Honeywell | Farenhyt™ Series

Date: March 2023 Marketing Bulletin M23.8

To: All Farenhyt Series Distributors

catalyst PARTNER PROGRAM UPDATE

Your 2023 catalyst Partner Program status is available from your Regional Sales Manager (RSM) or Inside Sales Representative (ISR)**.**

As previously communicated, we are aligning our list price discount structure to the ***catalyst*** Partner Program tiers. This becomes effective across all tiers on **April 1, 2023, based on the tier you achieved for 2023**. Additionally, we are removing VESDA Pro pricing from the price books as that program is discontinued in favor of a simplified approach by tier. We have also discontinued the BDA Pro program. Price books were shared in February with your company's primary pricing contact. Please note that the Gamewell-FCI and Farenhyt programs are being treated as two separate programs in 2023 as communicated in February. The new Farenhyt Series Catalyst Partner Program criteria is based on a Platinum revenue target of $250,000, 7% growth, and 0 WADL (on-time payments) for 2023. This allows us to better allocate resources to partners who closely align with our shared strategic goals.

The **Co-Op/MDF program** is updated with new terms and conditions meant to make it easier and more rewarding by giving straight credit for activities like driving specifications and allowing Platinum partners to get more than their share if funds go unused. Your RSM or ISR has your 2023 starting balance. Partners are required to submit MDF reimbursement claims within 60 days of completing an activity. Partners must claim at least 20% of their available MDF amount each quarter or forfeit that amount. **The Co-Op/ MDF claim deadline for the first quarter is March 31.** Partners will be expected to submit claims and supporting documentation via the ***catalyst*** Partner Portal once the portal is fully launched. In the meantime, please continue to email claims using the updated 2023 claim form. View the 2023 Claim Form.

For more information about the ***catalyst*** Partner Program, please review the program brochure.

As part of our digital transformation with the ***catalyst*** Partner Program, we've created a Partner Portal for you to easily access your partner program information, performance metrics, and benefits online. New functionality and improved features are scheduled to launch soon – and we need to ensure that your organization is equipped with the proper access to utilize your Partner Portal.

What is the portal and who at my organization might need access to this information?

Portal element	Relevant details	Who should have access
***catalyst* Partner Program information**	Program overview brochure, MDF/Co-Op brochure, and partner tier logo	Business owners, proprietors, marketing
Partner Program Tier Status	Dashboard of metrics related to progress towards partner program criteria	Business owners, proprietors, sales managers
MDF/ Co-Op Management, Available, Balance & Claims	Financial details	Marketing, MDF/Co-Op claim Administrator

Help us connect with the right person(s) at your company by indicating who should have access* to the catalyst Partner Portal. Update your Portal Access **Please disregard if you have already received your portal login credentials.*

Provide the appropriate contact(s) with access to the catalyst Partner Portal will empower them with the ability to track performance metrics and manage your organization's Marketing Development Funds (MDF) / Co-Op online at their convenience. In the next few weeks, we will be sending out login credentials to validate partner portal users. It is crucial to update the portal user information, so it won't disrupt your ability to request and submit MDF / Co-Op claims which will be managed only via the partner portal soon.