



Reseller Partner Program

Benefits to Help Grow Your Business

Reseller Partner Program Overview

Brivo partners with system integrators and service providers to help you succeed with our industry-leading cloud video surveillance and access control solutions. As a Brivo Reseller, you get access to a full suite of tools, resources, programs, and training designed to strengthen customer relationships and grow your business.

Our **Brivo Reseller Partner Program** features seven partner levels, each offering unique benefits. Partner levels are earned based on annual revenue and certification requirements, ensuring you're rewarded for your success. Resellers who do not purchase Brivo products directly are not eligible for all program benefits.

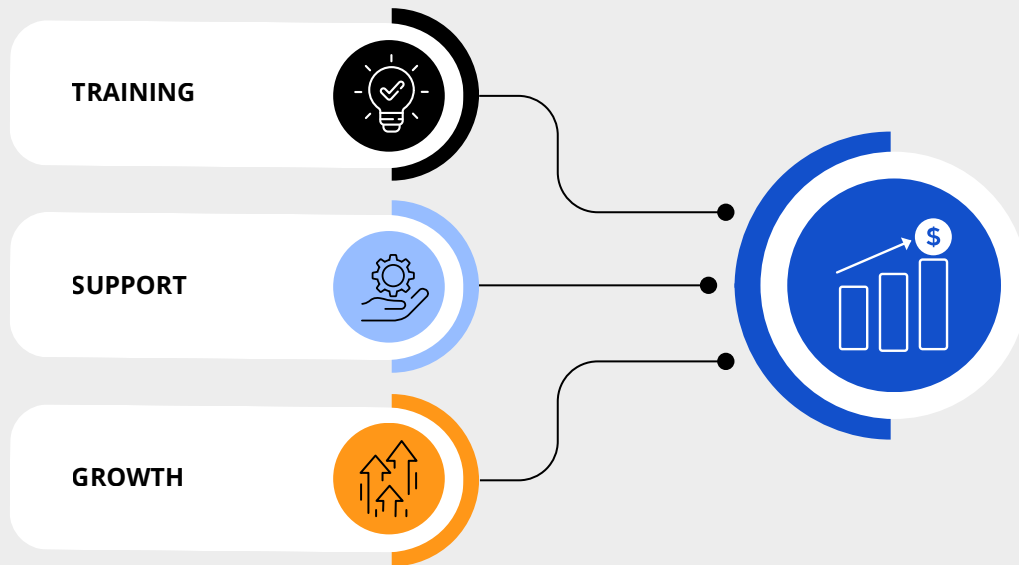
All Resellers receive 24x7x365 support at no cost, available by chat, email, or phone.



Brivo 2026 Partner Program	Tier Level	Level 0	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
Partner Requirements	Annual Qualification Eligibility	N/A	<\$49,999	\$50,000 - \$179,999	\$180,000 - \$699,999	\$700,000 - \$1,799,999	\$1,800,000 - \$3,499,999	\$3,500,000+
	Minimum Certified Technicians Required (Access & Video Each)	0	1	2	2	3	3	4
Sales & Business Benefits	Project Registration		3%	3%	4%	4%	5%	5%
	Qualified Leads				✓	✓	✓	✓
	2 Quarterly Business Reviews (2QBRs)				✓	✓	✓	✓
	Pilot Program			✓	✓	✓	✓	✓
	Demo Kit	✓	✓	✓	✓	✓	✓	✓
Marketing Benefits	Partner Portal	✓	✓	✓	✓	✓	✓	✓
	Co-Branded Materials	✓	✓	✓	✓	✓	✓	✓
	Co-Op Program (Proposal Based)	✓	✓	✓	✓	✓	✓	✓
	Digital Ads Toolkit				✓	✓	✓	✓
	End User Lunch and Learns				✓	✓	✓	✓
	Install Sticker Program				✓	✓	✓	✓
	Outbound Call Program				✓	✓	✓	✓
	Partner Website Optimization for Leads				✓	✓	✓	✓
Enablement	Vehicle Wrap Program				✓	✓	✓	✓
	Technical Training (Online and In Person)	✓	✓	✓	✓	✓	✓	✓
	Online Sales Training	✓	✓	✓	✓	✓	✓	✓
	Certified Badge		✓	✓	✓	✓	✓	✓
Support	Partner Webinars	✓	✓	✓	✓	✓	✓	✓
	Certified Priority Support		✓	✓	✓	✓	✓	✓
	Technical Support	✓	✓	✓	✓	✓	✓	✓

*Contact your Reseller Success Account Manager for discount level details.

With you every step of the journey:



Training

With multiple learning paths, we provide access to **educational resources, courses, and certifications** for your entire team to help expand your knowledge.



Support

We are by your side with priority phone and online support, local reseller referrals, professional service teams, and annual events like Cloud Security Summit to keep us connected and growing together.



Growth

Drive demand with **marketing materials, resources, and programs** that grow leads and close deals. Dedicated regional sales resources and registration programs help generate recurring monthly revenue to future-proof your business.

Partner Program Benefits



Project Registration

Depending on your Level within the Reseller Partner Program, Resellers are eligible for additional hardware discounts on registered projects, along with access to dedicated sales and engineering support and priority positioning on approved new opportunities. This program helps protect your efforts, strengthen your position with customers, and increase your chances of winning and closing business.



Qualified Leads

Gain access to high-quality leads generated and nurtured by Brivo through our website, trade shows, and outbound campaigns. Our team engages these prospects, qualifies their interest in cloud video and access control solutions, and brings committed opportunities directly to you to grow your business.



Quarterly Business Reviews (2QBRs)

2QBRs, meaning two Quarterly Business Reviews per year, provide resellers with a dedicated opportunity to evaluate performance, identify new growth opportunities, and align on strategic priorities. These structured sessions deliver personalized insights and actionable recommendations to help you stay competitive, increase revenue, and drive long-term success.



Customer Pilots

Qualified Resellers have the ability to launch pilots with prospective clients. The pilot program facilitates a trial period for end-user prospects allowing them to test the Brivo products for a small fee.



Demo Kit

Set up your very own Eagle Eye Cloud VMS Demo Bridge, and connect up to six cameras with no monthly fees. You will also have the option to purchase a demo access panel and reader. This is an excellent selling tool to showcase your office or a local business of your choice.



Partner Portal

The Partner Portal is an all-in-one platform built to support Resellers in managing day-to-day operations with ease. From a single interface, you can handle orders, invoices, and payment methods, customize camera group names within the Product Wizard, and access a full library of resources including how-to videos, datasheets, application notes, marketing materials, price lists, and more.



Co-Branded Marketing Materials

Brivo provides brandable sales and marketing tools, including presentations, datasheets, customer success stories, training videos, webinars, and more. This portfolio of materials is available to all Resellers to sell Brivo products and services.



Cooperative Marketing (Co-op) Program

All Resellers can submit a proposal for Cooperative (Co-op) Marketing funds, whereby Brivo will work with you on the request and, upon approval, will reimburse Resellers for up to 50% of the cost for lead-generating events, digital advertising, and more, in the form of product credits for future hardware purchases. Brivo may also assist in the staffing for events when appropriate.



Digital Ads Toolkit

Drive high-intent traffic to your business using our digital ads toolkit, complete with professional product imagery and sample copy. By aligning your landing pages and keywords with Brivo, you can maximize your visibility and capture qualified leads.



End User Lunch and Learns

Host engaging sessions for end-users, educating them about the value of Brivo products and services while enjoying a meal. Brivo can support your events with a cobranded landing page, registration form, compelling presentation material, and more. Resellers may also submit a co-op request to be reimbursed for up to 50% of the cost.



Install Sticker Program

The Install Sticker program allows Resellers to order customized stickers with their company name and contact information to be placed on-site following a completed installation. This service is offered at no cost to eligible Resellers in the Brivo Partner Program.



Outbound Call Program

Qualified Resellers are eligible to participate in the Outbound Call Program (Cloud Call) to engage their existing customer base. Brivo Sales Development Representatives (SDRs) execute the outbound calls on your behalf, identify customers interested in cloud video surveillance and access control, and schedule demos directly for your team. All leads generated from your list remain fully yours to nurture and close.



Partner Website Optimization for Leads (Local Search Marketing)

Qualified Resellers are eligible to work with our Local Search Marketing (LSM) team to start or improve your local business search engine optimization (SEO) to ensure your business appears in search page results for security-related terms in your area to drive leads.



Vehicle Wrap Program

Turn your work vehicles into powerful, mobile billboards that promote your business and Brivo products and services in the markets you serve. Brivo will collaborate with you on approved wrap designs to ensure brand alignment and eligibility prior to installation.



Campaign Toolkits

The campaign toolkits provide partners with product information, educational resources, and marketing tools to keep you informed and help drive demand for your business. Campaign toolkits include ready-to-use collateral, graphics, emails, call scripts, and more.



Marketing Jump Start Resources

Learn how to leverage co-op marketing and effectively launch and manage successful campaigns with Brivo by engaging 1:1 with a dedicated Brivo marketer or accessing anytime on demand within the Partner Portal.



Technical Training (Online and In Person)

Brivo University is a suite of training and certification resources designed to empower partners. This includes engaging regional in-person events, tailored custom training programs, interactive live virtual events, and a library of self-paced courses on-demand. Technical training covers everything from designing Brivo Security Suite systems and physical hardware installations to configuration, optimization, and vital troubleshooting techniques to help avoid service issues.



Certified Badge

Highlight your mastery of the Brivo Security Suite to clients and peers by adding the official certification badge to your professional profiles and email signature.



Partner Webinars

Stay informed and skilled on product updates, sales strategies, and more to effectively sell Brivo solutions throughout the year.

Additional Benefits



End User Training

We provide expert, customized end-user training on your behalf so you can focus on your next implementation. If you are interested, please add customized end user training through the purchase order and we will reach out to discuss needs.



Priority Phone and Online Tech Support

All Brivo Resellers receive 24x7x365 support at no cost, available by chat, email, or phone. As an additional benefit, qualified Resellers receive priority support when the technician calling in is certified.



Health Monitoring

Ensure your customers' security systems are always performing optimally. We actively monitor bridges and cameras for status, clarity, and field of view, proactively resolving issues remotely. If an issue can't be fixed remotely, we notify the reseller to contact their end user, ensuring continuous coverage and peace of mind.



Implementation Services

Designed to help Resellers ensure flawless system setups from day one, and save money by preventing common installation errors, expand your technicians' knowledge, and ultimately maximize end-user satisfaction by optimizing system performance.



Professional Services

For specialized support outside of standard implementation, our Professional Services are available for one-off projects. Schedule a call with the professional services team to discuss your needs, whether it's a post-implementation review, an environment assessment, or a custom design consultation.



Local Reseller Referral

Our referral network connects you with trusted installers for projects outside your usual territory. This program boosts your business growth and project flexibility, ensuring quality and efficiency.



ABOUT BRIVO

Brivo is the global leader in cloud-native AI-driven physical security, with more than 2 million devices deployed across 100,000+ locations in 80 countries. The flagship product, Brivo Security Suite, unifies access control, video intelligence, visitor management, and intrusion into a single view to centralize security across the enterprise.

The pioneer in both cloud-native access control and video surveillance, Brivo is trusted by more than 25 million users across the globe to protect people, property, and digital assets. Brivo recently merged with Eagle Eye Networks. Please visit een.com to learn more about the Eagle Eye Cloud VMS (video management system) and its AI-powered video intelligence capabilities.

For questions, reach out to partnermarketing@een.com.

Find out more
about the Brivo
Reseller Partner
Program.

[Learn More](#)



contact us to get started:
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