



# Partners Commitment Policy

Stronger & smarter for longer

# Dear Partner,

If ELA Innovation is now a leader in the industrial connected sensors market, it is thanks to the large ecosystem of partners that the company has developed.

Today, the ELA Innovation team is proud to present a rich and varied global ecosystem, where different complementary profiles are represented: integrators, solution providers, hardware manufacturers, technology editors, etc.

**Through this commitment charter, ELA Innovation wish to strenghten the links with its partners by ensuring a well-balanced, qualitative and sustainable relationship.**

The ELA Innovation team



# Innovation, Responsability, Quality.

To ensure a mutually  
beneficial partnership.

The values of ELA Innovation within the partnership

Innovation, Responsibility and Quality: these three values define the **DNA of ELA Innovation**. It is therefore natural that they be transposed into the framework of a partnership. It is by respecting these values that it will be possible to establish a **qualitative and mutually beneficial relationship** while enhancing both parties.

## INNOVATION

Thanks to its 21 years of experience in the field of connected objects and wireless communication technologies, ELA Innovation is committed to bringing its technical expertise to each of the marketing actions implemented.

## RESPONSABILITY

Responsibility is reflected in this partnership through mutual respect between partners. The partners are responsible to each other.

## QUALITY

The quality within the partnership is reflected in the creation and implementation of qualitative marketing materials to enhance both parties.

# Terms and Conditions of engagement

- The smooth running of this partnership requires a **secure, equitable and balanced** commitment from both parties.
- The partnership must be based on **shared organizational values**: partners ensure that collaboration is easy.
- Roles and responsibilities are defined in a common agreement, allowing the implementation of a healthy partnership.
- Partners **commit to be accountable** to each other. The partners also commit to be accountable to **other project stakeholders**.
- The modalities and the strategic plan **must be defined beforehand**, in order to respect the partners' schedules.
- Partners should establish clear and transparent communication, striving to understand the needs and interests of the different parties.

## Through this partnership, ELA Innovation is committed to :

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To offer **different qualitative communication supports** in order to valorize the partnership;



To offer a **qualitative referencing** on the site [www.elainnovation.com](http://www.elainnovation.com) in the «partner» section;



To **update the information** of the partners on the various supports at their request;



Respect the **graphic charter** and the **brand image** of the partner;



**Share the database** resulting from common marketing actions.

## As a partner of ELA Innovation, you commit to :

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**Respect** ELA Innovation's **brand image**, by following the **graphic charter** and **updating information** about ELA Innovation when necessary (see p.6);



**Refer ELA Innovation** as a partner on your website with a redirection link to our website [elainnovation.com](http://elainnovation.com);



Be a **source of proposals** and **initiatives** by getting involved in the projects set up;



**Relay** to your database and your community the marketing actions set up.

## Best practice guides

The partners are authorized to use the «ELA Innovation» brand within the framework of the partnership established between the two parties, subject to their commitment to respect this guide to good practice:

### How to introduce ELA Innovation?

- Always write «**ELA Innovation**», respecting the case.  
**DO NOT** write «ELA» by itself, ou «ela innovation», ou «ELAIInnovation».
- Always introduce «ELA Innovation» as «**Manufacturer of industrial beacons and sensors**». **DO NOT** present ELA Innovation as an «integrator», «solution provider» or other.
- **NEVER** use the ELA Innovation brand in connection with a project of a religious, political, sexual or controversial nature, which could **damage** the brand.

### Moyens de communication

- Have a **dofollow link** to the **ELA Innovation website**, preferably on a text link or an image.
- Mention **the right account** on social media (ELA Innovation France for projects in France, ELA Innovation for international projects).

### How to use the ELA Innovation logo?

The ELA Innovation logo is composed of 3 elements: the words «ela» and «innovation» and a graphic element representing a mesh of beacons.

LOGOTYPE

GRAPHIC  
ELEMENT



- Do not **distort** the logo
- Do not **change** the color of the logo
- Do not **move** or **crop** graphic element of the logo
- Make sure that the dimensions of the logo allow its **readability**

## ELA Innovation's communication advantages!

ELA Innovation has a wide range of marketing and communication actions to promote the partners of its ecosystem. All official partners can benefit from the following actions:

### Actions implemented by ELA Innovation

- Creation of a **dedicated page in the «partners» section** of the website ELA Innovation website
- **Announcement of the partnership** on LinkedIn and in the Newsletter
- **Highlighting** of joint projects on social networks
- Highlighting of the partner on marketing materials (visuals, product

### Sales support tools for partners

- **Media kit:** folder containing the HD logo in different formats, product visuals and a textual presentation of ELA Innovation.
- **Presentation pack:** cardboard folder containing product samples to present the different form factors and ranges.



Presentation pack BLE



# Want to collaborate?

ELA Innovation offers you different collaborative communication tools to highlight common projects. Here is an overview of possible actions, we are obviously listening if you want to collaborate!

## Actions in collaboration with ELA Innovation\*

- Creation of **success stories** for the various projects carried out (example [here](#))
- Press release
- Writing **articles in co-blogging** (example [here](#))
- Organization of **webinars** (example [here](#))
- Co-exhibition (example [here](#))
- **Interviews vidéo**

### ELA Innovation and Z#bre optimise the workspace management on 2 sites of 1001 Vies Habitat.

The development and democratization of teleworking are pushing workspaces to be restructured. It is in this regard that 1001 Vies Habitat entrusted Z#bre and ELA Innovation to deploy a **real time IoT solution providing resource sharing** (workstations, meeting rooms, etc.) and generating in-depth analysis of the **frequency and use** of meeting rooms and individual offices/desks of 2 of their sites.

The first one (a 2800 sq m site hosting 300 employees) and the second one (a 600 sq m site, hosting 100 employee) were equipped with **351 Bluetooth Low Energy sensors allowing anonymous usage data**. This flex office solution allows building users to know in real time if an office, a meeting room, a desk or locker, is free or reserved.

*« ELA Innovation products allow us to capture information as close as possible to the users. The radio technology is perfectly mastered by the teams, which guarantees a very good range. The integration was very simple. The support teams were always there to answer our questions. »*

Jean-Paul Huan - CTO & Co-Founder of Z#BRE

#### THE KEY PLAYERS



Tag manufacturer



Integrator and solution provider



End user

#### THE CLIENT REQUIREMENTS

- To optimise workplace management
- To accurately manage space and resource allocation
- To visualize information in real time on dynamic displays

\*Any request for collaboration is subject to validation

# A question ? Contact us!

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