



PARTNER PROGRAMME

# Build your business on Europe's energy intelligence platform

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The energy management market is growing fast. FLOWBOX is looking for partners who want to be part of it.

◆ The only Czech EMOS in Gartner

◆ Solar Impulse Certified

◆ Trusted by Eaton, Volvo, Assa Abloy & more

OPPORTUNITY

# Why become a FLOWBOX Partner?

The energy management market is undergoing a fundamental transformation. Rising energy costs, volatile tariffs and increasing regulatory pressure are no longer just operational concerns — they have become a strategic priority for company leadership.

*"Businesses without Energy Management and Optimization Systems (EMOS) could face up to a 30% increase in energy costs by 2029."*

— Gartner Research, 2025

FLOWBOX provides exactly that solution — and we are looking for partners who want to be part of its growth across Europe. The opportunity for partners who can offer the right solution has never been greater.



ABOUT US

## Who is FLOWBOX?

FLOWBOX is a technology company specialising in energy management. Our EMOS platform enables organisations to monitor, manage and optimise their consumption of electricity, heat, water and other utilities — in real time, across multiple sites, with data that drives real savings. Our solutions are deployed across industry, commercial real estate, energy and retail throughout Europe.



### Gartner Market Guide for EMOS

FLOWBOX repeatedly listed alongside Siemens, Honeywell and Schneider Electric.



THE ONLY CZECH COMPANY



### Gartner Hype Cycle 2025

EMOS rated as a high-benefit technology for organisations. FLOWBOX among recommended vendors.



HIGH-BENEFIT TECHNOLOGY



### Solar Impulse Certification

1000 Solutions label for sustainable solutions with a proven economic impact.

ECONOMIC & SUSTAINABLE

# Four ways to grow with FLOWBOX

Choose the tier that fits your business model. Each tier is designed for a different profile and every tier can grow into the next.

## 1 Ambassador

*For those with the right connections who want to turn them into value.*

- Identify opportunities & open doors
- Commission per closed deal
- No delivery responsibility

## 2 Reseller

*For those who want to actively sell and build their own business on FLOWBOX.*

- Lead full sales process
- Own markup & client relationships
- Discounted DAP pool across your portfolio

## 3 Integrator

*For companies with OT and IT capabilities.*

- Build & deploy FLOWBOX solutions
- Integrate BMS, SCADA, ERP
- Steady delivery pipeline

## 4 Full-Fledged Partner

*For companies that want to include FLOWBOX EMOS in their product offering*

- End-to-end: sales + delivery
- White-label & exclusivity options
- Strongest commercial conditions



# Ambassador Referral Partner

*For those with the right connections who want to turn them into value  
— without any commercial or technical commitment.*

You know the right people. You know where companies are addressing energy challenges and where there is room for a new solution. The Ambassador tier is for those who want to leverage these opportunities without having to lead negotiations, sign contracts or be involved in delivery.

Your role is to open doors. You make the introduction. FLOWBOX takes care of the rest.

## WHO IT'S FOR

Business consultants, independent advisors and experts with access to decision-makers in industry, energy, facility management or real estate.

## WHAT WE LOOK FOR

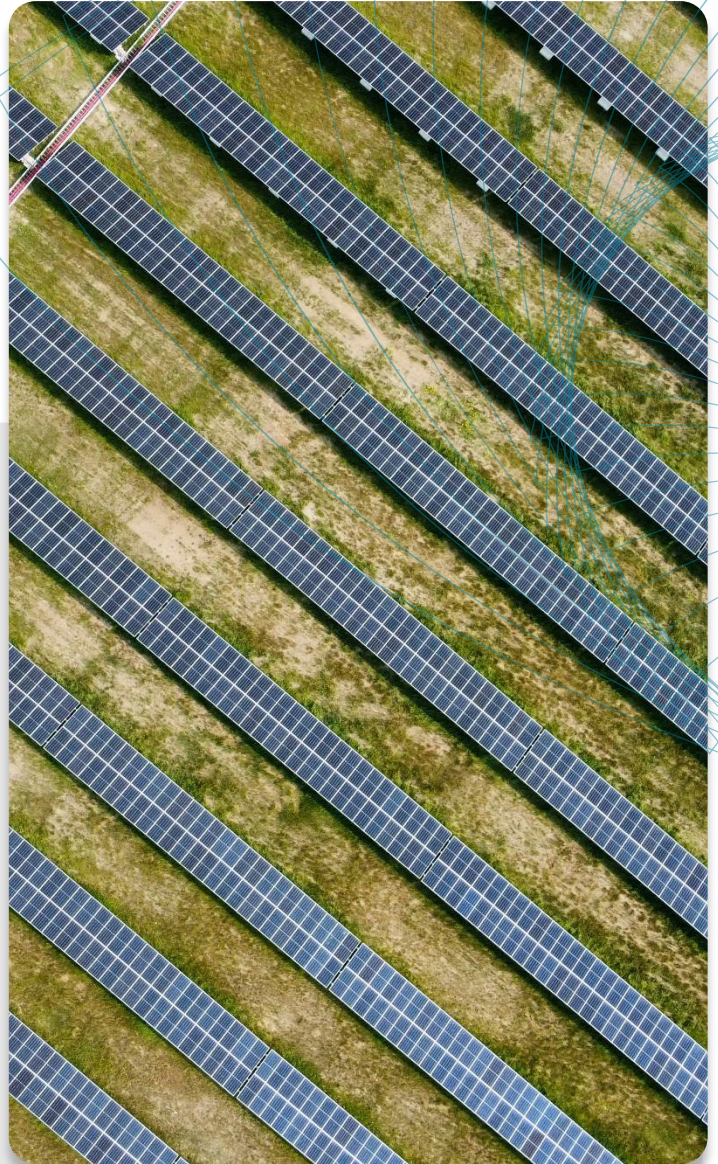
- ✓ A proven network of contacts in relevant sectors
- ✓ Ability to identify business opportunities
- ✓ Basic understanding of the FLOWBOX value proposition
- ✓ Ability to facilitate introductions and support initial client engagement

## WHAT YOU GET

- ✓ Commission for every deal closed originating from your referral
- ✓ No sales effort or delivery responsibility required
- ✓ Simple, transparent cooperation model with no exclusivity obligations

## WHAT YOU DO

- ✓ Identify opportunities and connect FLOWBOX with potential clients
- ✓ Facilitate first contact and introductory meetings
- ✓ Collaborate with the FLOWBOX sales team without taking part in negotiations or delivery



# Reseller Commercial Partner

*For those who want to actively sell, own client relationships and build their own business on top of FLOWBOX.*

You have an established sales organisation and the ambition to grow. The Reseller tier is for companies that want to take full ownership of the commercial side - leading negotiations, concluding contracts and managing client accounts, while FLOWBOX or certified Integrators handle the technical delivery.

You bring the clients. You set your own margin. You build the relationship.

## WHO IT'S FOR

Energy advisors, ESCOs, IoT and digital transformation solution providers, as well as companies with a strong position in the industrial and building sectors - all with an active sales organisation, a proven commercial track record, and the ambition to offer a unique Energy Management solution.

## WHAT WE LOOK FOR

- ✔ Established sales organisation with defined internal roles and processes
- ✔ Proven ability to lead end-to-end commercial activities and client negotiations
- ✔ Active approach to opportunity development and account management
- ✔ Ability to coordinate with FLOWBOX and Integrators for successful delivery

## WHAT YOU GET

- ✔ Your own markup applied on top of the agreed FLOWBOX price list
- ✔ Purchase discounted license bundles and allocate them across your customer portfolio
- ✔ Co-branding availability and regional or sector exclusivity negotiable with a clear business plan

## WHAT YOU DO

- ✔ Lead the entire sales process from opportunity identification through to contract signature
- ✔ Manage client accounts and develop long-term relationships
- ✔ Coordinate technical delivery with FLOWBOX or certified Integrators
- ✔ Offer complementary services to strengthen your overall value proposition



# Integrator Technical Delivery Partner

*For companies with strong OT and IT capabilities who want to build, deploy and maintain FLOWBOX solutions.*

You have the technical expertise to design metering infrastructure, deploy software and integrate systems. The Integrator tier is for companies that want to put this expertise to work as a trusted technical delivery partner for FLOWBOX projects across Europe.

You handle the delivery. FLOWBOX and Resellers handle the commercial side.

## WHO IT'S FOR

Electrical and engineering companies, IT/OT system integrators, BMS, PLC and SCADA specialists — in three variants: Infrastructure Integrator, SW Integrator and Full System Integrator (FSI).

## WHAT WE LOOK FOR

- ✔ Technical expertise in electrical engineering, IT or both
- ✔ Experience with software deployment (on-premise, cloud or hybrid)
- ✔ Knowledge of energy systems and BMS, SCADA or ERP integration
- ✔ Willingness to complete FLOWBOX technical certification

## WHAT YOU GET

- ✔ A steady pipeline of delivery projects backed by the FLOWBOX commercial network
- ✔ Full technical support and a clear subcontracting framework



## WHAT YOU DO

- ✔ Build metering infrastructure and deploy the FLOWBOX platform
- ✔ Integrate with existing client systems such as BMS, SCADA or ERP
- ✔ Manage technical project delivery, L1/L2 support and post go-live maintenance

# Full-Fledged Partner

## End-to-End FLOWBOX Partner

*For companies that want to operate as a fully independent commercial and technical representative of FLOWBOX.*

You have both the sales organisation and the technical capability to deliver. The Full-Fledged Partner tier combines the full scope of the Reseller and Integrator roles — giving you maximum autonomy to identify opportunities, close deals and deliver, all under one roof.

You own the client. You own the delivery.  
You own the growth.

### WHO IT'S FOR

ESCO companies, EPC and energy engineering firms, utility companies — ready to take on full commercial and technical market responsibility.

### WHAT WE LOOK FOR

- ✓ Full sales organisation and technical delivery team with clearly assigned roles
- ✓ Proven track record in both commercial and technical delivery
- ✓ Certifications in energy management, electrical installations or IT platforms
- ✓ Commitment to agreed revenue targets and joint business planning

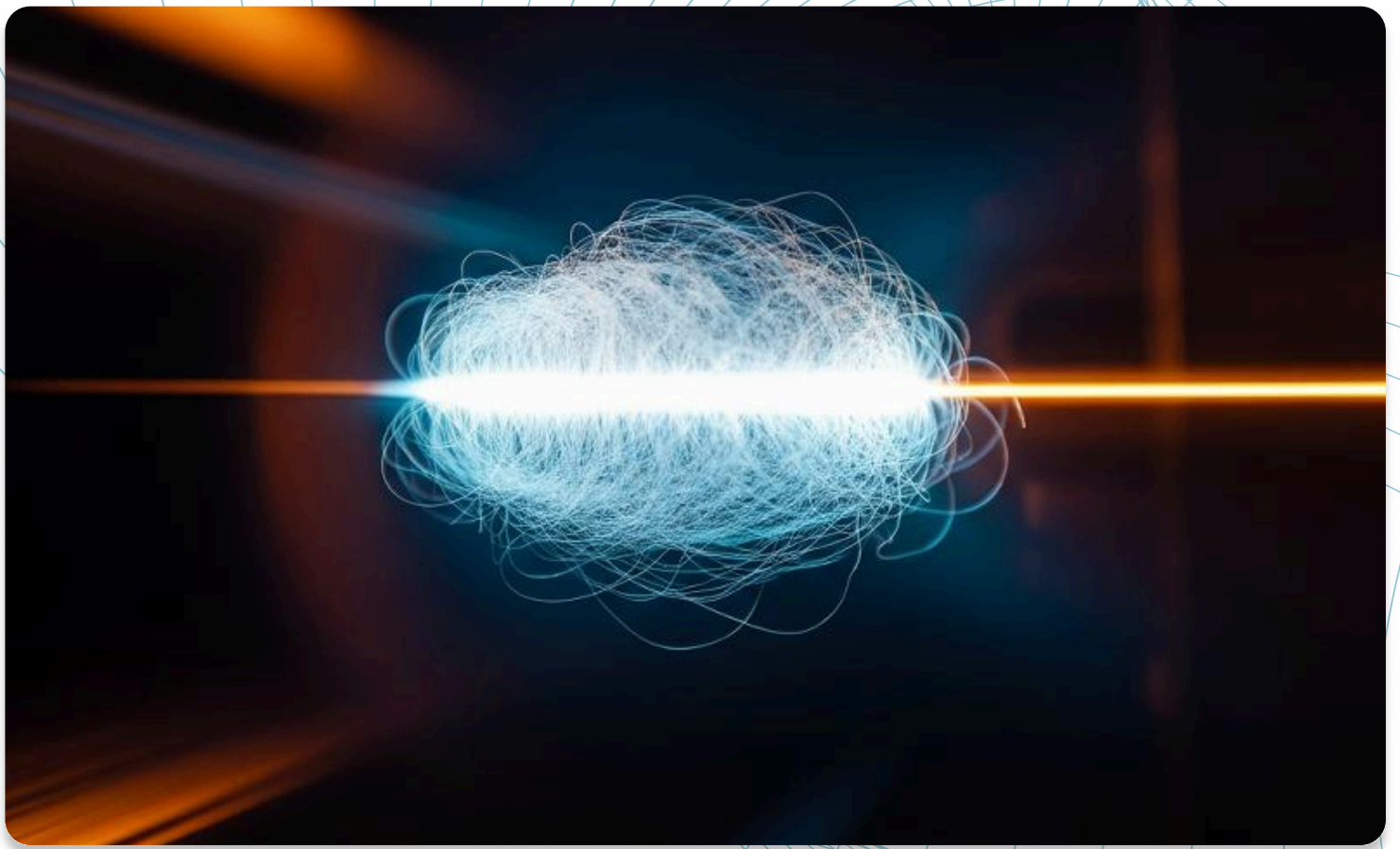
### WHAT YOU GET

- ✓ The strongest commercial conditions in the FLOWBOX partner program
- ✓ Full white-label option and highest markup potential
- ✓ Performance-based exclusivity for a defined region, sector or product segment
- ✓ Dedicated support from the FLOWBOX partner team

### WHAT YOU DO

- ✓ Lead the full customer journey from lead generation to long-term account management
- ✓ Deliver and maintain the complete FLOWBOX solution independently
- ✓ Operate as a strategic FLOWBOX representative in your market





## PARTNER JOURNEY

# From First Contact to Long-Term Partnership

We do not just sign agreements, we build long-term partnerships. And we are selective about who we partner with. Not because we want to limit growth but because we believe that real partnership means real commitment on both sides. When we sign an agreement, we mean it for the long term. You will never be just a name on a list.



### OUR COMMITMENT TO YOU

When we sign an agreement, we mean it for the long term. You will never be just a name on a list. Real partnership means real commitment on both sides.



Dedicated partner team



Joint business planning



Clear path to tier upgrade

# FLOWBOX Partner Programme

## Support & Benefits Overview

Area	Ambassador	Reseller	Integrator	Full-Fledged Partner
<b>1. Commercial &amp; Sales Support</b>				
Dedicated Account Manager		✓		✓
Pre-sales Support		✓		
Dedicated Pre-sales Support				✓
Lead Sharing				✓
Lead Referral Commission	✓			
Sales Markup		✓		✓
Deal Registration	✓	✓		✓
Pricing & Quoting Tools		✓		✓
Contracting Directly with Client		✓		✓
Exclusivity				✓
White Labeling		✓		✓
<b>2. Marketing &amp; Branding Support</b>				
Partner Listing on Flowbox Website		✓	✓	✓
Generic Marketing Materials	✓	✓		✓
Access to Partner Marketing Toolboxes		✓		✓
Dedicated Marketing Contact				✓
Joint Events / Webinars		✓		✓
Case Study Participation		✓		✓
Co-branding		✓		✓
Access to Training		✓	✓	✓
<b>3. Technical &amp; Product Enablement</b>				
Product Overview Training	✓	✓	✓	✓
Technical Product Training		✓	✓	✓
Documentation & Knowledge Base		✓	✓	✓
Demo Environment		✓		✓
Prioritized Technical Support		✓	✓	✓
<b>4. Delivery &amp; Support Enablement</b>				
Right to Deliver Flowbox System			✓	✓
Right to Provide L1/L2 Support				✓
Access to Flowbox L3/L4 Support		✓	✓	✓
Deployment & Configuration Tools			✓	✓
Onboarding & Implementation Playbooks			✓	✓
<b>5. Account Management &amp; Growth</b>				
Upsell / Cross-sell Rights		✓		✓
Customer Success Responsibility		✓	✓	✓
Joint Account Planning		✓		✓
Partner Roadmap Feedback		✓		✓
<b>6. Governance &amp; Strategic Support</b>				
Dedicated Partner Manager		✓	✓	✓
Joint Business Planning (QBRs)		✓		✓
Strategic Product Development				✓
International Cooperation				✓



# Ready to grow with FLOWBOX?

You will never be just a name on a list. It starts with one discovery call.

[Book an Intro Call](#)

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