

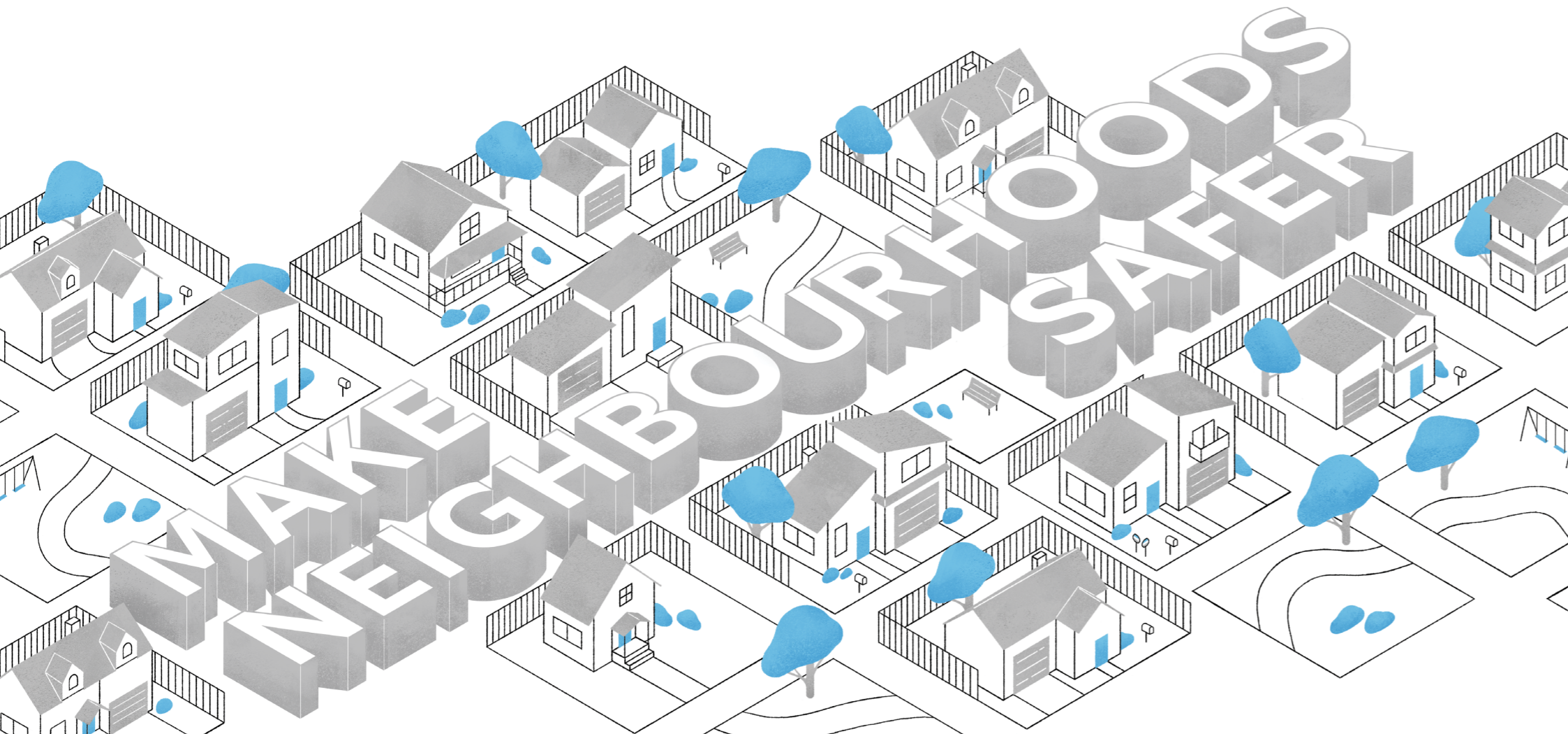


ring

Professional Programme

The smart step
for your business

Our mission is to...



Welcome

At Ring, we strive everyday to create security solutions for every home that empower people so they can help make their neighbourhoods safer.

With your help, we're creating better places to live, work and play by helping people protect their neighbourhoods. Because many consumers still seek the comfort and reassurance of having a local expert handle the set-up of a full smart home or security system.

That's where you come in.



Ring Professional Programme

01

What is it?

Ring Professional Programme is a **community designed** to educate professional installers about our suite of whole-home security products and services, how to install them, and the benefits they bring to your customers. It offers **comprehensive product training, benefits and a rewards** programme.

02

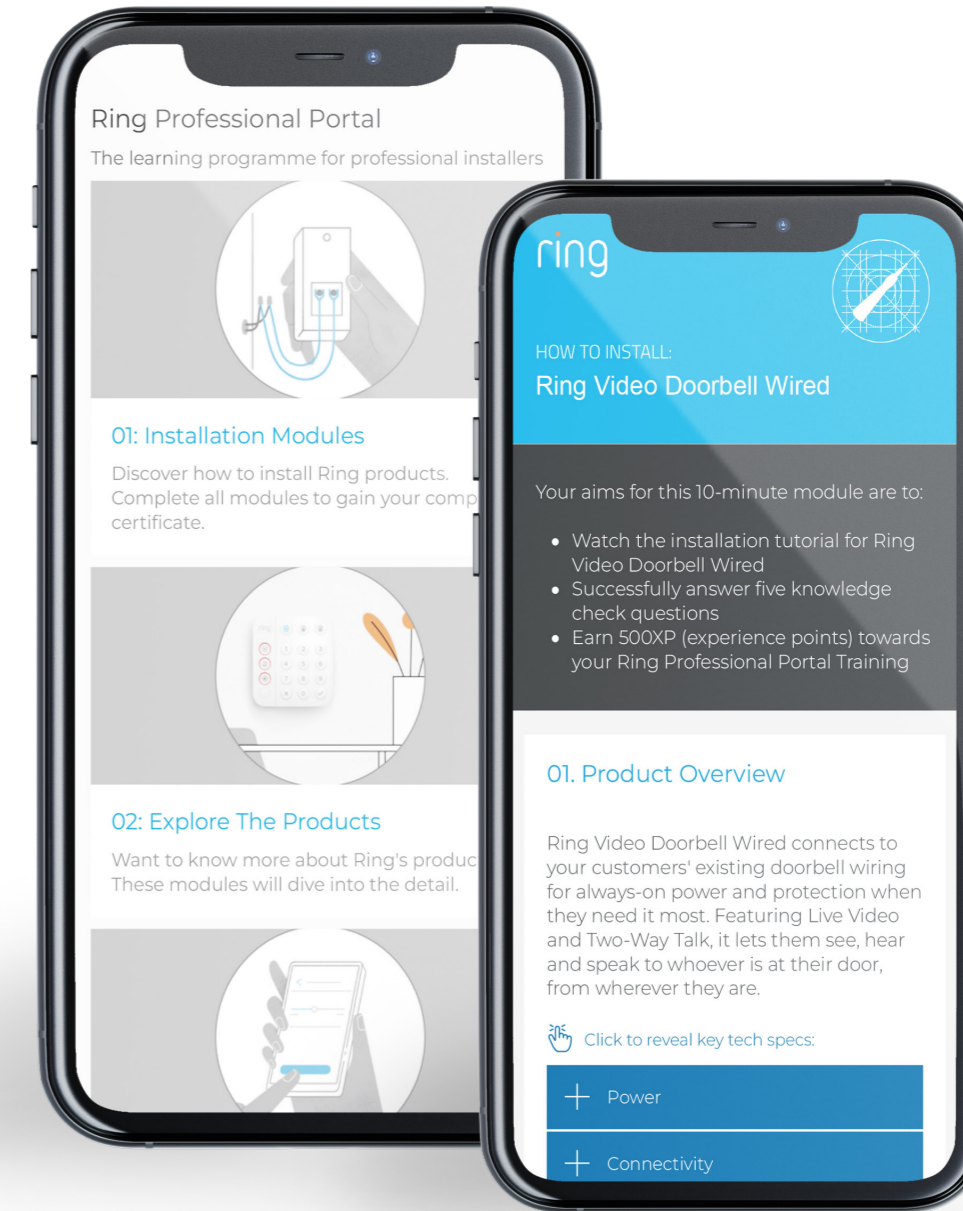
Why join?

Access exclusive educational resources and **support designed with tradespeople like you in mind**, and get a direct line to the team at Ring. The programme is totally free to join, and as a thank you for signing up, you'll receive a **one-time 40% discount code** to use at ring.com.

03

How could Ring support you?

We're here to help you have meaningful, confident conversations with your clients by providing you with the tools and guidance to get products installed quickly and easily. In doing so, **help make homes safer and people's day to day more convenient**.



The commercial potential

* European Smart Home Market Report 2022 - marketsandmarkets.com



With hundreds of smart products on the market, whose sole purpose is to make life more comfortable, secure and efficient, personalised home automation is quickly becoming a reality. In fact, experts predict that the European smart home market will be worth \$41.2billion* by the year 2027. Embracing whole-home security offers a huge commercial potential for you, the installer.



Make your social media go further

Enjoy discounted rates for a local Facebook Business campaign thanks to our partners at Let's Run Marketing. Members get access to a reduced rate of £195/month on a rolling monthly contract, reduced from £250/month.



Claim 25% discount on tool insurance

Enjoy discounted rates for a local Facebook Business campaign thanks to our partners at Let's Run Marketing. Members get access to a reduced rate of £195/month on a rolling monthly contract, reduced from £250/month.

The benefits to you and your customers

Opportunity

While consumers may know about the smart home, many still seek the comfort and reassurance their local installer provides. Increase your opportunities for installation and upselling as the smart home sector continues to grow.

Security

We are on a mission to make neighbourhoods safer and we believe that stronger communities are the key to building safer neighbourhoods. We're so excited to be working with you to help your customers feel safe in their homes and communities.



Amazon Connected Home

Ring users can enjoy hands-free convenience with select Alexa-enabled devices. Hear motion notifications, use Two-Way Talk with Echo Dot, launch video with Echo Show and more. Plus, with Alexa Routines, utilise smart home automation by asking Alexa to turn on compatible smart lights or make custom announcements when someone's at the door.

With Ring's integration with Alexa, your customers can start protecting their whole home, hands-free.



ring | eero

Wifi is the foundation for the smart home, and a strong connection is crucial for getting the most out of any connected product. The smarter you make your home, the more attention you need to pay to the types of protocols and standards out there.

Houses come in all shapes and sizes. Shouldn't your wifi too? Eero's mesh technology uses multiple wifi devices to blanket your whole home in coverage.

By installing Eero's mesh network in customers' homes, they can keep expanding their Ring of security without having to worry about pressures on network speeds or wifi dead zones through their house. Eero uses wifi 6 to support 75+ devices on the same network.



Shining a light on van and tool theft

We understand the devastating impact that van and tool theft can have on your business and livelihood. That's why we've launched a dedicated initiative to support UK tradespeople in keeping your tools safe at home. Along with giving helpful security advice to tradespeople like you, we also provide exclusive offers to help protect your van and tools from theft.

We work with like-minded partners, including other smart technology brands, industry publications, wholesalers, and insurers to highlight the impact of van and tool theft on tradespeople and offer you ways to combat the risks.

Look out for the tools that look after you.

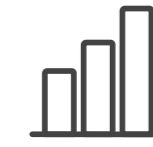
Enjoy an exclusive price for Ring Floodlight Cam Wired Plus when you sign up to our Van and Tool Theft campaign. Yours to claim for £99 (RRP: £179).



Top benefits of being a Ring Professional Programme member



Gain access to training materials and resources to deepen your knowledge for all of Ring's whole-home security products.



Discover further benefits from our partner companies to help you unlock your competitive advantage.



Receive a one-time 40% discount code to use at ring.com so you can discover a smarter way to protect your property for yourself.



Direct access to the Ring team to answer all your product queries and questions.

Greater value for every organisation and business size



Make the most of Amazon Business benefits and discover your savings potential today

Enjoy 12.5% discount on Ring and 7.5% on Amazon devices	Unlimited free delivery - no minimum order	Access to all Ring and Amazon devices in one shop
Convenient delivery - delivery terms to suit you	2% back or 90 day payment terms - for Amazon Business Prime American Express Card members	Members-only offers

Exciting news! As a member of Ring Professional Programme, you can now enjoy exclusive access to the Ring Professional segment on Amazon Business. This gives you an increased discount of 12.5% off all Ring devices and 7.5% off all Amazon devices.

Amazon Business enables you to choose from millions of products, manage purchase invoices, and benefit from exclusive features tailored to your business's needs – it's free to join and can run alongside your everyday Amazon account.

As well as the above discounts, you'll also enjoy 5% off everyday items for your business as standard.

How to get involved

1. Join Ring Professional Programme, by scanning the QR code below.



2. Open an Amazon Business Account, or convert your existing Amazon account by scanning the QR code here



3. To enhance your discount, request a Amazon Business form by emailing professionalprogramme@ring.com



4. You'll receive a reseller agreement & NDA from our team - all you need to do is click 'Accept'.



We will then add you to the Ring segment on Amazon Business - you can expect to start enjoying your discount within 5-7 days!

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ring.com/pages/professional-programme