Navijin

PARTNER GUIDE

PARTNERS

Partner Onboarding Guide

Everything a new Navijin partner needs to start: the partner levels, the onboarding steps, what you send us (including logo standards), what you receive, how to use the Navijin brand, and your first 90 days.

Partner levels | Logo standards | Partner Hub | Academy | Brand use | First 90 days

Applies to
New and prospective Navijin distributors, integrators and resellers

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ABOUT THIS GUIDE

How to use this guide

Read sections 1 and 2 to understand the programme and the steps. Use **section 3 as your checklist**: when everything in it has been sent, your onboarding can be completed quickly. Keep sections 6 and 7 for your marketing team.

Conventions: menu paths are shown in **bold** (for example **Network** → **VLAN**); commands and values in `monospace`. Screenshots may differ slightly by firmware version.

Who it is for

- Company owners and managers of new partners
- Sales and marketing staff
- Engineers who will be certified in the Academy

Have ready

- Company registration documents
- Your logo files
- Names of your sales, technical and finance contacts
- Your target markets and references

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SECTION 01

The Navijin partner programme

Navijin sells through authorised partners who design, install and support Navijin networks close to their customers.

Level	Role	Typical profile
Value Added Distributor (VAD)	Holds stock, builds the channel in a country, gives logistics, pre-sales and first-line support to resellers	Established distributor with warehouse, finance and a technical team
Gold Partner	Delivers complete Navijin projects end to end with certified engineers	Experienced system integrator with references in networking, security or video
Start Partner	Builds skills and references with support from Navijin and the distributor	New or growing integrator or reseller

Your level and territory are agreed during qualification and written in your partner agreement. Partners can move up a level as certifications, references and business grow.

> **TIP**
> Customers can find every authorised partner in the **partner finder** on navijin.com/partners. Appearing there is one of the first benefits of completing onboarding.

SECTION 02

Onboarding step by step

1 Apply

Send your company profile, target markets and sectors to the Navijin channel team (sales@navijin.com or the form on navijin.com/contact/sales).

2 Qualify

We review your experience, technical team and references, and agree on a partner level and territory.

3 Agreement and documents

Sign the partner agreement and send the documents and information listed in section 3.

4 Set-up

Navijin creates your Partner Hub account, adds you to the partner finder with your logo and details, and enrols your staff in the Academy.

5 Enablement

Your sales staff complete NCE and NCSA, your engineers NCE and NCNA, and your pre-sales team NCPE. Use the lab to practise on simulated Navijin equipment.

6 Launch

Announce the partnership with the Authorised Partner badge, register your first projects and request design support.

SECTION 03

What you send us

This is your checklist. Send everything in one email or upload it in the Partner Hub when your account is ready.

Item	Format	Why we need it
Company registration certificate	PDF scan	Partner agreement and compliance
Tax registration / VAT certificate	PDF scan	Invoicing
Company logo (see section 4)	SVG, AI or EPS + PNG	Partner finder, case studies, joint marketing
Company profile	PDF, 1-5 pages	Qualification and partner level
Main contacts: sales, technical, finance	Name, role, email, mobile	Partner Hub accounts and day-to-day work
Public contact details	Address, phone, email, website	Partner finder on navijin.com
Target markets and sectors	Short list	Territory and lead routing
References	2-5 projects	Partner level and case studies
Staff to certify	Names and emails	Academy enrolment

NOTE

Your public contact details appear in the partner finder. Send only details your company is happy to publish, such as a general sales email rather than a personal one.

SECTION 04

Logo standards

A good logo file makes your company look professional next to Navijin. Please send the following.

Requirement	Standard
Master file	Vector: SVG (preferred), AI or EPS, with text converted to outlines
Web file	PNG with transparent background, at least 1000 px wide
Colour versions	Full colour for light backgrounds, and a white (or one-colour) version for dark backgrounds
Shapes	Horizontal logo; also a square or icon version if you have one
Clear space	No text, crop marks or background box inside the file; keep empty space around the logo
Colours	Your brand colours as HEX (web) and, if available, Pantone or CMYK (print)
File names	company-logo-color.svg, company-logo-white.png, and so on

- **Do not** send screenshots, logos inside Word or PowerPoint files, or low-resolution JPG images.
- **Do not** add slogans or website addresses to the logo file.
- If you have brand guidelines, send them too, and we will follow them.

> **TIP**
> We use your logo only to show you as an authorised Navijin partner: in the partner finder, in joint case studies and in co-branded materials you approve.

SECTION 05

What you receive from Navijin

Resource	What it gives you
Partner Hub	Partner pricing, product catalog, software catalog, datasheets, presentations, videos and marketing material
Academy	Free online courses and certifications (NCE, NCSA, NCPE, NCNA, NCCA, NCSF, NCSO, NCNO, NCGA) with a hands-on lab
Pre-sales engineering	Help with site surveys, designs, bills of materials and tender compliance
NavCloud	Cloud management for all your customers' Navijin sites, and a base for managed services
Partner finder listing	Your company on navijin.com/partners in every language
Authorised Partner badge	Badge files for your website, office, proposals and email signatures
Warranty and RMA	A clear process to report faults and replace defective products
Product verification	Customers can check that every Navijin product is genuine

SECTION 06

Using the Navijin brand

Partners help customers recognise genuine Navijin solutions. These simple rules keep the brand consistent.



Figure 1. Authorised Partner badge for light backgrounds. A dark version is included for dark backgrounds.

Do	Do not
Use the Authorised Partner badge on your website, office and proposals	Change the colours, proportions or spelling of the Navijin logo
Write product names exactly as Navijin does, e.g. NavCloud, NavGATE, NW-AP725-2.5G	Combine the Navijin logo with your logo into a new mark
Use official product photos and texts from the Partner Hub	Use the Navijin name in your company name or domain
Link to navijin.com for product details	Promise features, prices or warranty terms that Navijin does not offer
Ask the channel team before joint press releases	Use the badge after the partnership has ended

IMPORTANT

The badge is for authorised partners only. Customers can check your status in the partner finder, so please keep your details up to date.

SECTION 07

Your first 90 days

When	Goal	Actions
Days 1-30	Ready to sell	Partner Hub login for your team; NCE for everyone; NCSA for sales; badge on your website; listing checked in the partner finder
Days 31-60	Ready to deliver	NCNA for engineers; lab practice; first demo to a customer; first project registered with Navijin
Days 61-90	First wins	First project delivered with Navijin design support; NCPE for pre-sales; plan a joint case study

TIP

Partners who certify their team early win projects faster: customers and tenders often ask for certified engineers.

SECTION 08

Contacts and questions

Topic	Contact
Becoming a partner, pricing, projects	sales@navijin.com · navijin.com/contact/sales
Technical support and RMA	support@navijin.com · support.navijin.com
Partner Hub access	partnerhub.navijin.com
Training and certifications	academy.navijin.com

How long does onboarding take?

It depends mostly on how quickly the documents in section 3 are complete. With everything ready, set-up can be done in a few working days.

Does training cost anything?

No. All Academy courses and certifications are free for partner staff.

Can we use the Navijin logo on our own products?

No. The Navijin logo belongs on genuine Navijin products only. Use the Authorised Partner badge for your company.

Can we change our partner level?

Yes. As your certifications, references and business grow, ask the channel team for a review.

Navijin

Need help?
We are here for you.

TECHNICAL SUPPORT
navijin.com/en/contact/technical

DOCUMENTATION & FIRMWARE
navijin.com/en/documentation

COMMUNITY TUTORIALS
navijin.com/en/tutorials

VERIFY YOUR PRODUCT
navijin.com/en/verification

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