



Neat Expands Global Partner Program to Extend Exceptional Video Experiences to More Businesses Worldwide

Simple, Streamlined Program Makes it Easy for Zoom and Microsoft Partners to Work with Neat to Support Today's Hybrid Workplace

Oslo, Norway, 3 August 2021 – [Neat](#), the pioneering video device company, today announced it has expanded and enhanced its Global Partner Program, enabling more partners worldwide to deliver Neat's unique and rich video devices to customers of all sizes to support a hybrid work environment. With a focus on simplicity and clarity for partners, the Neat Global Partner Program was designed to support customers on their entire video deployment journey and provide flexibility in how they purchase from Neat.

In less than a year since it was first launched, Neat's Global Partner Program has enjoyed overwhelming success, with quarter over quarter growth of 3X in the first half of 2021 and strong interest from partners to join the program. The new Neat Global Partner Program builds on that momentum to expand opportunities for partners and make it easy and beneficial for them to work with Neat to address the increasing demand for exceptional video capabilities for the hybrid workforce of the future. Additionally, Neat recently announced that it is [expanding its platform support](#) to provide Neat devices to Microsoft Teams customers as well as Zoom customers, so partners focused on either platform can now participate in the program.

A key facet of Neat's expanded program is the addition of Authorized Distribution Partners, enabling increased support for partners in the Zoom and Microsoft partner communities. Neat is in discussions with multiple distribution partners globally to further support growing demand and enable more partners to engage with Neat and deliver remarkable experiences for Zoom and Microsoft Teams customers.

To date, Neat has entered a strategic partnership with global AV distributor, Midwich Group, to make the full range of Neat's products available to their channel partners in North America through Starin, in the UK through Midwich Ltd and through Square One in Ireland, with a phased rollout across Continental Europe in the coming months.

"The Midwich Group shares Neat's passion for delivering exceptional experiences to our customers with cutting-edge technology and solutions," said Stuart Mizon, Midwich Group Commercial Director. "Neat's

unique devices offer rich video collaboration capabilities and will be a great addition to our global Unified Communications and Collaboration (UC&C) portfolio.”

“As the experts in UC products, Starin is proud to continue this legacy with bringing the innovative products from Neat fully into the channel. We are relied on by our partners to deliver on this expertise, and I believe that the addition of Neat to the Starin portfolio of solutions is a major benefit to the rapidly growing and changing UC ecosystem.” said Bobby Swartz, Chief Executive Officer of Starin “We look forward to working with Neat to increase support to our resellers and their customers as they continue to redefine workspaces in these unprecedented times.”

Neat’s Global Partner Program currently includes over 100 select partners around the world, including CDW, DGI Communications, IMT Global, Insight, Kinly, NWN Carousel, Rahi Systems, SHI International, Touch Conference, and more. Neat’s Global Partner Program has grown to include three tiers of participation, giving partners increased opportunities, greater profitability potential, and the flexibility to customize and grow their participation.

- Neat Pro Partners include Zoom and Microsoft Certified Integrators, Resellers & Referral Partners. Neat Pro Partners register new customer opportunities to Neat and their preferred Neat Authorized Distribution Partner, and all transactions are completed through Neat Authorized Distribution Partners.
- Neat Advanced Pro Partners include carefully selected existing Zoom or Microsoft Certified Integrators and Resellers who work directly with customers to sell and support Neat Devices and receive the highest levels of benefits and support.
- Neat Mastery Partners include a select number of partners who have worked closely with Neat, and as part of the highest level of the Global Partner Program and enjoy the full benefits and support of the program as well as additional MDF opportunities.

“We are excited to expand Neat’s Global Partner Program to include additional partners and distributors, all of whom share our passion for solving customer challenges in the meeting space and making video even more accessible to businesses of all sizes around the world.” said Hellene Garcia, Head of Commercials for Neat. “With our new and existing partners, customers now have more flexibility in how they purchase Neat solutions, and we can provide even greater support for the entire customer journey of selecting and deploying video communications solutions.”

For more information on Neat’s Global Partner Program, please contact partners@neat.no.

About Neat

Neat designs simple and elegant pioneering video devices that make virtual meetings feel almost as real as meeting face-to-face. Seamlessly bringing rich and meaningful experiences to people’s work, interactions and lives across any meeting space, Neat devices have crystal-clear audio and video, plus advanced capabilities that support an enhanced, engaging and safer hybrid working and learning

environment. Neat was founded in Oslo, Norway, by a team of creative mavericks that, for decades, have shaped game-changing innovations for some of the world's most recognized video communications brands. For more information about Neat, visit neat.no.

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