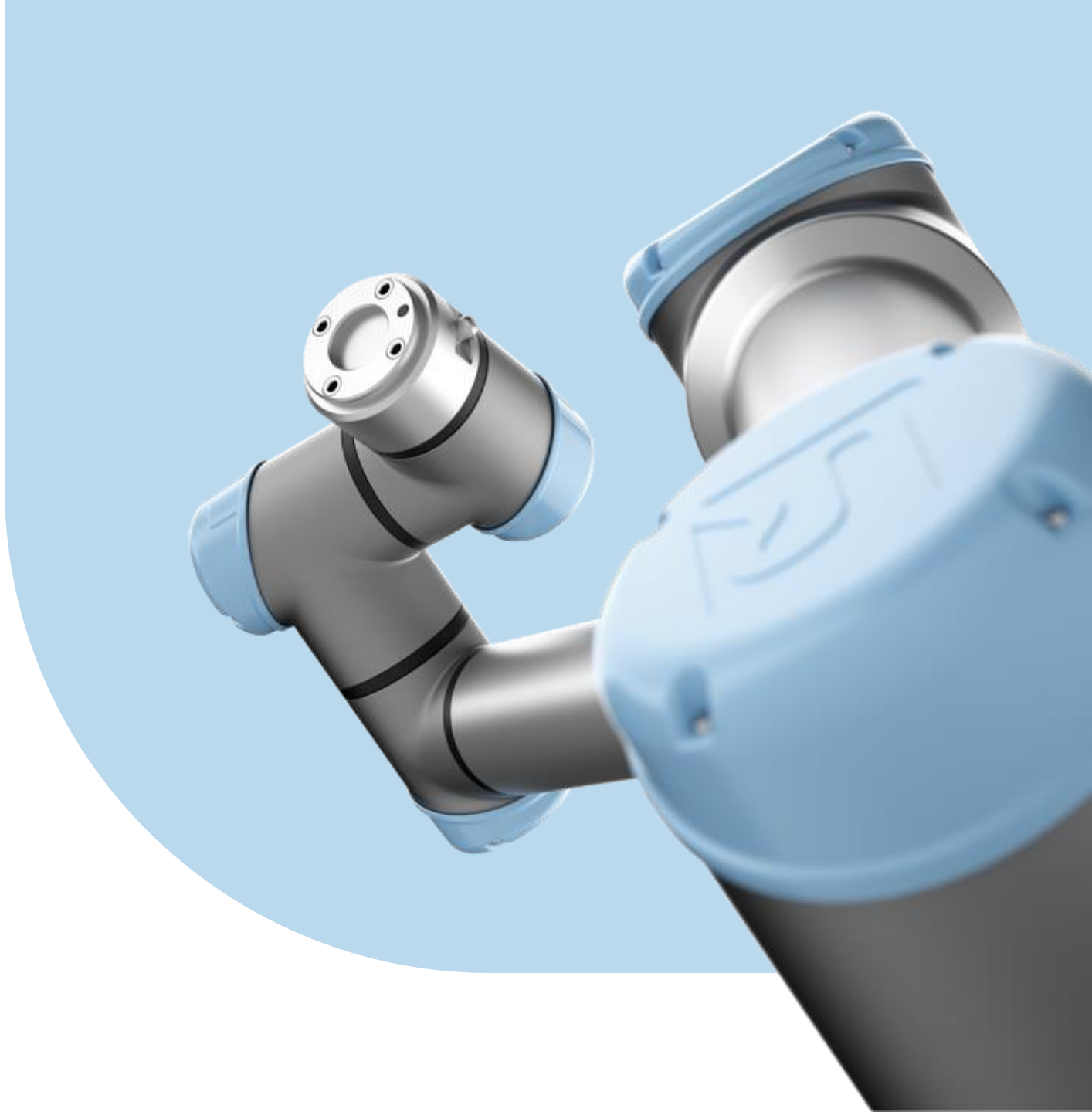


Partner Marketing Onboarding

Channel & Ecosystem marketing program

July 2023



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About Universal Robots



About Universal Robots

Universal Robots (UR) is the leading provider of collaborative robots (cobots) used across a wide range of industries and in education. Founded in 2005 and headquartered in Odense, Denmark, Universal Robots aims to ***create a world where people work with robots, not like robots***. Its mission is simple: ***Automation for anyone. Anywhere.***

Since introducing the world's first commercially viable cobot in 2008, Universal Robots has developed a product portfolio reflecting a range of reaches and payloads and has sold over **75,000 cobots** worldwide. An extensive ecosystem has grown around the company's cobot technology creating innovation, choice for customers and a wide range of components, kits and solutions to suit every application.

The company, which is part of Teradyne Inc., is headquartered in Odense, Denmark, and has offices in the USA, Germany, France, Spain, Italy, the Czech Republic, Romania, Turkey, China, India, Japan, South Korea, Singapore and Mexico.

For more on UR as a company; our values, people, organization please visit www.universal-robots.com/about-universal-robots



**We want to create a world where
people work with robots,
not like robots**

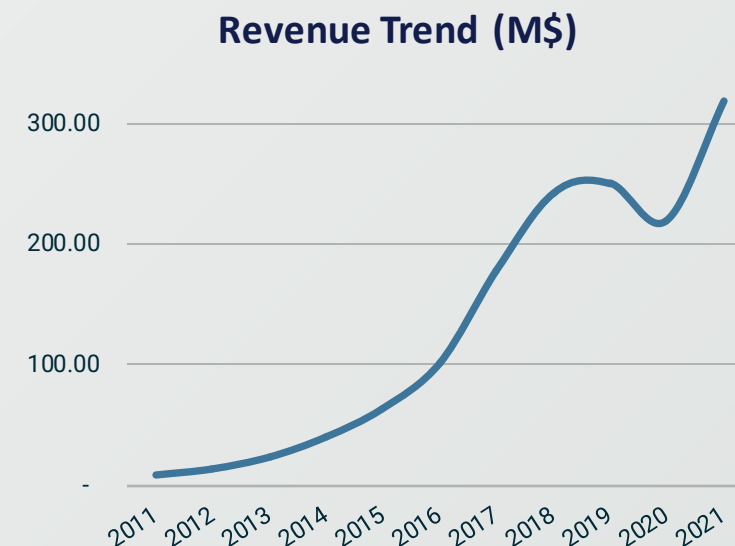
Company overview



Kim Povlsen
CEO and President

2005 Founded in Denmark	2008 Introduced first commercially viable cobot
~34% of the cobot market	75,000+ cobots sold
1100+ Partners in the UR ecosystem	20+ offices
1000+ employees	Part of Teradyne Inc.

Product portfolio
with range of reaches and payloads



Discover our robot family

Heavy payload

Our heavy-duty cobots are designed to handle large and heavy workpieces and objects for both long and short reach, matching your task and available space.



UR16e

Designed for bigger tasks where precision and reliability are most important.

Payload: 16 kg / 35.3 lbs
Reach: 900 mm / 35.4 in



UR20

Built for heavier payloads, faster speeds, and superior motion control.

Payload: 20 kg / 44.1 lbs
Reach: 1750 mm / 68.9 in

Medium payload

Our medium-duty cobot is incredibly versatile and best for a wide range of applications.



UR10e

Flexible cobot designed for seamless integration into a wide range of applications.

Payload: 12.5 kg / 22.55 lbs
Reach: 1300 mm / 51.2 in

Light payload

Our light-duty cobots take up minimal space in your production and are made to help with precise, meticulous tasks.



UR3e

Compact cobot is a good fit for tight workspaces, such as bench-tops or within production machinery.

Payload: 3 kg / 6.6 lbs
Reach: 500 mm / 19.7 in



UR5e

Lightweight, adaptable collaborative industrial robot that tackles applications with ultimate flexibility.

Payload: 5 kg / 11 lbs
Reach: 850 mm / 33.5 in

UR Cobots portfolio

Universal Robots' e-Series, first introduced in 2018, includes cobots with different payloads and reach to suit work in widely variable industrial applications.

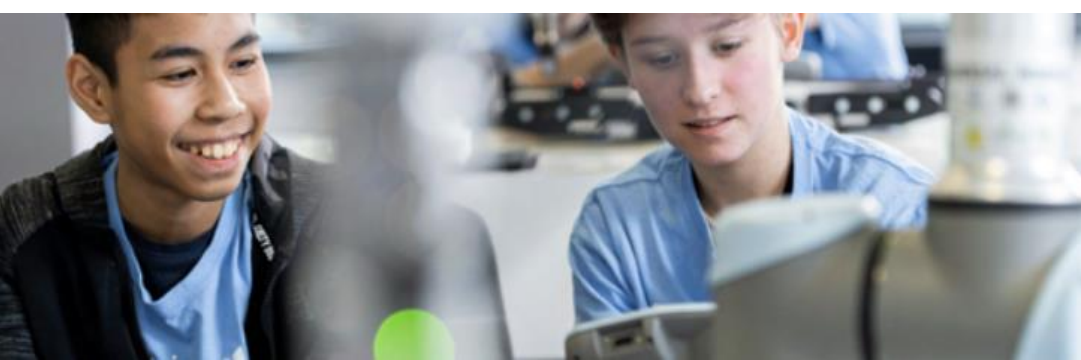
In 2022, Universal Robots announced the addition of UR20 - the first of an innovative next generation of cobots which will complement the company's highly successful e-Series. The cobot boasts an all-new joint design and will allow for even faster cycle times as well as the ability to handle heavier loads.

Detailed product information and technical specifications on the cobots are available at:

www.universal-robots.com/products

[Compare the different cobot models here](#)

[Product brochure](#)



More than cobots, key offering

The UR offering goes beyond the cobot arm and is comprised of education, support and service offerings on the entire automation journey from skilling, training and enablement to deployment and application development.

UR+ ecosystem

Each cobot model is supported by a wide selection of end-effectors, software, accessories and application kits in the UR ecosystem. The certified products integrate seamlessly with the cobots. By combining the UR platform with the talent of the industry's largest ecosystem we provides users access to a collection of solutions and components designed for application success. www.universal-robots.com/plus/products

UR Academy

The Academy provides free online courses, in-person and instructor-led training offering operators to learn how to program cobots for specific business needs, progressing from beginner to competent robot technician. <https://academy.universal-robots.com>

UR in Education

Universal Robots is using its leading training resources and infrastructure to help develop robotics knowledge and skills for a new generation of engineers, operators and robotics fans. www.universal-robots.com/education

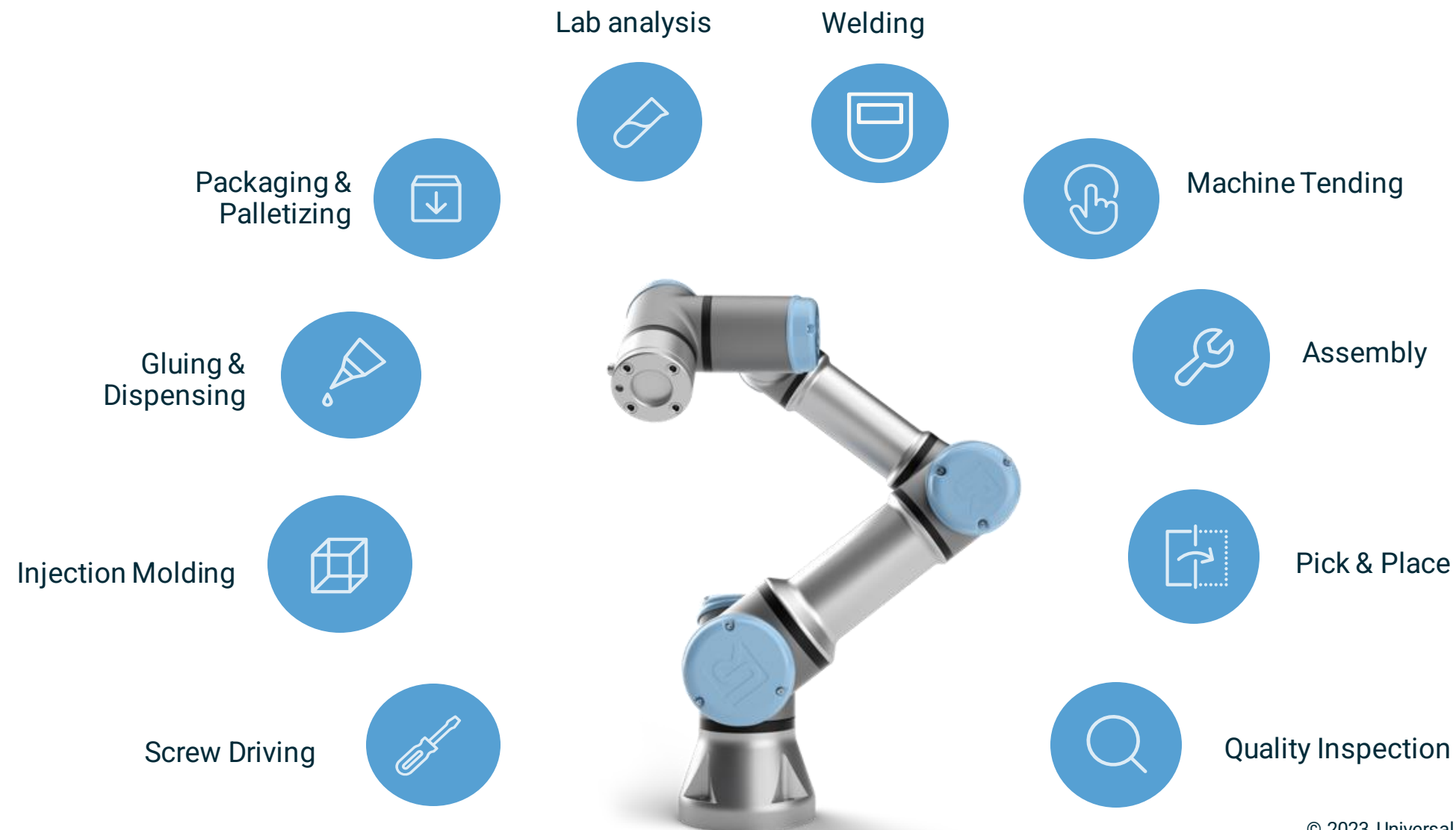
UR Service offerings

Universal Robots is committed to every customer's success. It helps customers reach their goals faster with the three tiers of service offerings: UR Care, UR Insight, UR Performance www.universal-robots.com/products/service-offerings

Where we operate

Vertical markets	<p>Metal & machining, electronics & technology, automotive & subcontractors, furniture & equipment, plastic & polymers, medical & cosmetics, food & beverage, and education & science.</p> <p>Read more on industries.</p>
Target audience	<p>Business owners, managers, engineers, welders and operators in SMEs and large enterprises.</p> <p>A typical customer within the SME (Small & Medium Enterprises) segment is seeking innovative ways to address labor shortages, increase productivity, and maximize output, and has an interest in exploring the potential benefits of cobots and automation and are curious about what programming skills that would require.</p> <p>At larger corporations, we often find the experienced operations manager working e.g. a manufacturing company. He or she is responsible for overseeing the production processes and ensuring operational efficiency. Challenges in optimizing production, managing resources and budgets, coping with time pressure, and driving innovation within the organization are constant.</p> <p>Browse inspiring business cases on how partners helped customers solve some of the above challenges by automation solutions in various industries.</p>

Most common applications



Partner program and ecosystem

As a Universal Robots business partner, you become part of a passionate and innovative automation community, and an ecosystem of people and technologies working together to create impactful solutions and add real value to our customers. Collaboration is key, and as one team, we work for growth and customer success, assisting businesses of all sizes on their journey to automation.

With the UR Partner Ecosystem, you can expect to expand your business potential and market reach, gain access to a wide range of expertise, support, sales opportunities, and enablement resources, and above all, join the fastest-growing segment within automation. A partnership with us is built on these three pillars:

PILLARS OF PARTNERSHIP



GROWTH

- Sales planning and business growth support
- Co-marketing activities, lead generation, branding support
- Training and development: enablement tools and platforms



COLLABORATION

- Access to UR technical and sales expertise for demos, project positioning, and presales
- Co-operation with UR customer care to secure business outcome and customer success
- Recognition and acknowledgement of shared successes



INNOVATION

- The UR Platform's open approach; facilitates ease of innovation, development and integration
- Simplicity and flexibility of the UR software and hardware
- Explore industry- and development opportunities with the support from UR expertise

Universal Robots Business Partners

UR globally collaborate with +1100 dedicated experts across automation to increase safety, quality and production capacity across industries. These are partners who:

CREATE	We collaborate with a large number of partners who build and create, including OEMs who develop standardized and easy-to-use solutions by integrating the UR platform into their products and offerings, and UR+ partners create applications for the UR platform, which are showcased on the global UR+ website, giving partners direct access to end users globally.
SELL	UR global distribution network helps businesses take the first steps towards automation. With dedicated technical sales and access to highly qualified robotic engineers, they support businesses from the point of enquiry to technical support.
INTEGRATE	Our system integrators set customers up for success. Integrators often have a broad and specialized industry and application focus and provides deep knowledge of specific processes and industries as engineering consultants. They deliver turn-key projects and customized industrial applications integrating robots into customer production environments.
EDUCATE	Our worldwide and extensive network of authorized training partners provides customers with direct, hands-on experiences working with robotics hardware and software through in-class, virtual, and simulator-based training courses - enabling businesses to thrive and succeed now and tomorrow.

[Read more on how our collaborative ecosystem benefits the customer](#)

Introduction to UR Marketing



UR marketing strategy and goals

The UR marketing strategy serves a purpose beyond promotion. Our mission is to **inform, inspire, and commit customers** from the top to the bottom of the funnel through multiple channels to maximize our impact and foster a thriving ecosystem of partners and customers alike.

To achieve this, we create concepts and tactics that allow for easy deployment of clearly defined, well-crafted, and seamlessly executed marketing and communication activities.

Our overarching goal with UR partner marketing is to drive **lead generation** by developing and deploying strategic partner marketing initiatives, while simultaneously increasing recognition and **brand awareness**, and **reinforce** our position as trusted industry experts by delivering valuable and insightful **thought leadership** content - adding credibility to our partner ecosystem, and ultimately benefiting all partners involved and UR.

Lead generation = revenue growth



Partner ecosystem

At UR we rely on an extensive network of UR partners, to help our end customers buy - and get the most value out of our solutions.



Mutual success

Because the success of our UR partners is critical to our own success, we make sure that you are enabled to sell and help the end customer get value out of our solutions through training, deal support, sales material, etc.

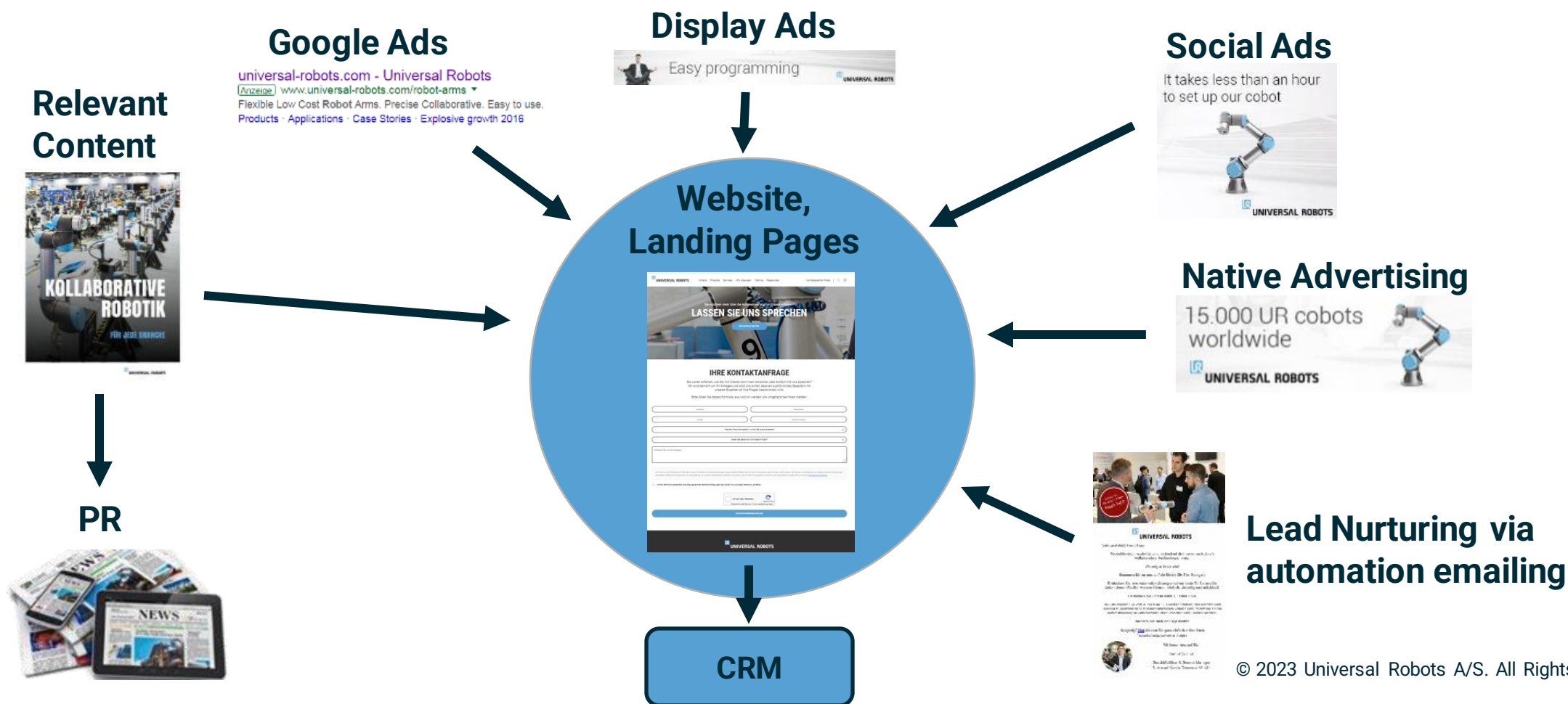


Qualified leads

One of the ways that we enable our UR partners' businesses to thrive is by generating qualified leads on existing and potential customers, for you to close on new business, through our continued investment in marketing for demand generation.

Multi channel lead generation campaigns

We care about the full customer experience, and to support partners in increasing sales, we deliver qualified leads to you. We continuously invest in marketing activities to provide an experience to our prospects by capturing their attention, educating them and engaging them in exhibitions, webinars, roadshows etc. moreover we invest in content creation for digital campaigns - such as relevant e-books and articles, to mention few - that is amplified across media to increase reach and engagement.



UR Events

Why are we doing events?

Events – in person and online, enable us to connect with potential customers, showcase our solutions, build relationships, and gain valuable market insights.

It enhances the collaboration between partners and UR, adds visibility and credibility, and ultimately contributes to driving business growth:

- Increase brand engagement and awareness
- Drive demand and lead generation
- Position UR as a thought leader

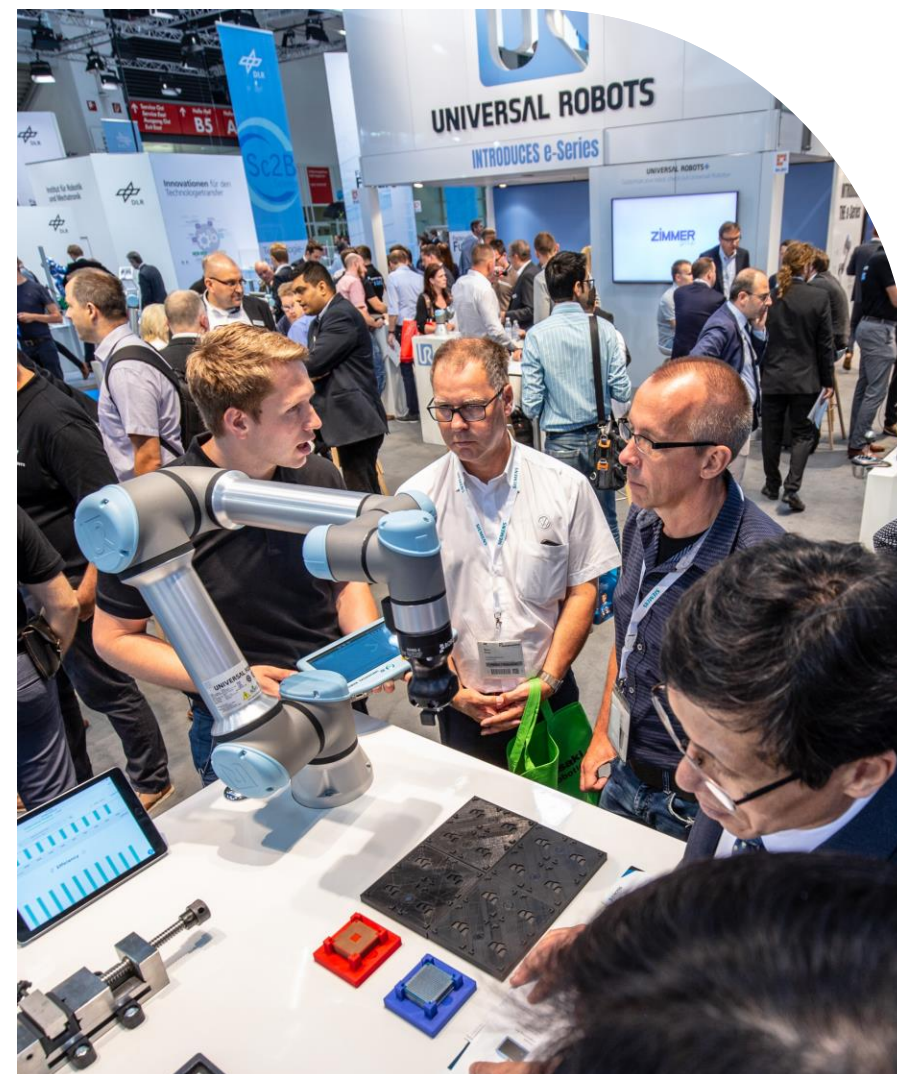
All of the above supports our partners in driving new customer acquisitions and position UR and our partner ecosystem as **the** choice for collaborative automation.

Event types

UR is continuously evaluating and fine-tuning our event activities that among others include:

- Exhibitions
- Collaborate roadshows
- Seminars & workshops
- Webinars
- Virtual events

For all of the above we aim to involve our partners as much as possible. For exhibitions UR has been and will continue to focus on showcasing complete solutions to our customers – delivered by our partners.



PR and thought leadership

By developing insightful and highly relevant thought leadership content we establish UR and our ecosystem as an authority within the field of automation, demonstrating expertise and innovative thinking. It benefits partners and UR by adding credibility, fostering trust, and opening doors to new opportunities, ultimately strengthening the UR brand reputation and driving business growth.



- Aim to be strongest brand and undisputed thought leader
- Global PR winning top coverage through 20+ national PR agencies
- >1000 online media mentions each quarter
- New UR podcast *ReAutomated* with high profile guests
- Interviews, speaker engagements, product launches, event promotion and case stories.
- We love showcasing our partners' work!



Lead qualification = core process of discovering the right fit

Why important?

Lead qualification is essential step of the lead management process.

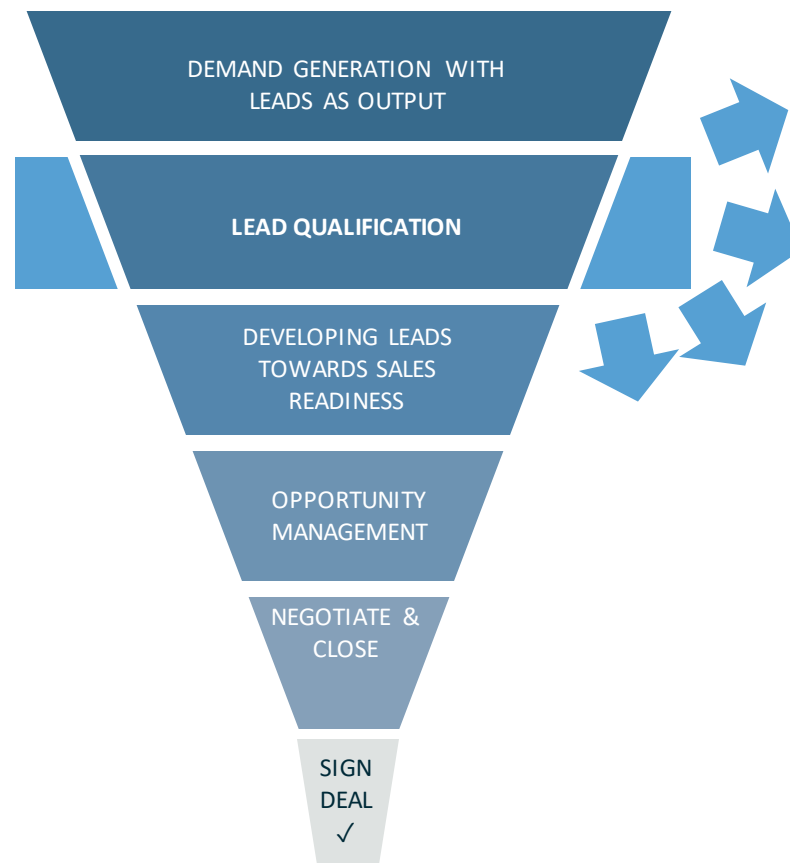
Our customers expect to be contacted within 48 hours and **they are looking for an expert to help them in their automation journey.**

We suggest using BANT criteria to assess the lead's level of buying intent and the potential size of the opportunity for purchasing a UR cobot solution.

BANT Criteria:

- B** = Budget
- A** = Authority
- N** = Need
- T** = Timeline

We always go deeper into the need and try to explore any objections the customers might have for buying a UR cobot.



Budget	The lead can afford to buy a UR solution
Authority	The lead is the decision-making authority or part of a project team (influencer)
Need	Our UR solution can meet the need of the lead (industry, application, product fit)
Timeline	The lead is ready for on-site visit or a project timeframe within 12 months

Partner Marketing Programs

Our partner marketing programs are designed to nurture the collaboration between UR and our business partners in achieving mutual growth and success. Included here are some of the current partner marketing programs that enable and empower partners to go to market with high-quality content and tactics that build up brand awareness, boost demand (and lead) gen and position their product and/or solution offering - not to mention enhance the overall marketing efforts.

Program	What is it?	How to benefit from?
Marketing Development Funds (MDF)	The MDF program is created to empower our partners to grow and generate demand with us/UR by supporting partners with co-funding of activities with a clearly defined targets in terms of audience and lead generation.	Learn more about the MDF Program and reach out to your regional marketing manager for further introduction and how to get started.
Partner Champion Stories	With this program UR wants to put our partners in the spotlight and increase awareness of the important work that our partners do every day. We offer to support partners on creating a success story to be leveraged across media and to gain regional exposure.	Reach out to your regional marketing manager for further introduction and how to get started.
Partner Social Media Playbook	The playbook provides partners with an intro to the SoMe landscape, inspiration on content formats and why and how to amplify UR content on partner owned Social Media channels and how to leverage UR content on partner channels.	Consult the Partner SoMe Playbook for best practices, and please share your application videos with us.

How to get started

04

Let's collaborate!

1. Update your website to address the partnership with UR, using resources from slide 23.
2. Spread the word on Social Media and within your network about the partnership with UR. Contact the UR local marketing team to join efforts to expand the partnership announcement reach (PR, medias, etc.).
3. Request access to the UR partner portal as well as to the UR partner brand universe, slide 23.
4. Get started with your marketing and demand generation plan, by contacting the local UR marketing team and leveraging on the available partner marketing programs, slide 20.

Follow us on [LinkedIn](#) and [Instagram](#) 😊

Marketing platforms and resources

Partner Portal

The central hub for partners to connect with the UR channel program. The portal is the go-to-place for marketing and sales collaterals, partner enablement, content, partner news and press, pipeline, lead and opportunity management, etc.

Reach out to your local UR sales contact to get access

Partner Brand Universe

Guidelines for partner branding; logos, co-branding logos, merchandising, roll-up templates, and directions on how to use on- and offline.

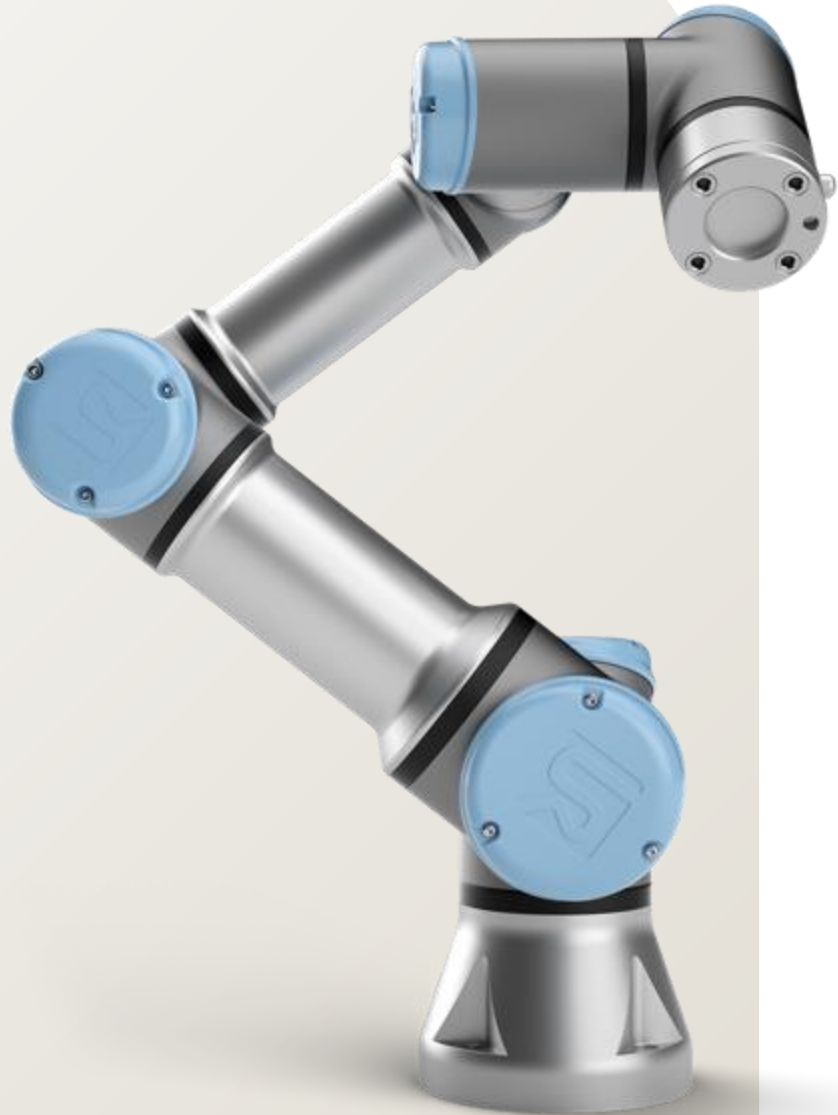
[Partner brand guidelines](#)

Reach out to your local UR marketing contact to get access

UR Content Repository

Collections of visuals and assets to use in marketing and communication:

- [Company & product description](#)
- [Product pictures](#)
- [Product brochure & specs](#)
- [Key application brochures](#): Palletizing, Welding, Machine Tending
- [Industry e-books](#): Automotive, Electronics
- [Product videos](#)
- [Application pictures, industrial background](#)
- [Application videos](#)



Marketing support

What support can partners expect from UR?

- Co-marketing activities: exhibitions, roadshows, webinars, open-houses, seminars, industrial press
- Robot loaning for events
- Sales and marketing enablement: brochures, product specs, videos/pictures, merchandising, etc.
- Partner and customer video stories

Who to reach out to for support?

- Local: your regional marketing manager contact
- Global: partner.marketing@universal-robots.com

Thank you

Let's change the world!

