓	Limited
Impinj Connected Program preferred pricing Qualified Device OEM partners are eligible for preferred pricing on reader chips.	✓	Limited
Invitation to executive programs and events Gold partners receive exclusive access to special events including the Impinj Executive Forum.	✓	Limited
Priority Impinj Partner Team service Qualified partners receive priority case service and accelerated response time from the Impinj Partner Team.	✓	
Invitation to participate in Impinj product trainings to channel Qualified partners are eligible for invitation to sales and technical trainings to the Impinj channel.	✓	

Device OEM Track Requirements

Device OEM Track Requirements	GOLD	SILVER
<p>Provide annual revenue forecast Partners are expected to collaborate on annual forecasts that enable Impinj to effectively support partner business.</p>	✓	✓
<p>Meet annual revenue commitment Partners maintain access to benefits by meeting or exceeding the Impinj revenue target for their region.</p>	✓	✓
<p>Maintain designated Impinj partnership representative Partners should maintain a designated sales and / or technical contact for their Impinj team.</p>	✓	✓
<p>Meet Impinj Connected Program requirements Partners must fulfill the Impinj Connected requirements to remain in good program standing.</p>	✓	✓
<p>Participate in roadmap collaboration Gold partners participate in joint roadmap planning sessions with their Impinj team. Silver partners expected to provide regular roadmap updates Impinj.</p>	✓	✓
<p>Participate in the Impinj Connected Program at Tier 2 Partners must complete a questionnaire to confirm Impinj Connected participation at Tier 2, which requires that partners both identify products that use Impinj technology</p>		✓
<p>Participate in the Impinj Connected Program at Tier 1 Partners must complete a questionnaire to confirm Impinj Connected participation at Tier 1, which requires that partners both identify and promote products that use Impinj technology.</p>	✓	



Software Track Benefits and Requirements

Partners within our Software track are entitled to benefits beyond the core program benefits and requirements, each specific to their relationship with Impinj and Impinj technology.

Software Track Benefits	GOLD	SILVER	MEMBER
Impinj Influence Registration recognition Software partners can elevate their program level through influence recognition.	✓	✓	✓
Eligible for Early Access Programs (EAP) Qualified partners are eligible for invitation to Impinj product early access programs.	✓	✓	
Priority Impinj Partner Team service Qualified partners receive priority case service and accelerated response time from the Impinj Partner Team.	✓	✓	
Invitation to participate in Impinj product trainings Qualified partners are eligible for invitation to sales and technical trainings to the Impinj channel.	✓	✓	
Invitation to executive programs and events Gold partners receive exclusive access to special events including the Impinj Executive Forum.	✓	Limited	
Dedicated Impinj account manager Gold and select silver partners are assigned an Impinj account manager for account planning and go-to-market execution.	✓		

Software Track Requirements	GOLD	SILVER	MEMBER
Meet annual influence target Partners are expected to meet or exceed an annual influence target.	✓	✓	
Meet Impinj Connected Program requirements Partners must fulfill the Impinj Connected requirements to remain in good program standing.	✓	✓	
Make demo software available for Impinj partners Software partners should make demonstration software available to requesting Impinj partners.	✓	✓	
Participate in the Impinj Connected Program at Tier 2 Partners must complete a questionnaire to confirm Impinj Connected participation at Tier 2, which requires that partners both identify products that use Impinj technology		✓	
Participate in the Impinj Connected Program at Tier 1 Partners must complete a questionnaire to confirm Impinj Connected participation at Tier 1, which requires that partners both identify and promote products that use Impinj technology.	✓		
Maintain designated Impinj partnership representative Partners should maintain a designated sales and / or technical contact for their Impinj team.	✓		

Reseller Track Benefits and Requirements

Partners within our Reseller track are entitled to benefits beyond the core program benefits. Additionally, unique program requirements apply to partners who are reselling Impinj hardware to end-customers.

Reseller Track Benefits	GOLD	SILVER	MEMBER
<p>Access to Deal Registration Program The Deal Registration program offers authorized reseller partners a discount on registered products. Member partners may also qualify for technical support ticketing for registered opportunities over a certain threshold.</p>	✓	✓	✓
<p>Priority Impinj Partner Team service Qualified partners receive priority case service and accelerated response time from the Impinj Partner Team.</p>	✓	✓	
<p>Eligible for Early Access Programs (EAP) Qualified partners are eligible for invitation to Impinj product early access programs.</p>	✓		
<p>Dedicated Impinj account manager Gold and select silver partners are assigned an Impinj account manager for account planning and go-to-market execution.</p>	✓		
<p>Invitation to participate in Impinj product trainings Qualified partners are eligible for invitation to sales and technical trainings to the Impinj channel.</p>	✓		
<p>Access to Impinj Sales Engineering resources Qualified partners receive specialized sales engineer support.</p>	✓		
<p>Invitation to executive programs and events Authorized resellers can access the Deal Registration Program designed to help win business, as well as standard discounts on Impinj products based on program level.</p>	✓		

Reseller Track Requirements	GOLD	SILVER	MEMBER
<p>Provide first-line customer support Resellers are responsible for first-line customer support. Impinj technical support is available to partners who have fulfilled their training requirements.</p>	✓	✓	✓
<p>Meet annual revenue commitment Partners maintain access to benefits by meeting or exceeding the Impinj revenue target for their region.</p>	✓	✓	
<p>Provide annual revenue forecast Partners are expected to collaborate on annual forecasts that enable Impinj to effectively support partner business.</p>	✓		
<p>Maintain designated Impinj partnership representative Partners should maintain a designated sales and / or technical contact for their Impinj team.</p>	✓		

Services Track Benefits and Requirements

Partners within our Services tracks are entitled to benefits beyond the core program benefits. Additionally, unique program requirements apply to partners who are servicing solutions integrated with Impinj technology.

Services Track Benefits	GOLD	SILVER	MEMBER
<p>Access to the Impinj Deal Registration Program, and program price discounts Authorized resellers can access deals to win business, plus standard discounts on Impinj products based on program level.</p>	✓	✓	✓
<p>Invitation to participate in Impinj product trainings to channel Qualified partners are eligible for invitation to sales and technical trainings to the Impinj channel.</p>	✓	✓	
<p>Eligible for Early Access Programs Qualified partners are eligible for invitation to Impinj product early access programs.</p>	✓		
<p>Dedicated Impinj account manager Gold and select silver partners are assigned an Impinj account manager for account planning and go-to-market execution.</p>	✓		
<p>Priority Impinj Partner Team service Qualified partners receive priority case service and accelerated response time from the Impinj Partner Team.</p>	✓		
<p>Access to Impinj Sales Engineering resources Qualified partners receive specialized sales engineer support.</p>	✓		
<p>Invitation to executive programs and events Gold partners receive exclusive access to special events including the Impinj Executive Forum.</p>	✓		

Services Track Requirements	GOLD	SILVER	MEMBER
<p>Provide first-line customer support Services partners are responsible for first-line customer support. Impinj Technical support is available to partners who have fulfilled their training requirements.</p>	✓	✓	✓
<p>Provide annual revenue forecast Partners are expected to collaborate on annual forecasts that enable Impinj to effectively support partner business.</p>	✓		
<p>Meet annual influence target Partners are expected to meet or exceed an annual influence target.</p>	✓		
<p>Maintain designated Impinj partnership representative Partners should maintain a designated sales and technical contact for their Impinj team.</p>	✓		



Built to Power our Partners

The Impinj Partner Network is purpose-built to power our partners in their delivery of IoT solutions.



Become an Impinj Partner

We're working toward a future when trillions of items have digital lives mirroring their physical ones, and when businesses and consumers can interact with those items in unprecedented ways. Through the Impinj Partner Network, we make that future a reality together.

Organizations interested in joining the Software, Reseller, or Services tracks are invited to apply online today: partner.impinj.com/apply

Organizations interested in learning more about the Tag OEM or Device OEM program tracks can contact the Impinj Partner Team at partner@impinj.com for more information about qualification.

To learn more about the Impinj platform and how RAIN RFID helps businesses thrive, check out the [Impinj blog](#), or read about [partner solutions](#) and [customer success stories](#) on our website.

Legal notice: The Impinj Partner Network is a partner program initiative administered by Impinj in its sole discretion. Impinj will provide the benefits outlined in this Program Guide for your designated level for so long as you continue to meet, in Impinj's reasonable determination, the requirements set forth in this Program Guide for your designated level. The Impinj Partner Network does not create a partnership, joint venture, or agency relationship between you and Impinj, nor does the Program Guide constitute an amendment, modification, or waiver of any rights or obligations under the Impinj Partner Network agreement between you and Impinj. Impinj expressly reserves all rights under the Impinj Partner Network agreement, which remains in full force and effect, and reserves the right to modify or terminate this Program Guide in its sole discretion.

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