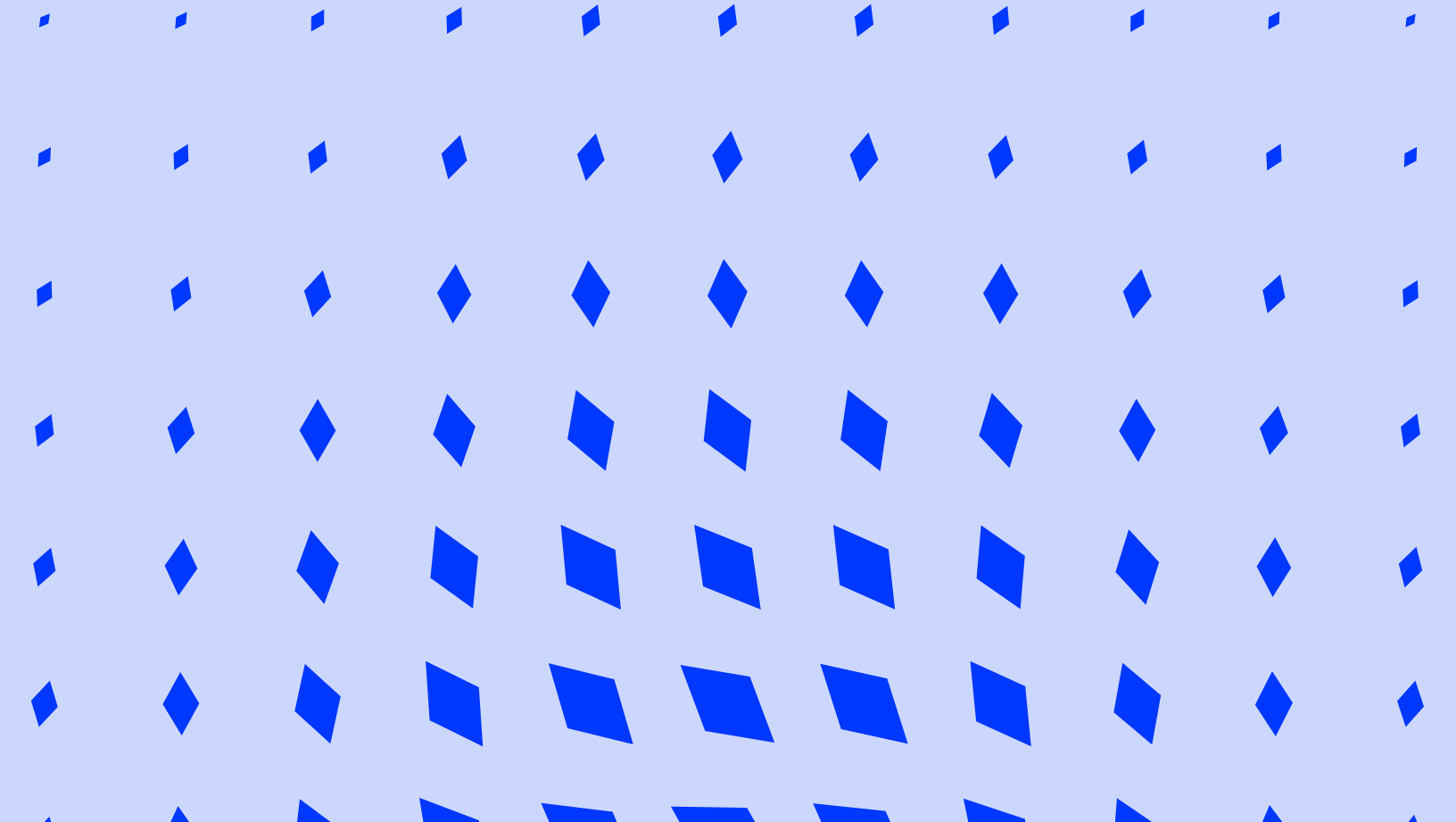
MITSUBISHI ELECTRIC
Changes for the Better

Global System Integrator Program Guide

With Mitsubishi Electric Iconics Digital Solutions



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Why Partner with Mitsubishi Electric Iconics Digital Solutions?

Empowering System Integrators to Deliver Digital Transformation at Scale with confidence, credibility, and global reach.

System integrators play a critical role in helping organizations modernize operations, connect systems, improve performance, and execute digital transformation initiatives at scale.

The Mitsubishi Electric Global System Integrator Program is designed to support that mission by combining proven digital solutions, technical enablement, business support, and global ecosystem access that help system integrators strengthen capabilities, build credibility, and expand opportunity.

Our Mission

Deliver Real Digital Transformation Outcomes

Enable system integrators to solve complex digital transformation challenges using a proven platform and ecosystem.

Turn Capability into Scalable Growth

Support system integrators in building repeatable solutions that drive business growth and long-term customer value.

Scale Globally with Confidence

Provide access to Mitsubishi Electric's global footprint, enabling expansion across regions with local support.





What the Program Delivers

Business Growth Enablement

Expand revenue opportunities and scale your business.

Credibility Backed by Mitsubishi Electric

Strengthen customer trust through alignment with a global industrial leader.

Delivery Confidence & Technical Enablement

Access tools, expertise, and support to deliver complex, scalable solutions with confidence.

Global Consistency with Local Support

Operate globally with consistent engagement supported through regional presence.

Program Scope

This program focuses on digital solutions from Mitsubishi Electric Iconics Digital Solutions and is delivered through Mitsubishi Electric's global network, ensuring consistent support across regions, with flexibility for local expansion into broader automation offerings where applicable.

Introduction

Through the Mitsubishi Electric Global System Integrator Program, qualified system integrators gain access to technical enablement, business support, and ecosystem resources needed to deliver successful digital transformation projects, strengthen customer relationships, and grow their business.

This guide outlines the program structure, available benefits, participation requirements, and onboarding process.

Program Tiers

The program establishes a comprehensive, multi-tiered framework that recognizes participants based on experience, technical expertise, verified training completion, market specialization, and industry knowledge. The objective is to ensure that qualified expertise remains accessible to customers globally.

SIs recognized within the program demonstrate proficiency across a broad spectrum of technologies, from valves and drives to robotics, single-loop control, distributed and supervisory control systems, as well as manufacturing systems, enterprise management platforms, and built environments.

We fully appreciate the pivotal role that our systems integrators assume in deploying, integrating, and maintaining our solutions. The program enables SIs to grow their business by progressing through higher partnership tiers as they enhance their capabilities and credentials.

New SI partners enter the **Standard** Partner. Advancement to **Elite** Partner and **Diamond Elite** Partner tiers is reserved for those SI partners who exhibit technical excellence, outstanding customer service, and a proven record of project success. We prioritize strong partnerships with our community, ensuring partners stay informed about new product releases, support updates, and other critical information essential to the success of joint customer projects. Our goal is to provide robust support that enables SI partners to deliver superior service to customers.



Benefits to Partners

The program provides a range of resources and tools to support solution delivery and integration businesses. With Mitsubishi Electric's strong market presence and software portfolio, our SI partner community can achieve notable year-on-year business growth.

By Tier

Standard Partner

By joining the Standard Partner tier, partners gain immediate access to the development tools needed to deliver successful projects. This entry level provides a streamlined path for organizations to quickly onboard, benefit from product training, and build their capabilities, positioning them for growth and further program advantages as they deepen their partnership and expertise.





Elite Partner

Elite Partners enjoy distinct advantages that help them grow and excel in their field. By achieving Elite status, partners gain enhanced credibility and recognition for their expertise in integrating our solutions. With a minimum of two fully trained engineers who have completed verified training, Elite Partners receive advanced resources and targeted training that support the delivery of reliable, innovative projects. Demonstrated successful implementations ensure partners maintain a competitive edge, positioning their business for continued growth and access to further program benefits as they progress.

Diamond Elite Partner

Diamond Elite Partners unlock the highest level of partnership benefits designed to amplify the growth and success of their businesses. As a Diamond Elite Partner, SIs gain a distinguished position within our global community, recognized for sustained excellence and commitment to delivering comprehensive software solutions that enhance customer efficiency, reduce operational costs, and maximize profitability.

Through the Diamond Elite tier, partners are empowered to meet consistent global service standards, build long-lasting customer relationships, and achieve outstanding results as part of an elite group dedicated to mutual success.

Key benefits for Diamond Elite Partners include:

- Dedicated, collaborative engagement with Mitsubishi Electric Iconics Digital Solutions, providing direct access to strategic resources and partnership guidance.
- Access to joint business planning with regional sales and distribution teams, keeping organizations at the forefront of product innovations, future releases, and critical support updates essential for project success.
- Recognition as a best-in-class partner, enhancing market credibility and positioning organizations as trusted leaders in delivering efficient and profitable customer solutions.
- Participation in global programs and initiatives, increasing visibility and enabling networking across the ecosystem to unlock new business opportunities and support sustainable growth.
- Automatic enrollment in the Premier SupportWorX plan, providing enhanced support coverage and priority service.

Technical Enablement

SI partners are automatically enrolled in the Standard SupportWorX plan upon joining the program or completing their annual renewal.

For more information, see the SupportWorX Guide here.

Customer Support

Customer support services are designed to provide SI partners and customers with the expertise, responsiveness, and global coverage needed to ensure reliable system performance. Key support benefits include:

- Access to a global team of experienced, highly skilled professionals equipped to address diverse customer needs with fast, in-depth technical expertise
- Consistent, reliable support services delivered across multiple geographies

In addition to the Standard SupportWorX plan, SI partners receive the following support provisions:

- **Development systems**
  Three Dev Systems (Unlimited Systems) are provided for non-production use
- **Support scope**
  Support for SI partners does not include runtime support for end users. Customers should subscribe to the SupportWorX plan independently to receive full support coverage

To learn more about customer support services, visit our Support page.



Global Support Coverage & Access

Support is delivered through four global support centers, operating Monday through Friday, year-round, except for local and company holidays. Incoming requests are prioritized based on urgency, with Premier SupportWorX customers receiving higher priority. Detailed information for each support center is provided in the table to the right.

We recommend submitting most customer support requests via email or through the Community Portal whenever possible. Please reserve phone calls for site-down issues or situations where submitting cases through other methods is not possible. Limiting phone support to urgent situations enables us to maintain high service levels for all customers. For more details, please visit our Support Center.

Americas (United States):	
support@iconics.com +1 508 543 8600	8:30 AM – 5:30 PM Eastern Standard Time
United Kingdom (England):	
uksupport@iconics.com +44 1384 246 700	8:30 AM – 5:30 PM Greenwich Mean Time
Europe, Middle East, and Africa (Czech Republic):	
europesupport@iconics.com +420 377 183 420	8:30 AM – 5:30 PM European Time
Asia Pacific (India):	
asiapacificsupport@iconics.com	8:30 AM – 5:30 PM India Standard Time

Product Enablement

The following sections outline the enablement and training benefits available to SI partners. The program is designed to help partners build sustainable, profitable business models by providing access to technical expertise and support in a rapidly evolving market. A comprehensive portfolio of resources enables SI partners to maintain long-term, mutually beneficial relationships with Mitsubishi Electric Iconics Digital Solutions.

Product Training Types

The program offers both online and in-person training, plus resources for effective application management. Instructor-led classes provide hands-on experience and best practices, while self-paced courses and customized options are available online for flexible learning from anywhere.

Self-Paced Online Training Curriculum

SI partners are supported in developing proficiency in the software at a pace that aligns with their individual needs. A comprehensive, self-paced online training curriculum provides the essential skills required to develop and operate applications effectively.

The training program enables SI partners to enhance capabilities in advanced visualization and control solutions from the convenience of home or office environments.

Training content includes:

- Extensive instructional video material presented by experienced software professionals
- Structured curricula designed to address specific subject areas
- Courses organized into clear, sequential modules that cover all relevant competencies
- Practical guidance and advanced techniques to deepen technical expertise

These resources are well suited for technical personnel and can be used both at the start of an installation and as part of continuous learning. Begin your educational journey today through our online Learning Hub.



Online and Classroom Training

We provide instructor-led training courses on a variety of topics related to our range of products and software. The official training schedule and course descriptions are available on our live Training page. Courses are offered across multiple time zones and locations worldwide to support a global customer base.

Training Locations and Registration

Instructor-led courses are available in the following formats:

- In-person at certified training centers, which may include distributor, representative, or system integrator locations
- Online via live, interactive sessions

Enrollment is granted on a first-come, first-served basis. All registrations must be completed through the class listing provided on our website.

Training Environment

Each attendee receives a virtual machine with the product installed, creating a sandbox environment for lab exercises and practical exploration. This arrangement enables students to work on assignments and use the software individually throughout the course.

Language and Session Details

Classes are taught in English, with some courses also available in local languages through distributor or representative offices. Each training listing includes the language, session times, and host office location for in-person options. The official training schedule and course descriptions are available on our live Training page.



Use of Available Training Credits

Mitsubishi Electric Iconics Digital Solutions SI partners are eligible for training seats in both scheduled and self-paced training programs. Each credit permits one individual to participate in a publicly scheduled course, subject to seat availability. Alternatively, credits may be applied to access the online, self-paced training curriculum through the Learning Hub.

The guidelines for training credit allocation and usage are outlined below:

- Credit allocation is determined by the SI program tier (5 credits for Standard, 10 credits for Elite, and unlimited credits for Diamond Elite)
- Credits are issued upon purchase or renewal of the System Integrator plan

Individual Training Badges

Mitsubishi Electric Iconics Digital Solutions tracks individual completion of online and instructor-led training programs. Verified training completion may be used as part of SI tier qualification requirements, including minimum trained engineer criteria. We may also provide Individual Training Badges that SIs can use in proposals and marketing materials, subject to brand guidelines.

Role- or industry-specific certifications (e.g., Historian Expert, OEE Expert, Smart Building Expert) are planned future enhancements and are not included in this guide.

Sales Enablement

Based on their program tier, eligible SIs can access benefits such as:

- Pre-Sales Support
- Joint account planning with Regional Sales Managers (available to Elite and Diamond Elite tiers)
- Sales engagement, including lead sharing (available to Diamond Elite tiers)

Pre-Sales Support

Our Solution Sales team handles both pre- and post-sales support. Regional sales representatives can also assist SI partners with pre-sales inquiries.

Joint Account Planning

Diamond Elite Partners receive support from both regional Sales and a Global SI Program Manager to address business and technical needs. Support includes:

- Collaboration with our regional sales teams and the Global SI Program Management
- Annual business reviews for joint target account planning
- Ongoing management relationships to exchange feedback and drive growth for both companies

Sales Engagements

Alongside joint account planning, we aim to strengthen collaboration with Diamond Elite Partners through a range of sales and marketing engagement activities. Support may include:

- Inbound and outbound marketing activities designed to drive demand and generate leads for our products
- Distribution of qualified and unqualified leads to Diamond Elite Partners
- Lead assignment based on geographic considerations and alignment with the Partner's solution focus, skill set, and experience
- Coordination with Regional Sales teams to route opportunities to the appropriate Diamond Elite Partner within the region

Marketing Enablement

We collaborate with SI partners across all vertical markets, drawing on extensive experience in automation software to support a wide range of applications. Ongoing communication ensures that SI partners remain informed, while active promotion highlights the breadth of partner capabilities.

Marketing initiatives keep SI partners current with the latest product developments and application advancements. In parallel, SI successes are showcased across social media and digital channels, increasing visibility and supporting continued growth within the industry.

Partner Newsletters

We send a monthly GenMail Partner newsletter with product updates, customer stories, and news about our Partner Program, including new benefits and promotions.

Marketing Materials

Brochures, data sheets, presentations, and customer success stories are available online via the website and Community Portal. For printed copies required for events or meetings, please contact the regional Sales team.





Promotion of Customer Reference Sites

We collaborate with SI partners to develop joint customer success stories or case studies that highlight shared solutions for current and prospective customers. Eligibility for co-branded stories is assessed on a case-by-case basis. For more information, contact the Regional Sales Manager or email SIProgram@iconics.com.

Company Product and Partner Logo Usage

Permission is granted for participating SI partners to utilize the designated program tier badges and Individual Training Badges (training completion) on their sales, marketing, and promotional materials, provided they adhere to established corporate guidelines.

SI Profile Listing and Directory

All partners may be listed in the System Integrator Directory. Search results are prioritized by program tier: Diamond Elite Partner, Elite Partner, and Standard Partner.

Event Support

Diamond Elite Partners may be invited to participate in our trade shows.

These events offer valuable opportunities for networking, showcasing new products and innovations, and engaging with industry leaders. By attending, Diamond Elite Partners can strengthen relationships with both clients and partners, gain insights into emerging trends, and increase their visibility within the market. Invitations are extended based on outstanding performance and contribution to our organization's success.



Shared Promotional Event

Diamond Elite Partners receive structured demand generation and marketing support designed to drive awareness, generate leads, and strengthen market presence. Support spans both campaign strategy and execution resources.

For demand generation campaigns, support includes:

- Guidance on campaign types (events, direct mail, tradeshows, etc.)
- Messaging strategy
- Prospect list sourcing

For marketing support, provided resources include:

- Collateral and templates with partner logos
- Tradeshow booth graphics, handouts, and giveaways
- Case study templates
- Joint press releases
- Email, postcard, and letter templates

The Community Portal

The Community Portal hosts a knowledgebase with hundreds of expert articles that provide solutions, tips, and answers across all products. The portal also includes tools, utilities, and access to downloadable product releases.

SupportWorX customers have access to two portals:

Community Portal: Create and manage support cases, search knowledgebase articles, and access training videos:

Community Portal Account Request

Web Licensing Portal: Manage GENESIS software licenses, including adding, moving, and deactivating licenses as needed:

Web Licensing Portal

Technical Documentation & Support

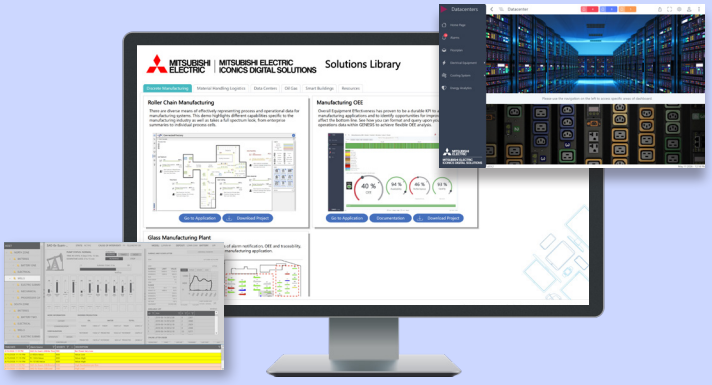
The Community Portal includes access to the product knowledge base and various support materials. Additional links are available for product documentation and demonstrations.

- **Technical Docs:** GENESIS Platform
- **Demos:** Solutions Library from Mitsubishi Electric Iconics Digital Solutions

Sales Tools and Collateral

We offer a growing library of product brochures and success stories covering a variety of industries. These resources may be accessed via the following links:

- Success Stories
- All Documents





Summary Program Benefits

Presented below is a summary of the benefits.

		Standard	Elite	Diamond Elite
Sales Engagements and Support	Pre-sales support	X	X	X
	Joint account planning	–	X	X
	Sales engagements (including lead sharing)	–	–	X
Marketing Support	Newsletters and technical bulletins	X	X	X
	Marketing materials (brochures, data sheets, presentations, and customer success stories)	X	X	X
	Promotion of customer reference sites / co-branded case studies (subject to approval)	X	X	X
	Annual SI program participation certificate	X	X	X
	Use of corporate SI program logo - permission to use appropriate program tier logo on SI company website and marketing materials	X	X	X
	Company profile listed in SI directory	X	X	X
	Invitations to Mitsubishi Electric Iconics Digital Solutions hosted SI events and shared promotional opportunities	–	–	X
Technical & Training Support	Standard SupportWorX (Standard & Elite tiers): customer support (phone/email) through global support centers; online support via the Community Portal (case submission and case management).	X	X	–
	Premier SupportWorX (Diamond Elite tier): Global Priority Support and 24/7 Emergency Call-In Support (where included).	–	–	X
	Community Portal access (create/manage support cases, view case history, and browse the knowledgebase and technical resources).	X	X	X
	Training credits/seats (allocated by SI tier; usable for publicly scheduled courses, subject to seat availability	**5 credits/ year**	**10 credits/ year**	**Unlimited**
Tools	Development systems/licenses (non-production use).	**3 Dev systems**	**5 Dev systems**	**10 Dev systems**

Footnote 1: *Discount levels, where applicable, are established during onboarding in coordination with the regional sales team, based on the regional commercial environment and engagement model.*

Footnote 2: *Resell authorization may be available in select regions. Applicants have an option to apply during approval process. Approval is evaluated based on the regional go-to-market models and local program policies.*

Program Requirements

Initial Enrollment

To become and maintain a Standard Partner, the SI must complete the initial onboarding and annual renewal process as outlined in Section 5 of this document.

As a Mitsubishi Electric Iconics Digital Solutions SI, we expect SI partners to prioritize customer satisfaction.

- Regularly collect feedback and review performance to maintain high satisfaction.
- Join workshops and webinars for ongoing professional development.
- Support end users in maintaining an active SupportWorX subscription to ensure continuous access to updates and support, including coordinating and promoting timely renewals.
- Comply with the company's code of conduct as outlined in the partner agreement.

Eligibility Criteria for Higher Tiers

To achieve higher tiers, organizations must:

- Have at least two engineers with verified training completion for Mitsubishi Electric Iconics Digital Solutions.
- Provide evidence of successful project integration within the first year in the Elite tier and continue to deliver projects annually.
- Meet required sales targets for both direct and related sales, assessed by support account renewal dates.

Tier Requirements

The following requirements define the criteria for each system integrator tier.

Standard Partner

- Complete initial onboarding and annual renewal as outlined in the program requirements
- Prioritize customer satisfaction by regularly collecting feedback and reviewing performance
- Participate in workshops and webinars to support ongoing professional development
- Ensure end users maintain an active SupportWorX subscription for continuous updates and support
- Comply with the company's code of conduct as defined in the partner agreement

Elite Partner

- Maintain a minimum of two (2) trained engineers
- Provide at least one (1) reference site
- Conduct an Annual Business Review with Mitsubishi Electric Iconics Digital Solutions as part of the sales engagement process
- Achieve a minimum of $25,000 in total direct and associated product license and support sales within the past three (3) years from the renewal date

Diamond Elite Partner

- Maintain a minimum of two (2) trained engineers
- Provide at least two (2) reference sites
- Deliver at least one (1) published success story
- Conduct an Annual Business Review with Mitsubishi Electric Iconics Digital Solutions as part of the sales engagement process
- Achieve a minimum of $75,000 in annual total direct or associated product license and support sales

Performance Metrics

The following method is employed to monitor SI performance.

Total Direct and Associated Product License and Service Sales

This metric includes both direct revenue and associated revenue generated from product license sales and service renewals.

- **Direct Sales:** The purchase of software and SupportWorX made directly by the system integrator
- **Associated Sales:** The purchase of software and SupportWorX by the end customer through alternative channel partners, attributed to projects delivered by the system integrator

The system integrator must promptly notify regional sales teams of any associated orders through regular transactions or during the Annual Business Review, ensuring accurate and complete reporting of all related projects.





Trained Personnel

SI engineers who complete either online or in-person training in Product Enablement (section 3.3) count toward this metric.

Reference Site and Customer Success

- A reference site includes the end user's name, address, application types, and project Bill-of-Materials featuring our software. An electronic document satisfies this requirement.
- A customer success story is a customer-approved case study that highlights project goals, implementation details, operational outcomes, and the value delivered through Mitsubishi Electric Iconics Digital Solutions software.

Annual Business Review (ABR)

The Annual Business Review provides a structured opportunity for system integrators and Mitsubishi Electric Iconics Digital Solutions to evaluate business performance, discuss challenges, share feedback, and align on future goals and growth opportunities.

The review supports open communication and long-term collaboration by encouraging transparent discussions around business priorities, operational needs, market opportunities, and areas for continued improvement.

Key elements of the ABR include:

- Reviewing past-year outcomes against objectives, celebrating successes, and identifying areas for growth
- Exploring the project pipeline and aligning on strategic growth initiatives
- Assessing technical competencies and identifying opportunities for joint development
- Coordinating marketing efforts and uncovering new avenues for shared visibility

By engaging in the ABR, we lay the foundation for a partnership that is resilient, innovative, and mutually rewarding.

Onboarding

Systems integrators can apply to our program online or contact our sales team for details.

Learn More:

System Integrator Program

Apply Here:

SI Registration

After application submission, a sales representative reviews the application and assists with ordering the SI package (ICO360-SIP) and support. Once the order is complete, development licenses are issued, a SupportWorX account number is assigned, an SI Program Certificate is provided, and the organization is listed in the System Integrator Directory.

System Integrator Onboarding Checklist

The following checklist outlines the key steps required to complete onboarding and begin program participation.

Commercial	Assign a business development manager **Get to know your local Sales team | Contact Us**
Training	Attend one of our Technical Training courses to build product expertise: **Mitsubishi Electric Iconics Digital Solutions Training**
Support	Access our Community Portal to learn more about our knowledgebase and support resources: **Community Portal Support Resources**
Marketing	Update your own organization's website with the Mitsubishi Electric Iconics Digital Solutions logo & hyperlink **Review your SI Directory Profile** Share your success stories with our products
First Projects	Engage Quality Professional Services (QPS) for expert guidance and support during initial projects

Dev-System and Support Packages

A suite of development software, Dev-System, is available to provide system integrators with tools for developing end user applications.

What to Purchase:

The company supplies an all-inclusive partner Dev-System package. For details regarding part numbers and pricing, contact your local representative. Technical support included with the Dev-System package is intended for customer application development only. Runtime support for end user customers must be purchased separately.

How to Purchase:

All SIs can obtain a Dev-System license and support package. Participation in the program is required prior to purchase, and transactions should be made through the SI's local regional sales representative. The Dev-System Agreement operates as a twelve-month subscription that requires annual renewal and payment. License files are updated each year following renewal of the Dev-System and support agreement.

Contacting the System Integrator Program

For inquiries about the System Integrator Program, contact:

SIProgram@iconics.com | **+1 508 543 8600**



Compliance and Governance

This section offers an overview of the policies governing the Global SI program. For comprehensive information, please consult the System Integrator Agreement.

Code of Conduct

We ask that all SIs adhere to the following expectations:

- Act professionally and fairly.
- Collaborate with customers, partners, and administrators.
- Ensure solutions are reliable and high-quality.
- Pursue ongoing learning and skill growth.
- Protect confidential information and respect intellectual property.

Data Privacy and Security

Mitsubishi Electric Iconics Digital Solutions, Inc. and its affiliates are committed to protecting personal data and ensuring compliance with applicable data privacy and security regulations.

Our Privacy Policy explains how we collect, use, and disclose your personal information. Please also review our Cookie Policy and Terms and Conditions, available here.

ABOUT MITSUBISHI ELECTRIC ICONICS DIGITAL SOLUTIONS

Mitsubishi Electric Iconics Digital Solutions, headquartered in Foxborough, Massachusetts, is a global leader in industrial automation, smart and sustainable buildings, and digitalization software. Our advanced HMI, SCADA, and Smart Building solutions enable businesses to visualize, monitor, and optimize their most critical assets and spaces. With installations in over 100 countries and adoption by more than 70% of Global 500 companies, we drive operational efficiency and continuous improvement across industrial manufacturing, infrastructure, and built environment sectors. Backed by cutting-edge technology and deep industry expertise, we deliver flexible, scalable, and high-performance software solutions. As a testament to our excellence, Mitsubishi Electric Iconics Digital Solutions has been recognized as a seven-time winner of the Microsoft Partner of the Year award.

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