

CERTIFIED SYSTEM PARTNER

Qualification guideline



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Description of the partnership

Certified System Partner at fruitcore robotics
What is behind all this?

#1

Who we are and what we do

fruitcore robotics specializes in the development, production and marketing of technically outstanding and easy-to-use Digital Robots. Our Digital Robot HORST enables automation for companies of all sizes and industries.

Our modular product portfolio includes the HORST industrial robot, developed and manufactured in Germany, in three different payload and range classes (HORST600, HORST900, HORST1400) and the intuitive horstFX software. Our digital robotics portal horstCOSMOS offers customers and partners a lot of useful information and additional functions over the entire service life of the robot.

Writing success stories together

Together with you as a Certified System Partner, we want to continue our success story. In order to grow further, we would like to tackle leads, project inquiries and upcoming automation tasks together with you as a partner in the future, use synergies in the best possible way and combine your strengths and know-how from special machine construction and automation technology with the strengths of fruitcore robotics in the field of robotics.



Innovative, straightforward, affordable and connected

As a Certified System Partner of fruitcore robotics, all advantages of the innovative HORST industrial robot environment are available to you. With its outstanding cost-benefit ratio, the intuitive horstFX software and the powerful horstCONTROL control system, Digital Robot HORST can be used in fields and industries where robot systems were not used in the past due to their great complexity or high costs. HORST is a communication expert, besides the robot system, the horstCOSMOS IIOT platform provides access to useful information and features. HORST thus opens up the opportunity for you as a partner to win over new markets, applications and a wide range of automation projects that were not attractive to many companies before.

HORST just comes across well

fruitcore robotics attaches great importance to effective public relations and active marketing measures. We create a platform for HORST on which it can showcase its advantages. The increasing brand awareness and positive reputation of fruitcore robotics as a young, innovative, fast-growing robotics company also have a positive effect on the image of our partners.

Communication at eye level

Direct contact with our Certified System Partners is very important to us. Developed, manufactured and distributed in and from Constance and Villingen-Schwenningen in Germany, support is provided directly by fruitcore robotics. Direct communication and partnership at eye level are fundamental elements of our collaboration with fruitcore partners. The close cooperation opens up the possibility for you as a partner to influence the development of new features both for the robot system and for our digital horstCOSMOS portal.

Comprehensive support for a successful cooperation

Our Certified System Partners benefit from attractive discounts and a bonus system. As a partner, you receive free training and have access to extensive information on HORST, such as CAD data, STEP models, technical data, operating instructions and much more. Furthermore, our partners have free access to our intuitive horstFX software.

Whenever possible, we support our Certified System Partners by providing suitable leads and project inquiries directly through the fruitcore sales channel.



Benefits of a partnership

Discounts and bonus system

We offer our Certified System Partners discounts on our fruitcore products along with an attractive bonus system.

Comprehensive support

We support our partners extensively:

- Free training courses
- Webinars and fruitcore events
- Access to horstFX (offline license and via browser)
- Technical documents and files
- Sales support materials
- Strongly discounted partner kits

Partnership at eye level

Direct contact to our partners is important to us. That is why we offer:

- Support services
- Direct contacts from engineering, sales and marketing
- Co-marketing
- Regular exchange
- Updates (new products, features ...)

Sales Leads and project inquiries

As a Certified System Partner, you profit from the fruitcore sales channel and receive suitable leads and project inquiries directly from fruitcore robotics.

#2



1 Partner Qualification Package:

HORST comes to you on loan and you can take your time to get to know and love each other.

- HORST for 4 weeks
- Online training courses
- horstFX license for offline programming

The Partner Qualification Package (PQP) is a way for interested parties to become part of the fruitcore partner model. The PQP includes participation in an online partner training session. In addition, you will receive HORST, our industrial robot, including two horstFX licenses for four weeks

to familiarize yourself with our robot system, to experience the advantages of HORST for yourself and to use the extensive possibilities of HORST to generate new programs.

The costs for the participation in the Partner Qualification Package can be found in the price list.

2 Partner training:

- In-depth training on the technology
- horstFX license for offline programming (for feasibility studies, for example)
- Training in sales: Market HORST & fruitcore robotics professionally

3 Partner portal:

- Comprehensive documentation & documents (technics, marketing, sales)
- Knowledge portal
- Assignment of direct contacts from sales, marketing and engineering

Demands on the partner

#3



Requirements for a partnership



Successful onboarding process



Technical training and sales training to ensure the adequate presentation of fruitcore robotics.



Conducting technical support: Ensuring customer satisfaction in all technical matters.



Initiation and execution of (joint) sales meetings.



Independent performance of feasibility studies.



Successful handling and implementation of project inquiries. Converting leads into robot sales and HORST projects.



Joint marketing activities

Mutual naming + linking on website, Using the "Certified System Partner" logo (website, signature, newsletter, etc.), possibly joint trade fairs/events/webinars, marketing videos, case studies...

Territorial protection and exclusivity

#4

As a Certified System Partner of fruitcore robotics, you are not subject to any exclusivity clause and can use robots from other manufacturers in addition to fruitcore robotics robots.

Territorial protection is also not part of the partnership, which means you can serve customers in areas that are located near another fruitcore robotics Certified System Partner, for example.

It is in the interest of fruitcore robotics not to create artificial competition, but to provide our existing partners with suitable leads. However, we do not guarantee any territorial protection for our partners and can have several partners in one sales area..

#5

Contact person at fruitcore robotics

To provide our Certified System Partners with the best possible support, fruitcore robotics assigns you one contact person each from the areas of sales, marketing and engineering.

Channel management

Contact person for all superordinate partner-specific topics

- Onboarding of the partner
- Assignment of the respective sales territory
- Target achievement and development of the partnership

Partner marketing

Contact person for all marketing-specific aspects

- Joint campaigns/events
- Information and documents

Sales

Contact person for all sales-specific topics

- Assignment of the project inquiries
- Joint customer meetings and events

Engineering

Contact person for all technical aspects

- Training and know-how building
- Support for technical issues (feasibility studies, programming, robot-specific topics)

Questionnaire

#6

General information about the company

[Click here to enter text](#)

Name according to
company register:

Main address:

Branch(es):

VAT ID number:

Website:

Annual turnover (current year):

Planned annual turnover
(following year):

Number of employees:

Thereof in sales:

Thereof in engineering:

Construction:

Programming:

Mechanics/commissioning:

CE/documentation:

Other:



General contact person

Click here to enter text

First name, last name:

Phone number(s):

E-mail address(es):

Planned
capacities
(h/week) for
fruitcore robotics

Market cultivation

In what industry are you active?

Click here to enter text

What target industries do you serve?

Contact person engineering

Click here to enter text

First name, last name:

Phone number(s):

E-mail address(es):

Your 10 major customers and % of total turnover?

01

02

03

04

05

06

07

08

09

10

Contact person sales

Click here to enter text

First name, last name:

Phone number(s):

E-mail address(es):

In what regions in Germany, Switzerland and Austria are you active?

Click here to enter text

In what countries are you active across borders?

(percentage weighting of foreign sales per country)

Motivation factors

Why do you want to become an integrator?

Click here to enter text

What strategy would you pursue as an integrator?

What marketing and sales campaigns are you planning?

Competences

What are your main applications with HORST?

You can choose up to 3 applications:

Click in the boxes

Special machine engineering/robot integration in general

Feeding of machines

Workpiece handling/parts handling in general

Vision systems in combination with HORST

Assembly activities (screwing, mounting, inserting, riveting ...)

Adding material (dispensing - adhesives/sealants; coating; dipping)

Workpiece machining (milling, drilling, deburring, grinding, polishing)

Quality control (inspection, measuring, testing)

Welding applications

What is/are your core competence(s)?

What is your portfolio (products and services)?

**How big is your commissioning team & how is it put together?
(technicians & robot programmers)**

Are you willing/able to execute Service&Support?

Can you conduct risk analysis and CE marking?

Outlook

Capacity perspective:

How many HORSTs can you turn over for the upcoming year?

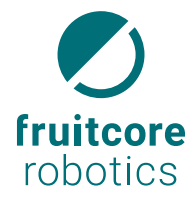
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(Existing) customer perspective:

How many HORSTs can you turn over for the upcoming year?

Projects of fruitcore robotics:

How many project inquiries for HORST projects would you like to receive from fruitcore robotics in the coming year?



fruitcore robotics GmbH
Macairestr. 3 - 78467 Konstanz, Germany
+49 07531 94599 20
horst@fruitcore.de