



Taqtile

# Partner Program

**OVERVIEW** | The benefits of joining us on the XR revolution

2024





# WELCOME

We made this eBook to tell you a bit about us, our partner program, and why now is the perfect time to work with us.





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# ABOUT

## EMPOWER THE DOERS

There are 2.8 billion deskless workers.  
Taqtile exists to bring them the information they need,  
anytime, anywhere





## ABOUT TAQTILE

# Spatial computing innovators since 2015

3 spatial computing patents issued, 4 additional patents pending

Experienced SaaS platform with dozens of customers and a global partner ecosystem

### GLOBAL FOOTPRINT

Seattle

Tucson

Paris

Sydney

# 50+

Employees across three continents

### SAMPLE CUSTOMERS



**FASTENAL**

**Genentech**



# 40+

Customers across six continents





## OUR TEAM

A talented group of spatial innovators with extensive experience across tech and startups including:







# PARTNERING

**Relationship** built based on **mutual benefit** to gain a **competitive necessity** or **advantage** in the market.

Delivers better customer outcomes

Provides capabilities not achievable alone

Creates a lever for scale and revenue growth





## INTENTION

# We started with the customer need at the center.

From there we identified what was required for a successful solution. That's where we began our **partnership strategy**.

## CORE AREAS

### PLATFORM

Manufacture hardware and software components for Taqtile software to be enjoyed and trusted.

### TECH & INFRASTRUCTURE

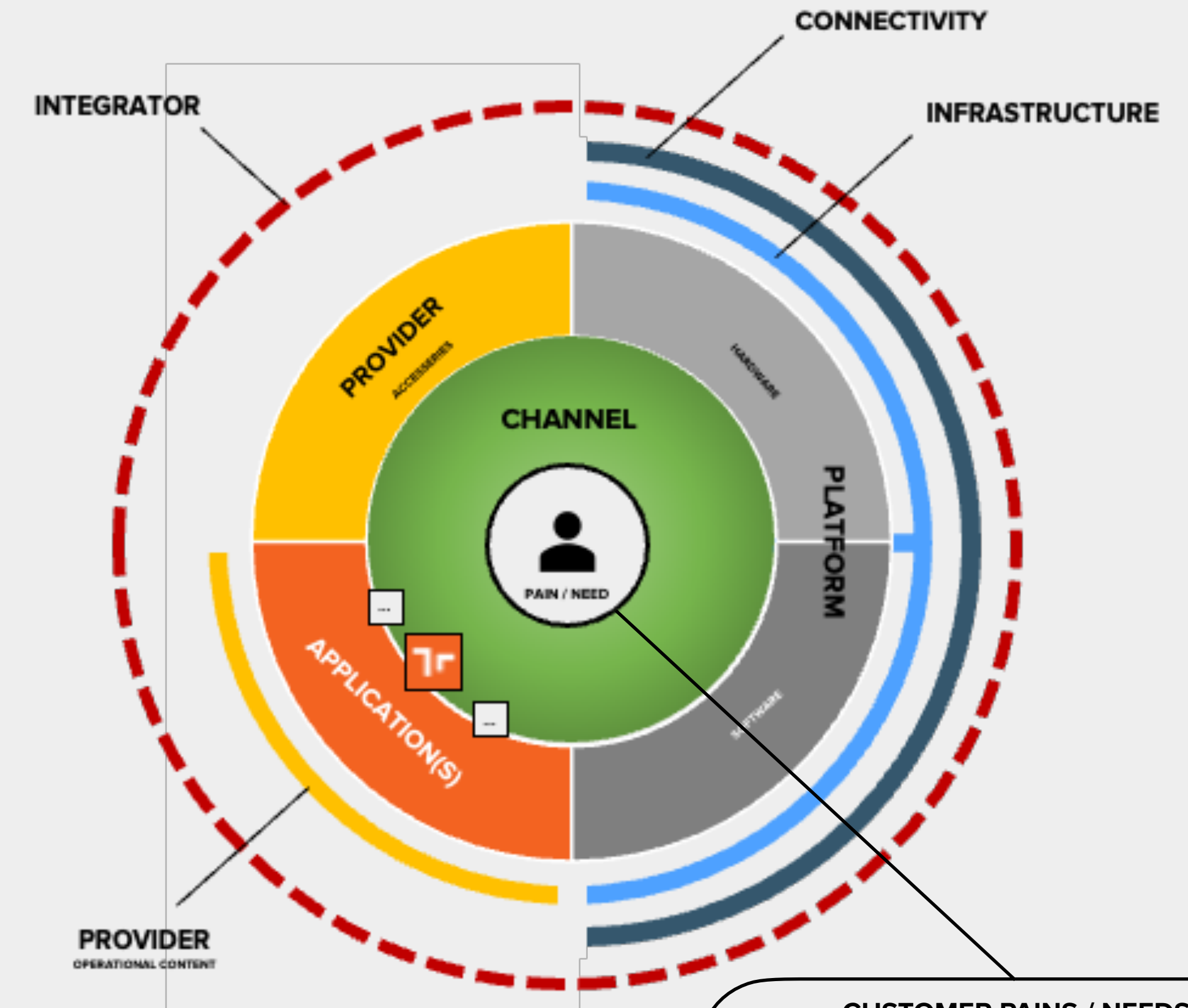
Provide computing, network, application, technical add-ons or integrations, and content or accessories for the solution.

### INTEGRATORS

Organizations who help customers tackle their transformation efforts with a variety of expertise and services at the ready.

### CHANNEL

Support the distribution and sale of Taqtile products, along with hardware, while delivering additional services.



### CUSTOMER PAINS / NEEDS



Rapidly Accelerating Skills Gap



Increase in Solution & Equipment Complexity



Legacy Tools & Processes Supporting Workers



Growing Regulatory Scrutiny & Compliance



Aging Workforce with Large Amount of Know-How



Expectations to do More with Less With No Degradation

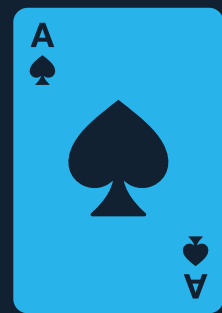




## APPROACH

# We then focused on keys to success.

There are core elements to a **successful partnership**.  
They cannot be treated as checkboxes, but instead should be valued as **areas of continued investment**.



STRATEGY



ENABLEMENT



MARKETING



SALES



SUPPORT



# We asked ourselves what would make a transformational group.

Here are the **key characteristics**:

- ✓ Aligned with our drive for XR adoption and use
- ✓ Have complementary offerings in key areas
- ✓ Bring excellent industry expertise and know-how
- ✓ Committed to the joint success of our teams
- ✓ Willingness to try new tactics to drive growth
- ✓ Go the extra step to plan and collaborate



And we've created an amazing group.



Our applications run on iPhone, iPad, Vision Pro, and Mac.





# BENEFITS



# WHATS IN THAT FOR YOU?

1

**STRONG DIGITAL  
TRANSFORMATION PLAY**

SOLIDIFY EXISTING WORK

2

**REQUIRED HARDWARE +  
SERVICES FOR INTEGRATION**

EXPAND OPPORTUNITIES

3

**ENTERPRISE-READY &  
GLOBAL PRESENCE**

OPEN NEW DOORS





## VALUE

### WE GIVE YOU



#### TRAINING & ENABLEMENT

Onboarding, ongoing training, knowledge-base access, sales tools



#### MARKETING SUPPORT

Guidelines, loose assets, templates, co-branded materials, lead gen support, MDF, case study development, EBC/Lab Support



#### SALES SUPPORT

Account mapping & sharing, strategy & planning, co-selling



#### TECHNICAL SUPPORT

Resources, documentation, APIs, SDKs, dev tools



#### FINANCIAL INCENTIVES

Rebates, discounts, margin, SPIFs



#### PRODUCT INFLUENCE

Roadmap, feedback, bugs, feature requests



#### ECOSYSTEM ACCESS

Contacts, co-selling, multi-company initiatives & programs

### TO MUTUALLY RECEIVE

**BRAND ADVOCACY & PROMOTION**

**PIPELINE & REVENUE**

**MARKET & CUSTOMER INSIGHTS**

**CUSTOMER SUCCESS & SUPPORT**

**EFFICIENCIES & LOWER COSTS**

### BUILT UPON

TRUST

INTEGRITY

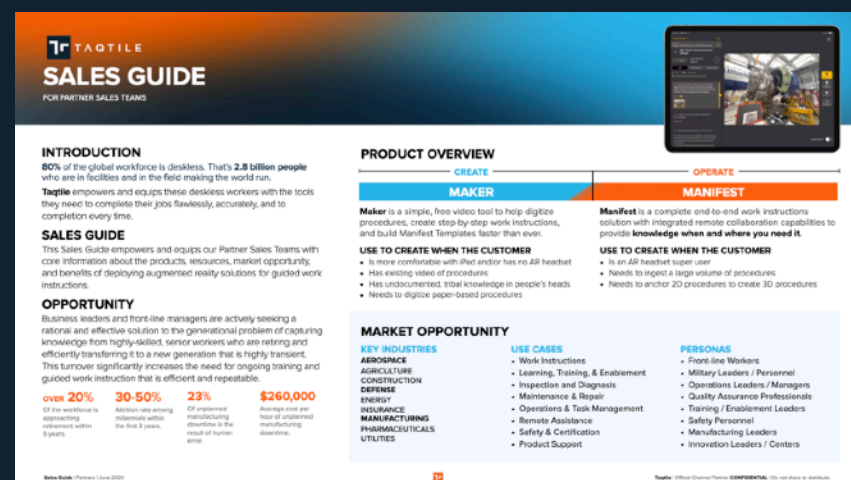
CUSTOMER-VALUE



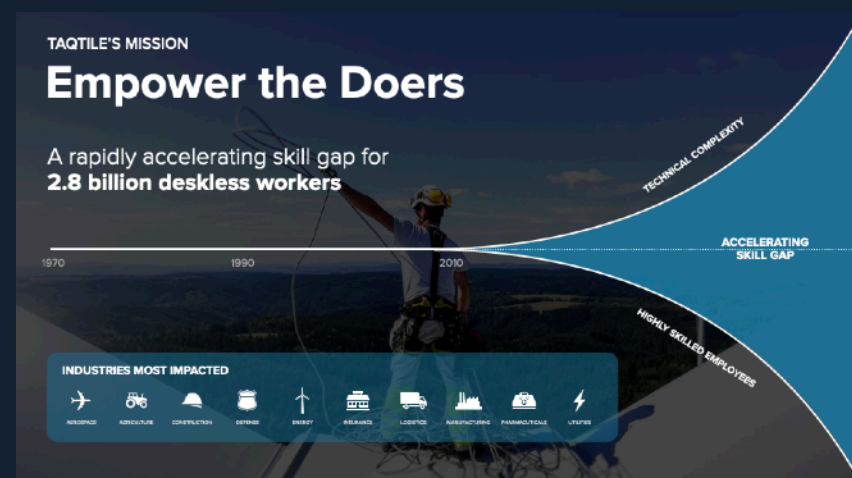


## MARKETING GUIDE

## PARTNER-FACING



## SALES GUIDE



## TAQ TILE SOLUTION PRESENTATION SLIDES + VIDEOS



## TAQTILE OVERVIEW



## TAQ TILE PRODUCT 1 PAGERS



## SPATIAL CONTENT CREATION + TECH SPECS



## INDUSTRY-CENTRIC 1 PAGERS



## TAQ TILE COMMUNITY SUPPORT VIDEOS



## ROI + WHITEPAPERS



## QUICKSTART PROGRAM 1 PAGER

## CUSTOMER-FACING



## OUR ASK OF YOU



- ▶ Plan for an [Ongoing Engagement](#): Annual Strategy & Planning Session, QBRs, and Monthly Check-Ins
- ▶ Feature Taqtile on Owned Media and [Promote Us](#) for Shared Interests
- ▶ Invite Taqtile to [Events and Trade Shows](#) as a Speaker, Panelist, Booth Participant, and/or Into Private Customer Meetings
- ▶ Execute [Co-Marketing Initiatives](#) Including Digital Campaigns, Content Production, Social Posts, and Case Study Creation
- ▶ Utilize Taqtile [Deal Registration](#) Process To Protect Deals and Give Pipeline Visibility for Forecasting
- ▶ Complete Basic [Tier 1 Support](#) to our Joint Customers
- ▶ Engage in [Ethical Business Practices](#) and Avoid any Activities That Might Impact the Partner Collective



# We begin with the end in mind.

By ensuring all the right things are in place **from the beginning**, we can save time later on to **devote to customers**.

Contact  
Taqtile

Initial Meet  
& Greet

Sign  
NDA

Complete  
Reseller  
Agreement

Collaboration  
Agreement

Deal  
Registration

Onboarding  
Kickoff &  
Planning





# WHY





# \$1.7 trillion

Forecasted XR Market Size by 2032

**SOURCE:** XR Today, *XR Market Growth to Top \$345.6bn by 2030*, Report Shows

# 10,000

Baby Boomers retire per day, completed in 2030

**SOURCE:** AARP International; Census.gov





GREAT PRODUCTS

## CREATE MAKER

Step-by-step work instructions in minutes. Easily transform video & paper instructions into dynamic, spatially anchored, just-in-time training & operational tools.

## OPERATE MANIFEST

Complete jobs more accurately and consistently with dynamic work instructions, remote collaboration with experts, reduced administrative time, plus detailed job performance

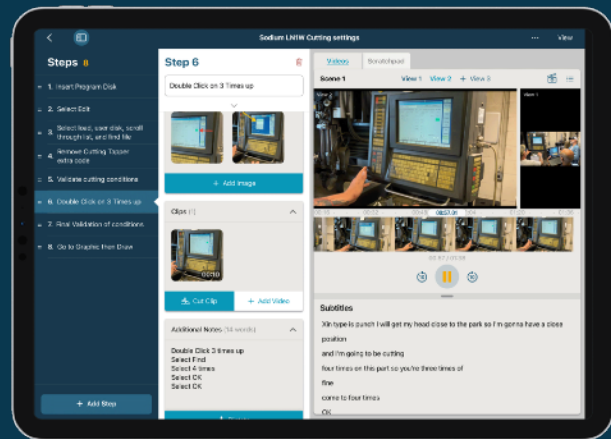


GREAT PRODUCTS

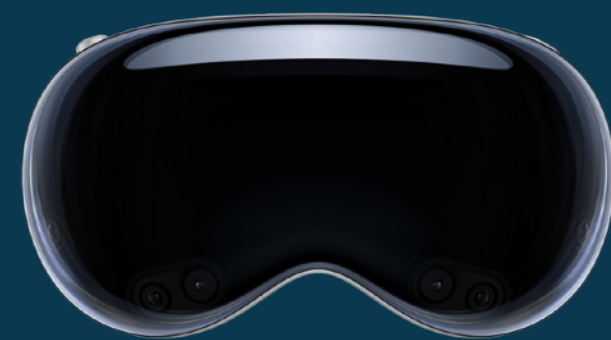


On the leading Spatial Platforms

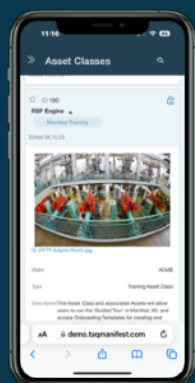
# CREATE MAKER



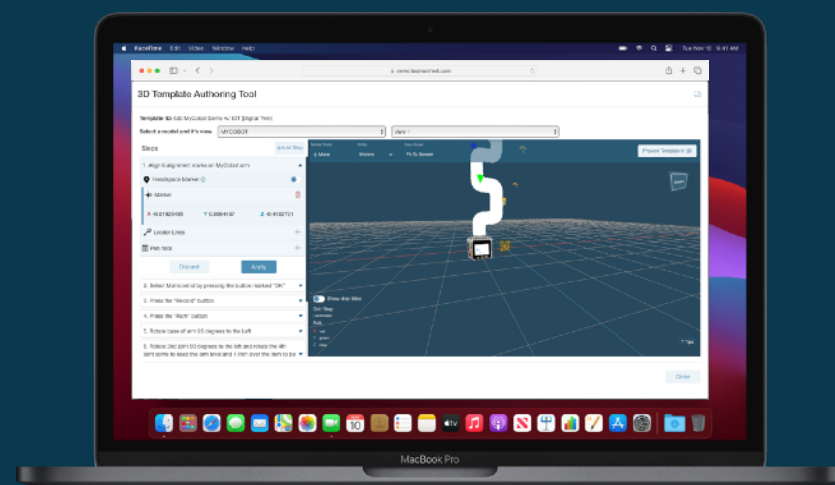
iPad



Vision Pro



iPhone



Chrome, Edge, Safari  
On PC or Mac

# OPERATE MANIFEST



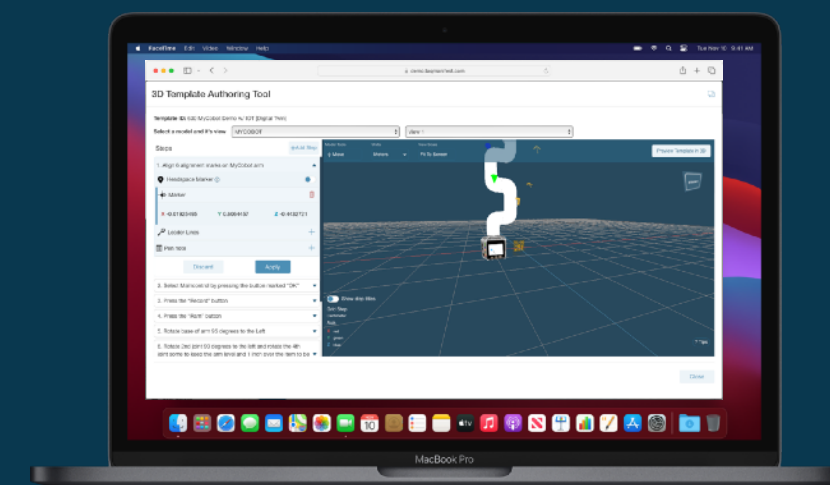
HoloLens



iPad



Magic Leap



Chrome, Edge, Safari  
On PC or Mac



Digilens



Meta Quest Pro



# NOKIA

- ✓ Twice monthly sales calls
- ✓ Internal sales & marketing training
- ✓ Internal evangelism of Taqtile
- ✓ Full sales process integration
- ✓ Manifest SKUs in marketplace
- ✓ Hosting Taqtile solutions at multiple events
- ✓ Complementary offers & promotions
- ✓ Complementary product integration





# RESOURCES





LEARN MORE

# We hope you've found this material valuable.

The following content has been curated to help you with wherever your journey takes you next.



CONTACT

## WEB

- [taqtile.com](https://taqtile.com)
- [taqtile.com/partners](https://taqtile.com/partners) PARDON OUR CONSTRUCTION

## OVERVIEWS

- [Taqtile](#)
- [Partner Program](#)
- [Quickstart Program](#)
- [Manifest](#)
- [Maker](#)

## POINT OF VIEWS

- [Defense](#)
- [Manufacturing](#)
- [Transportation](#)

## CUSTOMER STORIES

- [British Airways](#)
- [Fastenal](#)
- [PBC Linear](#)
- [US Air Force](#)





GO.  
DO.