

## AOpen Launches its new Channel Partner Program

Written by Bob Snyder  
26. 05. 2014

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AOpen launches its new Channel Partner Program (ACP) to drive growth in digital signage.

With digital signage revenue set to reach \$15.1 billion (£8.95bn) in 2014, according to IHS forecasts, **AOpen's new programme** is designed to support its partners by giving them more information on marketing initiatives, events and training as well as offering them discounted, not-for-resale demonstration units. The program also includes a portal with live information on new products as and when they are available.

Anthony Gerrits, channel sales director AOpen Europe, says: "Through this program our customers will get information first-hand and they can benefit from unique promotions with participating AOpen distributors. The ACP programme includes incentives to reward our customers for their success with AOpen products, such as the 'project of the year award', where we will select the three best projects and [reward] them with a written case study and free publicity.

"AOpen is a channel-oriented company and our partners are more like an extension of our sales team, contributing to our mutual success. We want to help grow our business together with our partners," he concludes.

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