



# Semtech Partner Program

Simplifying IoT to Accelerate Your  
Digital Transformation

# INTRODUCTION

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Semtech is proud to announce the 2024 Semtech Connect Partner Program. Semtech is the preferred and trusted IoT solutions provider for enterprises and OEMs around the world. We combine devices, software, security, and networking services that simplify IoT and accelerate the digital transformation of industries.

Semtech devices are built for purpose, as is our 2024 Semtech Connect Partner Program. The new program aims to drive more revenue through deeper collaboration, technical and sales training, and market-based competitive pricing. The Semtech Connect Partner Program combined with our market leading AirLink Portfolio, provides differentiated benefits to enable your success.



## PROGRAM DETAILS

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The Semtech Connect Partner Program recognizes partners based on a combination of effort, value-add and volume. The more you invest with Semtech, the more you are rewarded with incentives and resources designed to help you earn more selling Semtech.

The program features a global discount strategy to create a simplified structure, better reflecting the value of Semtech products in the market. It enables you to easily quote and sell across the entire portfolio and reduce overall channel conflict.

Only partners in good standing in the Semtech Connect Partner Program and in adherence with program requirements will have access to Semtech AirLink products, software, and services. Inclusion in the Semtech Connect Partner Program may be terminated by Semtech or the partner at any time, without notice.

# ENTERPRISE PARTNER DESIGNATIONS

## REGISTERED

All new Semtech partners will enter the program as a Registered Partner and must complete the initial foundational curriculum and achieve a minimum annual revenue level to remain in the program. Registered Partners receive some benefits to sell and support Semtech solutions, including sales certifications and technical training.

## SELECT

Semtech Select partners have committed to learning and selling Semtech Solutions. They have met the revenue and certification requirements to earn elevated status within the Semtech Connect Partner Program. Select Partners receive all the benefits of Registered Partners, in addition to deal-registration discounts.

## PREMIER

The highest designation in the Semtech Connect Partner Program is a Premier Partner. These partners have met rigorous revenue and certification goals, invest in sales and technical training, actively promote Semtech solutions, and are competent in facilitating recurring revenue. They receive significant deal registration discounts, a dedicated channel account manager, priority market development fund allocation, improved renewal margins and greater activation dollars for Semtech Connectivity solutions.

## ALLIANCE

Alliance Partner status is available to companies that develop hardware, software, solutions, and services that complement Semtech' product portfolio. By coupling our solutions with market-leading products and solutions, we can support our mutual customers with more comprehensive solutions.



# PROGRAM REQUIREMENTS

	REGISTERED	SELECT	PREMIER	ALLIANCE
Signed Semtech NDA	●	●	●	●
Promote Semtech on Website	●	●	●	●
Maintain Minimum Advertised Price	●	●	●	●
Point of Sale Reporting	●	●	●	●
Quarterly Webinar Participation		●	●	●
Quarterly Business Review		●	●	●
Product Registrations		●	●	●
Case Study Collaboration			●	●
Certified Sales Professionals	1	2	3	3
Certified Technical Professionals	1	2	3	3
Additional Specializations			●	●
Annual Revenue Attainment	\$	\$\$	\$\$\$	\$\$\$

All partners are required to complete a Non-Disclosure Agreement, promote Semtech products and solutions, complete sales, and technical certifications, and meet minimum annual revenue.

Training is a key component of the Semtech Connect Partner Program to ensure all partners maintain a level of competency to address the evolving Internet-of-Things (IoT) marketplace. All Semtech Connect Program partners must obtain and maintain certified status annually. Customized learning plans are available to those organizations who wish to accelerate their competencies.

Revenue requirements are based on Semtech MSRP (or IoT module buy price) including products, software, and services. Additionally, revenue obtained from Semtech Connectivity services and solutions will contribute to the annual revenue calculation.

Additional requirements are outlined on the chart. For additional details, please reach out to your Semtech Channel Business Manager.

# PROGRAM BENEFITS

	REGISTERED	SELECT	PREMIER	ALLIANCE
Partner Portal Access	●	●	●	●
Semtech Connect Logo Usage	●	●	●	●
Digital Marketing Assets	●	●	●	●
Channel Newsletter	●	●	●	●
Online Sales and Technical Training	●	●	●	●
Co-branded Marketing Material		●	●	●
Customer Facing Presentations		●	●	●
Small Group Live Technical Training		●	●	●
Dedicated Channel Business Manager		●	●	●
Discounted NFR Demo Units		●	●	●
Volume Discounts (Project Based)		●	●	●
Pre-Qualified Sales Leads			●	●
Incentive Programs			●	●
Market Development Funds			●	●
Additional Activation \$ for Connectivity			●	●
Deal Registration	\$	\$\$	\$\$\$	\$\$\$\$

The Semtech Connect Partner Program offers key features such as market development funds (MDF), project registration, training, and product certifications. For a full list of benefits, please refer to the chart.



### About Semtech

Semtech Corporation (Nasdaq: SMTC) is a high-performance semiconductor, IoT systems, and cloud connectivity service provider dedicated to delivering high-quality technology solutions that enable a smarter, more connected, and sustainable planet. Our global teams are committed to empowering solution architects and application developers to develop breakthrough products for the infrastructure, industrial and consumer markets.

To learn more about Semtech technology, visit us at [Semtech.com](https://www.semtech.com) or follow us on [LinkedIn](#) or [X](#).

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