Honeywell

Date: December 2023 Marketing Bulletin HW23.18

To: All Engineered System Distributors (ESD)

2024 Ignite Honeywell Fire Loyalty Program

Enrollment Now Open Through January 7, 2024

Ignite is an additive to the Honeywell *catalyst* Partner Program (CPP), which provides an additional way for ESDs to source and receive credit for Honeywell Fire products purchased beyond the direct channel. Through Ignite, purchases of Honeywell Fire products from accounts enrolled with participating wholesale distributors will be included in your total revenue spend that applies to your tier status in the *catalyst* Partner Program.

2024 Participating Ignite Wholesale Distributors:

- ADI Global Distribution
- AlarMax Distributors
- Brooks Equipment Co.
- Security Equipment Supply (SES)
- Wesco International (formerly Anixter)

Note: Participating distributors are subject to change.

Eligible Products:

Purchases of Honeywell Fire products from participating Ignite wholesale distributors sold under the brands including, but not limited to, Fire-Lite Alarms, Honeywell Power, Silent Knight, System Sensor, Fiplex, and Xtralis are eligible for credit through the Ignite program. Note: not all brands/products are available through all wholesale distributors.

Call to Action:

- Have your primary Honeywell contact or CPP administrator submit your account information for ADI, AlarMax, Brooks, SES, and/or Wesco through the Ignite Enrollment Form by **January 7, 2024. No registrations will be accepted after this date.**
- Only one registration is allowed per ESD.
- If you don't currently have an active account with a participating Ignite wholesale distributor but would like to open one, use the links below to request an account before registering for Ignite:
  - ADI
  - AlarMax Distributors
  - Brooks Equipment Co.
  - Security Equipment Supply (SES)
  - Wesco

If you have questions about the 2024 Ignite Honeywell Fire Loyalty Program, please reach out to your Regional Sales Manager, Inside Sales Representative, or email IgniteQuestions@Honeywell.com.

See following pages for FAQs >>

Honeywell

Frequently Asked Questions

1. **Why did Honeywell create this program?**
    a. We understand that each of our customers operates differently. For example, some stock products for weeks/months at a time while others prefer to only purchase what's needed now. Our wholesale distributors offer a business model that supports the "pickup as you go" type customers while removing barriers and simplifying the order to cash process for these ESDs.

2. **If I previously signed up for the Ignite Program last year, do I need to sign up again?**
    a. Yes, registering for Ignite is an annual agreement so needs to be completed annually for continued participation in the program.

3. **What if I don't want to provide the requested information or enroll in the Ignite program?**
    a. You will not receive credit for purchases of Honeywell Fire products made through participating wholesale distributors in 2024 if you do not enroll in the Ignite program.

4. **Will this go toward my total spend for *catalyst* Partner Program tier purposes?**
    a. Purchases of Honeywell Fire products made on accounts registered through Ignite will count toward your total revenue spend of the ESD account selected during enrollment and will apply to your tier status in the *catalyst* Partner Program (CPP). Revenue credit will be awarded based on the purchase price paid to the participating wholesale distributor for the eligible Honeywell Fire products.

5. **I have Gamewell-FCI, Farenhyt Series, and NOTIFIER accounts. Which account will this revenue count towards?**
    a. During completion of the enrollment form, ESDs must provide the one Honeywell account number they would like to receive credit for their Ignite purchases.

6. **I purchase Honeywell Fire products through a wholesale distributor not listed. Are they participating in the Ignite program?**
    a. At this time, ADI, AlarMax, Brooks, SES and Wesco are the only wholesale distributors that have qualified to participate in the 2024 Ignite program. Additional wholesale distribution partners may be added in the future and would be announced at that time.

7. **Will the participating wholesale distributors match my Honeywell direct pricing, or will Honeywell match my wholesale distributor pricing?**
    a. No, Honeywell is not privy to the contractual pricing or discount obligations set between you and our participating wholesale distributors and prices may differ.

8. **Where can I view my Ignite revenue?**
    a. Ignite revenue is listed in the CPP under the Performance Dashboard as an aggregated total of the ESD spend with all participating wholesale distributors registered. If you have multiple brands with Honeywell, the Ignite revenue will only be listed for the brand/account you selected during enrollment. If you have multiple branches/locations under one brand, then the credit will be shown at the parent account level in the *catalyst* Partner Portal.

9. **How do I access to the CPP Performance Dashboard?**
    a. Login to your Catalyst Partner Portal: https://nex.my.site.com/HoneywellBuildings/login

10. **How often will my Ignite revenue be updated in the CPP?**
    a. Ignite spend/revenue will be updated monthly in the CPP after the close of each calendar month. Please allow up to 2 weeks after calendar month end for Ignite data to be updated in the CPP.

Honeywell

11. **Will Ignite revenue go into my performance baseline for 2024?**
    a. Yes, registering for the 2024 Ignite Program will potentially increase your 2024 CPP revenue baseline accounting for purchases made in 2023 at participating Ignite wholesale distributors. Your RSM will work with you on your business partner plan/quota.

12. **If I sign up for the 2024 Ignite Program, will I receive credit for my 2023 Ignite purchases towards 2024 CPP Tiering?**
    a. No, Ignite revenue credit is only applicable to the program year registered (i.e., 2024 purchases are credited towards 2024 Ignite revenue which will affect 2025 CPP tiering).

13. **What happens if I miss the registration window or forget to add one of my wholesale distributor or Honeywell account numbers?**
    a. ESDs must sign up during the Ignite open enrollment period (12/11/2023 - 1/7/2024) and provide any accounts they'd like to earn and receive credit for. Accounts not submitted during the enrollment period will not earn or receive credit through the 2024 Ignite Program.

14. **What do I do if I have any questions about the Ignite Program?**
    a. Send any issues/questions related to this program to: IgniteQuestions@Honeywell.com