

Belden Certified Industrial Network Provider Program



Building an industrial Ethernet network business?

Interested in:

- Offering Belden Certified Industrial Networks
- Providing high performing products with exceptional warranties
- Learning Belden's best practices for networking
- Booking repeat business from loyal customers

**Then the Belden Certified Industrial Network
Provider program is for you.**

CINP Belden®
Certified Industrial Network Provider

Be Certain
Be Belden® Certified

Belden Certified Industrial Network Provider Program

Build an industrial Ethernet networking business

You are a system integrator, machine builder or automation vendor who designs and installs automation systems that include industrial Ethernet networks. Recognizing that Ethernet is prevalent in new automation architectures you are interested in building your business in synch with the >12% plus CAGR (Compound Annual Growth Rate) of the adoption of industrial Ethernet networks. To help you do that, Belden offers a new certification and training program that provides you with the products, tools and services needed to stand out in the marketplace.

Receive expert Belden training

A key benefit of participating in the program is the training you will receive on designing, installing and testing Belden Certified Industrial Networks for a variety of applications. This training is delivered by Belden's own networking experts, the same people you will consult with to have customers' networks "Belden Certified". During training you will learn Belden's best practices and standard work processes that ensure the delivery of very reliable and high performing industrial Ethernet networks.

Becoming a Belden Certified Industrial Network Provider will distinguish your organization from other networking providers. It allows you to offer industrial networks designed, reviewed and approved by two sets of networking experts, your firm plus Belden, and provides the unique benefits described below.

Provide High Performing Products

The networks created under this program will include high performing products from Belden's market leading brands. These include Hirschmann and GarrettCom industrial switches and routers, Tofino industrial security products, Lumberg industrial connectivity products and Belden industrial cables. We have the broadest portfolio of industrially hardened equipment and media of any vendor, allowing you to recommend just the right components to customers.

Set Your Service Apart with Exceptional Warranties

By participating in this program you will be able to offer customers the best warranties in the business, reducing their total cost of ownership. Instead of a 5 year (or less) warranty on networking components such as switches, the customer will receive a limited lifetime warranty against defects and workmanship. For Belden cable and connectivity products, instead of a 2-3 year warranty, the customer will receive a 25 year warranty against defects and workmanship. These warranties should cover the useful life of the equipment and media used, and help set your services apart from others.

Ongoing, Close Customer Relationships

As soon as a new network is up and running, it needs to be changed. That's the reality of production nowadays. When this happens, your customers will contact you to see how the change impacts their "Belden Certified" warranty status. While the networks created under this program will have "headroom" for growth, major changes will need to be discussed with your organization and with Belden. This requirement results in an ongoing conversation with your customers, and gives you the first chance to be involved with upgrades and new projects.

Belden Certified Industrial Network Provider – A Competitive Advantage

Becoming a Belden Certified Industrial Network Provider gives you numerous competitive advantages. You will receive expert industrial Ethernet networking training using market leading products. You will stand out by offering networks backed not just by your company, but also by Belden. You will provide high performing products with the best warranties in the business. Customers will be in contact with you regarding changes to their networks, providing an ongoing source of revenue. Add it up and it is a great way to grow your business.

Be Certain.

Become a Belden Certified Industrial Network Provider.



Belden Certified Industrial Network Provider Requirements

Belden Sales Sponsor

Contact your Belden distributor or account manager and discuss this program with them. Once they know that you meet the requirements, they will facilitate the application process for you.

Your sales sponsor will review any special circumstances as part of your application.

Company Stability

Your company needs to have been in business for more than 3 years, be financially stable and do more than \$500,000 of network design and implementation work per year.

Network Design Focus and Skills

You must be currently offering network design services and have the staff and expertise to design, install and test industrial Ethernet networks. If you have no experience in this area your company is likely not a good fit for this program.

The training offered as part of this program is focused on what you need to know to design, install and test Belden Certified Industrial Networks. The people who come to the training should already be knowledgeable about networking.

It is expected that the employees who receive training from Belden will be the ones leading Belden Certified projects and that these people will be our primary point of contact during design and test reviews.

Design / Specification Authority

Your company must be responsible for the design and product specification of greater than 50% of the components of networks put forward to become Belden Certified Industrial Networks. In addition, you need to maximize Belden content in each project.

Support and Warranty Services

Your company needs to be able to support Belden Certified Industrial Networks and participate in a support escalation process agreed upon with customers and with Belden.

Application

You need to complete the Program Application Form for review by Belden.

Training

Once approved for the program your staff will need to complete training program(s). While these programs will be offered at no charge to you, you are responsible for any travel and related expenses necessary to participate in the courses. Training is required on annual basis.

The coursework is intended for experienced network designers and installers. It does not cover basic concepts; rather it shares Belden's experience and best practices for design, implementation, testing and support with you.

Annual Review

Once you become accredited you will participate in an annual review of your Belden Certified Industrial Network Provider performance.

Logo

You will then be able to use the Belden Certified logo on your marketing materials.



Further Questions

Additional information is provided in the **Frequently Asked Questions** and **Appendix 1** sections of this document. If you still have questions after reviewing them, please contact your Belden representative.

Benefits for All Parties

Customers

Industrial manufacturers get the very best end-to-end Ethernet network products, design, installation, test, service and support from Belden and our Certified Industrial Network Providers. Furthermore, they get a network that can grow and be upgraded easily using the same expertise. Most of all they get the peace of mind of a very reliable and high performing network infrastructure that lets them focus on what they do best.

Belden Certified Industrial Network Providers

As a Belden Certified Industrial Network Provider you can differentiate your company in the market place by offering Belden Certified Industrial Networks. These networks are backed by your own company and by Belden, two sets of networking experts. You receive training on Belden's best practices and standard work processes that ensure successful network implementation and performance. The components used in the network are market leading offerings from Belden that are backed by the best warranties in the business. Best of all you gain highly successful customers with strong loyalty who provide ongoing business opportunities.

Belden

Belden benefits from successful, loyal customers who use our products and provide repeat business too. We also benefit by extending our network of providers who are knowledgeable about our products and our networking best practices.

How the Belden Certified Industrial Network Program Works

Belden Certified Partner Approval Process

Application and Training

Your company is accepted into the program.

You are trained to design, install and deliver a Belden Certified Industrial Network for a variety of applications.

Testing

You are tested on the principles and applications constituting an approved Belden Certified Industrial Network.

Accreditation

Your company is awarded the Belden Certified Partner accreditation.

Belden Certified Industrial Network Approval Process

A Customer has initiated a Project with you. You Request the Project be "Belden Certified" to Belden.

Belden reviews for:

- minimum size (\$25K of Belden Products)
- technical requirements

The project is deemed suitable for certification or discussed further.

The Belden Certified Partner Offers Certification to the Customer

You present the certification program and offer to the customer.

The Belden Certified Partner Designs and Belden Consults

You create a design to Belden standards and consult with Belden experts to gain approval of the plan.

The Belden Certified Partner Installs and Tests / Belden Certifies

Installation and testing is performed to Belden standards and the results are shared with Belden experts for final approval.

Post Network Certification

The Customer's Network is Certified

1. You provide the customer with their certification as well as expansion options.
2. You provide the customer with:
 - expedited support information
 - consultation fees for changes if required
 - project documentation
3. Your organization and Belden retain project documentation to assist with future support and upgrades.

Network Upgrades

When the customer needs to upgrade the network beyond certification limits, you provide a very competitive quote.

This is because new improvements are being added to a well designed and installed network infrastructure that you already know.

Network Sustainability and Expansion

If the customer needs support they use expedited access to your firm's services and to Belden using a pre-defined process.

The customer has access to significantly extended warranties. Situations requiring paid support are provided by you at your Belden Certified customer rates.



Frequently Asked Questions

While these answers do not supersede our terms and conditions we believe they will be helpful to you.

Pricing / Costs

What is the price of a Belden Certified Industrial Network to customers?

As a Belden Certified Industrial Network Provider you set the price for your customers. To help you be competitive, we provide you with industry-leading design, installation, commissioning and testing standards, which we believe will help reduce your costs. We encourage you to price attractively in order to encourage companies to participate.

What is the cost of becoming a Belden Certified Industrial Network Provider?

There are no fees for training and testing to become accredited. You just need to cover travel, accommodation and meal expenses for participating in training sessions.

What is the cost of offering extended warranties for Belden products?

Once a project is accepted into the program your Belden distributor or account manager will provide you with specific pricing for products with extended warranties.

Responsibilities

What parts of a project is a Belden Certified Industrial Network Provider responsible for?

You take responsibility for whatever agreement you make with the customer, which often involves more than the network infrastructure. You are ultimately responsible for the proper design, installation, configuration, testing and documentation of a customer's network infrastructure.

What parts of a project is Belden responsible for?

Belden is responsible for the quality and workmanship of the Belden products used in the network infrastructure. While consulting on the design and test phases, we'll also ensure the products being used are appropriate for the application and network design.

Belden does not take responsibility for non-Belden products on the network. If we believe that a non-Belden product is not operating properly, we will work cooperatively with that device vendor to help solve the problem.

What are the customer's responsibilities?

The customer is responsible for providing accurate and timely information.

They are also accountable for products added to the network for which neither you, as the Certified Industrial Network Provider, nor Belden are responsible. If there are difficulties with other products, the customer is responsible for ensuring that the vendors of those products are involved and helpful.

Non-Belden Networking Components

Can the customer use non-Belden products for part of their network?

The primary reason for certifying networks is because the customer is looking for reliable, expandable, mission-critical control and information communications. Since you, as our Certified Industrial Network Provider, and our own experts are trained and experienced in working with Belden products it makes sense to use them.

Where Belden products are appropriate, we expect our Certified Industrial Network Providers to specify them and, in order to minimize risk and cost to the customer, we will not accept alternatives. We can make exceptions on a case-by-case basis, however we will likely exclude or limit those parts of the customer's infrastructure from certification.

Certification Limits

Are there times when a network doesn't qualify for certification?

Yes. If the network infrastructure is smaller and simpler, it may not warrant certification. In general we are looking for multi-node network projects that include \$25K or more of Belden equipment at industrial network provider prices.

There may also be times when a project doesn't constitute a complete network infrastructure even though there are network components involved. If you are uncertain about whether a project fits the certification process or not, please discuss it with your distributor or Belden account manager.

Are there exceptions to certifications?

Yes. During design review and again after installation and testing, we consult with you as the Certified Industrial Network Provider to discuss the specific application and to review challenging areas.

If there are problems, in most cases, we'll offer alternative design, installation or product options to minimize or eliminate the largest risks to the application. This is usually done at the design phase. Changes are discussed with you and put forward to the customer for approval. Every effort is made to ensure that the project proceeds smoothly.

In cases where we are not able to reduce risk to ensure a reliable network, we will specifically exclude or limit our certification.

Work Done by Non-Certified Resources

Can the customer use non-certified systems integrators to design, install or configure a network that is being certified?

No. The customer needs to work with a trained Certified Industrial Network Provider

Frequently Asked Questions (continued)

such as your firm to ensure their project is completed to Belden standards. At times, you may subcontract labor to other firms, but you are responsible for ensuring the work done meets our standards.

Can customers do work themselves?

Customers may perform upgrades and changes after initial certification according to the Expansion Guidelines they receive from your company. If the changes exceed these guidelines, you need to discuss the recertification process with them.

At all times Belden is available to provide design, installation, configuration and testing advice to your company and the customer to maintain the reliability and performance of certified networks.

For more information - contact your **Belden Certified Industrial Network Provider**, or **Phil Fricks**, Phone: 770-608-4082 Or by Email: phil.fricks@belden.com

Be Certain with Belden



About Belden

About Belden's Industrial Ethernet Products

Belden supplies industrial Ethernet products under several brand names – Hirschmann, GarrettCom, Lumberg Automation, Tofino Security as well as wire and cable from Belden. Our comprehensive family of products offers the most reliable communication solutions for industrial networking applications.

The Hirschmann family includes unmanaged as well as managed switches in a variety of mounting options for use in a number of on-machine and in-rack applications, addressing port counts from 3 to 52 ports. This product family includes serial to fiber optic converters, fieldbus repeaters, wireless access points, industrial firewalls and the management software to tie it all together.

The GarrettCom family specializes in mission-critical customizable and durable products for extreme conditions. Solutions here include managed and unmanaged switches, multi-protocol routers, Ethernet and serial media converters and a variety of wireless and serial communication products, all optimized for high-availability industrial networking applications.

Lumberg Automation products deliver intelligent wiring solutions, such as electronic field bus components and connector and distribution box systems. They are suitable for all applications in industrial automation technology. In addition, Lumberg provides

complete wiring concepts for mechanical engineering and production systems across a wide range of industries.

Tofino Security provides industrial network security and SCADA security products that are simple to implement and that do not require plant shutdowns. Its solutions do a superior job of securing industrial protocols, such as Modbus TCP, OPC and Ethernet / IP using advanced deep packet inspection technology. Tofino Security products protect zones of equipment on the plant floor, and are complementary to Hirschmann and GarrettCom equipment.

Belden has been in the wire and cable business since 1902 and is a worldwide leader in the signal transmission industry. The company provides the broadest range of solutions for industrial facilities including instrumentation, control, VFD and industrial networking cable. Belden's innovative offerings include Bonded-Pair technology for consistent electrical performance and immunity to noise, cable that is industrially hardened for a wide range of settings and environmentally-friendly products such as LSZH (low smoke zero halogen) cable.

About Belden

Belden Inc., a global leader in high quality, end-to-end signal transmission solutions, delivers a comprehensive product portfolio designed to meet the mission-critical network infrastructure needs of industrial, enterprise and broadcast markets. With innovative solutions targeted at reliable and secure transmission of rapidly growing amounts of data, audio and video needed for today's applications, Belden is at the center of the global transformation to a connected world. Founded in 1902, the company is headquartered in St. Louis and has manufacturing capabilities in North and South America, Europe and Asia.

www.belden.com; @BeldenInc

BELDEN

 **GarrettCom**
A BELDEN BRAND

 **HIRSCHMANN**
A BELDEN BRAND

 **lumbergautomation**
A BELDEN BRAND

 **TOFINO SECURITY**
A BELDEN BRAND

Appendix 1: Terms and Conditions

Belden will provide to Belden Certified Industrial Network Providers, for the benefit of their customers, an extended Belden Industrial Component Warranty for End-to-End Belden Certified Industrial Networks.

The extended Belden Industrial Component Warranty is offered to Belden Certified Industrial Network Providers by Belden Inc. in accordance with the following terms and conditions.

This Warranty applies only to Belden Certified Industrial Networks installed by a system integrator, machine builder or automation vendor acting as a Belden Certified Industrial Network Provider and in compliance with the certification guidelines communicated by Belden.

A Belden Certified Industrial Network is a network consisting of Belden-branded networking, cable and connectivity products that have been verified by the Certified Industrial Network Provider and by Belden to provide an uninterrupted signal from one end of the network to the other.

In order to maintain the validity of the extended Belden Industrial Component Warranty, the Belden Certified Industrial Network must be maintained in accordance with these terms and conditions.

Extended Belden Industrial Component Warranty

Belden warrants that:

- (i) the Belden networking components installed in the Belden Certified Industrial Network are covered by a limited lifetime manufacturer's warranty against defects in material and workmanship.
- (ii) the Belden cable and connectivity components installed in the Belden Certified Industrial Network are covered by a manufacturer's warranty against defects in material and workmanship for a period of twenty-five (25) years from the date of installation, at the original installation location.

Once a Belden component has been deemed defective, Belden shall repair or replace, at Belden's discretion, the defective component. Belden may use refurbished materials in either repair or replacement procedures, and the repaired or replaced component will be warranted for the balance of the remaining warranty term, or ninety (90) days, whichever is longer.

The repair or replacement of a defective component under this warranty includes the reasonable costs of labor required to repair or replace the defective component. The decision to repair or replace components and the selection of labor services to perform the repair or replacement are at the sole discretion of Belden Inc.

Recertification

A Belden Industrial Certified Network will need to be recertified if any of the components are replaced or if the system design is modified in any way. If new Belden components are used in the replacement, Belden will perform the recertification free of charge. There may be a charge for recertification if non-Belden parts are used in a system design.

Limitations

Belden Inc. will not be liable for, nor pay for, any loss of use of the Belden Industrial Certified Network or products; costs of substitute goods, facilities or services; or for any other economic losses or incidental, consequential or exemplary damages.

The Extended Belden Industrial Component Warranty does not cover any deficiencies in the Belden Certified Industrial Network that result from failure to comply with Belden design guidelines and installation procedures.

Belden Inc. shall not be liable for damages or defects resulting from circumstances beyond its control, including, but not limited to, misuse, alteration, unauthorized repair, damages in transit, fire, floods and acts of God. Under such circumstances, the warranties described herein shall be null and void.

Repair or replacement of the Belden Industrial Certified Network by Belden Inc. is your exclusive remedy.

This is the only warranty on the Belden Industrial Certified Network. There are no other warranties, express or implied, made by Belden Inc.

These terms and conditions apply to all Belden Brands, including, but not limited to, Belden, Hirschmann, GarrettCom, Lumberg Automation and Tofino Security.