



MobileTech lets you access customer details, devices, and install and troubleshooting tools with ease, while Discover allows customers to continue learning about their system long after install.

Partnership with Alarm.com makes it easy to provide an exceptional customer experience every step of the way, so you can drive maximum longevity and value out of every customer relationship.

At Alarm.com, your success is our success.



The Proven Formula for

# Partner Success



Scan or visit [alarm.com/dealer](https://alarm.com/dealer) to start using these tools and more!

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At Alarm.com, we're continuously innovating and developing new ways to streamline your operations, grow your business, and provide an exceptional customer experience.

Contact your Account Executive to take advantage of our robust offering of turnkey, award-winning partner services!

## Set Up Your Business Profile

The **Brand Page** in the Partner Portal lets you import contacts, add your business info, and set up your branding.

The **Lead Connection** is available at Premier Partner Status and brings leads directly to you. Sign up and set your daily budget—we'll take care of the rest!



The award-winning Lead Connection program helps attract more customers and grow your business.

Enroll now!

## Tools for education & onboarding

**Academy Training Paths** offer Training Path Templates of course recommendations tailored to your role—access them in Academy Online!

**Education Dashboard** provides a hub to view tips, upcoming trainings, and track progress—a great resource for both learners and managers.

**Customer Tutorial Videos** empower your customers with quick and easy-to-follow videos to maximize their system's features.

The **Knowledge Base** holds an extensive collection of helpful articles on any feature, product, and service. Use **My Binder** to bookmark important resources.

## Tools for marketing

**The Sales & Marketing Portal** is a centralized marketing hub to boost business and customer engagement. Access co-brandable materials and resources tailored to elevate any marketing effort.

**Marketing Dashboard** lets you track campaign performance, Premiere Program progress, and marketing spend.

**Customer Connections** lets you promote your business and engage your customers, drive upsell opportunities, and win referrals—all with your company branding!

## Tools for easy upselling

**Smart Targeting for In-App Upsell** Smart Targeting for In-App Upsell gets the right products to the right customers by using an advanced Machine Learning model to build the ideal audience for each individual offer based on account data such as system use and existing devices.

**Discover** provides digestible, educational content to customers so they can learn about what's new and get curated recommendations to maximize their system benefits.

1,121,927 total course enrollments and 23,788 certifications earned to date

Stay connected to customers with Customer Connections campaigns—all with your company branding!

Security Sales Integration 2023 STELLAR SERVICE WINNER

23,087 Upsell Offers created across 534 enrolled partners in 2024

Watch short videos from Alarm.com experts that cover tips and tricks on installs, app configurations, account management, and more

Recommendations on the General Manager Dashboard are curated just for you. Use them to explore opportunities for engagement and growth

Release Notes keep you informed on the latest improvements and updates

iOS Live Activity for On-Site Wrap Up is our award-winning tool for techs, ensuring a step is never missed on the job

Webhooks save an average of 195 hours per year when it comes to creating new customers

On-Site Wrap Up Winner

Web Services

Web API

Webhooks

Completed Actions: 7

- Run System Check
- Request Normalized Wi-Fi Signal Strength
- Set Up Video Analytics Rule
- Confirm Wi-Fi Speed Test (photo in device notes)
- Arming Reminder Best Practice
- Email Verified Best Practice
- Offer Upsell for Connected Car

176 Complete Wrap Ups

10 Incomplete Wrap Ups

18 Missing Wrap Ups

186 / 204 Installations in Post Month

That's a Wrap! You have completed all tasks and closed the On-Site Wrap Up

Customer: 12342314

iOS Live Activity for On-Site Wrap Up

## Tools for managing

**General Manager Dashboard** lets you view key business metrics, optimize operations, and receive data-driven recommendations for growth.

**Business Health Reports** give a monthly business snapshot and insights on performance, customers, and success boosters.

## Tools for exceptional service

**MobileTech** centralizes all the tech-essential tools. View customer accounts, send device commands, and access Tech Shorts, Gopher Info, and CORE Support all in one place.

**Tech Shorts** provide tips and tricks through short videos, ranging from installs and troubleshooting, to customer management.

**On-Site Wrap Up** ensures technicians exercise best practices and consistently deliver quality service without missing a step—now works with iOS Live Activities!

**Gopher Info** is our AI-powered tool that provides fast answers on the job. From installs to training, ask it anything—now with multi-language support!

**Service Dashboard** offers a view of operations info, technician performance stats, appointments, and more.

## Partner Empowerment

**Revenue Retention Services** is a new data-driven service designed to help reduce attrition and retain revenue. Get alerted when customers are likely to move, and access automated outreach tools to target and retain them. Plus, win new business from incoming homeowners. Enroll in the Partner Portal!

**Insights Builder** puts tailored business analytics at your fingertips. Generate custom reports and dashboards using key business data and make better data-driven decisions.

The **Thermostat Rewards Page** lets you view available incentives, Demand Response events, customer engagement, progress towards sustainability goals, and earned credits towards your annual Alarm.com bill.