



ENGAGE

Enable more, together.

At Aginode, we design, manufacture and deliver flexible connectivity solutions that power the world's digital networks – from data centres and smart buildings to mission-critical telecoms. We enable smarter, faster and more resilient connections.

This digital ecosystem is evolving rapidly. New applications, faster standards and rising expectations require solutions that are efficient to deploy, reliable to operate and scalable to meet growing demand. Agility and close customer alignment are essential – making strong partnerships central to our success.

ENGAGE, our new channel and partner programme.

Through ENGAGE, we collaborate with key stakeholders to stay ahead of market developments and deliver greater value. We share insights with consultants, strengthen relationships with distributors, and support installers and integrators through targeted training and services. We also build strategic alliances with complementary vendors in areas such as energy, climate control, testing, monitoring and maintenance.

ENGAGE enables our partners to deliver exactly what customers need, when they need it.

"Faster to market in a rapidly changing tech landscape. ENGAGE is our channel programme to stay closer to customers and deliver greater value.

Jean-Christophe Monatlik,
Europe & NWA Sales Vice President



The ENGAGE programme aims to build trust, inspire people and grow the business:

Build trust: strong brands & services.

- Build market authority through shared expertise
- Joint marketing to drive awareness
- Specialist training for expert advice
- On-time logistics for rapid deployment
- Warranties that reinforce trust



Inspire smarter approaches

- Enable cross-company expert networking
- Champion sales teams with actionable tools
- Empower installers and integrators to deliver best-in-class service
- Lead with innovative solutions for tomorrow's challenges



Grow the business, together.

- Align businesses to boost collective revenue
- Expand markets and customer reach
- Shared plans to unlock new opportunities
- Growth-linked goals, incentives and rewards

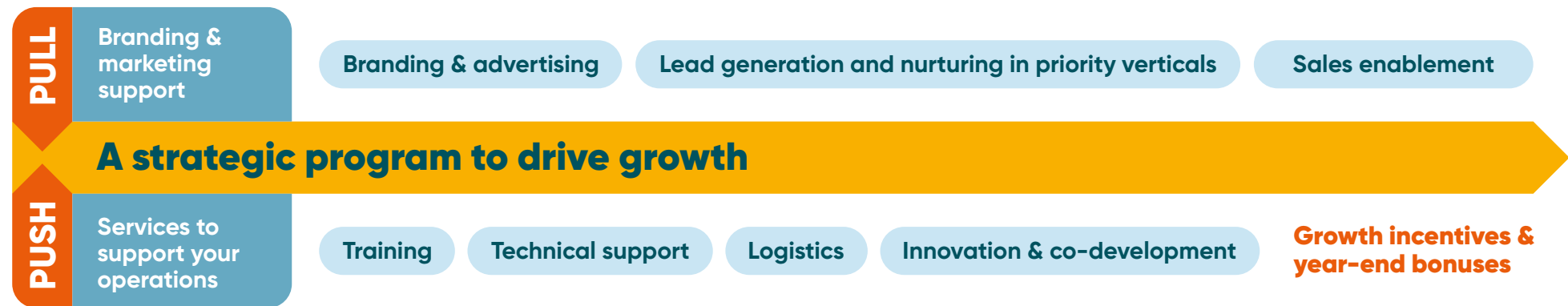


ENGAGE for Distributors.

ENGAGE is more than a loyalty programme – it helps distributors stand out, innovate, and grow sustainably. Through aligned goals and shared risk, resources, and success, we build a partnership that amplifies impact and rewards shared results.

" Built on shared objectives and growth rewards, ENGAGE aligns businesses to deliver mutual success.

David de Craemer,
Chief Executive Officer
Chief Commercial Officer



We support you with:

Branding & marketing

Leverage strong brands to expand reach, generate leads, and close deals faster. We support you with branding, lead generation, segmentation, and tailored campaigns.

Logistics

Optimize logistics for efficiency and profitability. We help you balance stock, prevent shortages, reduce overstock, and avoid obsolescence.

Technical support

Instant expert support, seamless installation, and fast troubleshooting. We simplify after-sales service and strengthen technical guidance, documentation, and resources.

Training

Close skills gaps with tailored on- and offline training for technicians and sales teams across all levels.

25 years warranty

25 years of guaranteed performance with warranty options tailored to your project needs and market demands. Link Warranty enables fast certification for standard projects after testing and sign-off. Certified Solution Warranty supports complex projects and requires installer training plus post-project review before approval.

Innovation & co-development

Differentiate your offer and win contracts with tailored solutions and fresh approaches. We enable exclusive launches and co-develop solutions for your market.

ENGAGE channel and partner programme

Learn
more
online



Join ENGAGE

We provide different engagement levels for distributors, based on your goals and ambition.

How to enroll in ENGAGE?

1 Define your region

Identify where you'll make the biggest impact

2 Choose your expertise

Set the field where you'll lead

- Data centres
- Smart cities
- Central office
- Smart buildings
- Harsh environments
- Campus / healthcare / warehouse

3 Align on targets

Assess and align on goals jointly. Sign an annual agreement with defined targets and rebates, followed by quarterly and annual review meetings.

4 Engage for growth

Partner with us to drive results. Benefits from:

- Marketing support
- Training
- Sales enablements
- Network events
- And more.

PRIME
distributor
data centre



Top-tier distributor in your region. Lead the market and flagship innovations.

ADVANCE
distributor
FTTO



Specialist distributor with best-in-class trained experts in your field.

PRO
distributor
enterprise



Wide branch network for fast fulfillment and regional expertise.

Drive your business with **growth incentives** and **year-end bonuses**.

Unlock **Prime** discounts

Grow with **Advance** discounts

Thrive with **Pro** discounts

Accelerate sales success with training, tools, and go-to-market support, including product training, marketing assets, samples, and discounted demo kits.

Boost market presence via co-op marketing, co-branded campaigns, and local activations.

Optimise stock planning for stronger sales performance and greater **return flexibility**.

Join ENGAGE events to connect with installers, integrators, and consultants, and strengthen your network.

Build visibility and recognition through ENGAGE distributor events and awards.

Get expert help faster through a dedicated support portal and direct FAE access.

Grow sales capacity with cost-shared headcount.

Lead with **first-mover access to innovation and co-development**.





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