



**BERKSHIRE  
GREY**

## Berkshire Grey Partnerships & Alliances Technology Alliance Partners

### 2021 Program & Policy Guide

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This guide contains program information and schedules for the Berkshire Grey Partnerships & Alliances Program. It is an informational guide and is not binding on either Berkshire Grey or you, until and unless you agree to the terms and conditions for the program.

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## Disclosures

- Berkshire Grey reserves the right to modify such information at any time. If you are a current partner, Berkshire Grey shall provide you with notice, at Berkshire Grey's discretion, of material changes before such changes take effect. It is the duty of each partner to understand and regularly review this guide.
- To obtain current disclosures and information regarding the Berkshire Grey Partnerships & Alliances Program, please contact your Berkshire Grey partner manager.

## BGPA Program

The Berkshire Grey Partnerships & Alliances Program, or BGPA Program, is a partnering program to enable Berkshire Grey partners to develop, implement, and deliver Berkshire Grey offerings and their own solutions that interoperate with Berkshire Grey offerings worldwide. The program enables partners to combine their unique capabilities with Berkshire Grey solutions to deliver value to shared customers.

## BGPA – Technology Alliance Partner Competencies

Technology Alliance Partners are critical for Berkshire Grey to maintain a best of breed approach to the market. Technology partners come in many forms, but they all seek to grow the overall market but combining their unique technology capabilities with Berkshire Grey.

By combining technical solutions Technology Partners are better able to serve the market either by enabling new routes to market or by offering a more complete solution for customers.

Technology Alliance partners are likely to work with several different parts of Berkshire Grey such as Engineering, Purchasing, or Procurement. The Technology Alliance program does not replace those other relationships, but it does provide an additional interface into Berkshire Grey to advocate across the organization and out into the market. The Berkshire Grey Technical Alliance manager is a great resource to coordinate across the other groups to ensure we are all successful.

### Technology Alliance Partners

#### Technologies provided by Technology Partners

Technology Alliance partners can offer a number of different technologies, but their primary distinction is that their relationship with Berkshire Grey is by offering a key technology that are needed by BG customers. Tech Alliance partners can go to market directly or through their own channel. Some examples of the types of technologies offered by these partners are below although there will likely be many more technology partners in the coming years.

- Autobaggers & Autoboxers
- Gantry Providers
- Conveyors
- Robotic Arms
- Mobile Robots (AGVs, AMRs)
- Software Cloud providers
- Software hosting providers

## Getting Started as a Technology Alliance Partner

All partners enter the BGPA Program by signing up on the BGPA Program enrollment page provided to them by their Berkshire Grey partner manager.

## Technology Alliance Partner - Program Benefits

Benefit	Technology Alliance
<b>Marketing Support:</b>	✓
•Access to ABM campaigns	✓
•Berkshire Grey Partner Logo	✓
•Joint event participation	✓
•Annual co-marketing thought leadership	✓
<b>Sales</b>	✓
•Joint sales support	✓
•Partner-only webinars	✓
•Innovation Center Access	✓
<b>Product</b>	✓
•Product Roadmap Access	✓
•BG Beta Program Access	✓
<b>Berkshire Grey Academy Access</b>	✓
•Technical Training	✓
<b>API Access</b>	✓
<b>Access to BG engineering support</b>	✓

## Program Schedules

The following schedule outlines the training, marketing, and commercial requirements required of Technology Alliance partners.

Requirements	Technology Alliance
Maintenance Courses	Available as Needed
Opportunity Forecasting	As Need via Procurement
Account Plan	As Needed via Procurement
Business Reviews	Quarterly or As Needed
Market Planning	Bi-Annual
Field Sales Engagement	As Needed
Trained & Certified Staff	As Needed
Marketing Resources & Investment	As Needed
Demo Center	Upon Request (2 weeks in advance)

## Berkshire Grey Vertical Sales Team Organization

The Berkshire Grey sales team is organized by verticals. Each vertical has a General Manager, sales team, and technical sales team. The verticals are as follows:

- Retail:
  - eCommerce
  - Traditional
- Food & Beverage
- Post & Parcels
- Third Party Logistics (3PL)
- Strategic Accounts
- Regions:
  - EMEA
  - APAC
    - Japan
    - ANZ

After registering an opportunity, partners will be assigned to work with the Berkshire Grey account manager in the given vertical or region. This ensures the best possible customer experience and the appropriate expertise.

## Training

For Technology Alliance Partners training is available as needed to help the partner better understand and support the Berkshire Grey solutions. For Technology Alliance Partners training is not required but the same training course available to other partners are available to Tech Alliance partners upon request.

In some cases, Tech Alliance Partners are interested in positioning Berkshire Grey solutions with their customers. In this case, those partners should complete the Berkshire Grey Fundamentals training course.

For more information on specific training requirements, consult with your Berkshire Grey partner manager.

## Other Program Guidelines

### Berkshire Grey End Customers

The BGPA Program exists to best support efforts to sell to and delight our mutual customers. It's vital to our success and the success of BGPA Program partners to maintain open lines of communication with our customers. We will work with our customers directly to assess solution, program, and partner performance, and explore enhancements and market needs for existing and current solutions in conjunction with the BGPA Program partner.

## Annual Fees

There are no fees associated with the Technology Alliance Partner Program due to the strategic value that Technology Alliance Partners provide to Berkshire Grey customers.

## Branding and Marketing Policy

As part of the BGPA Program (i.e., when identifying the partner as a BGPA Program partner), partners are permitted use of the Berkshire Grey logo, however, general logo use or use of other Berkshire Grey trademarks must be approved through the Berkshire Grey Partner Manager.

All external marketing material that is not provided by Berkshire Grey and uses the Berkshire Grey logo or references Berkshire Grey or any Berkshire Grey solutions needs to be approved in advance by Berkshire Grey marketing. This includes but is not limited to:

- Web page listing
- Press Releases
- Co-Branded brochures
- Co-Branded Videos
- Case Studies