

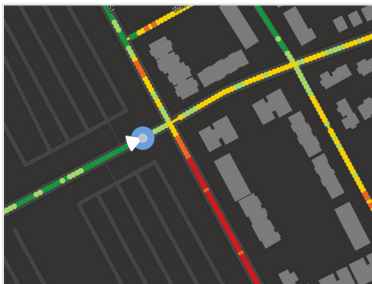


# **ENTERPRISE PARTNER PROGRAM**

Road Assessment Tools for Civil Engineering Firms

The Enterprise Partner Program equips civil engineering firms with Michelin Better Roads to benefit their road assessment and pavement management clients. As an Enterprise Partner, a firm becomes a certified vendor of our road assessment system, allowing them to sell our solutions to public and private clients.

## **WHY PARTNER WITH US?**



### **Special Pricing and Unlimited Access**

Enterprise Partners sign an agreement to receive a one-year unlimited license for shared projects, enhancing flexibility and cost-effectiveness. They also take advantage of special per centerline mile pricing.



### **Data-Driven Decision Making for Your Clients**

The automated processing of road assessment imagery reduces data preparation, so you can spend more billable hours developing pavement management plans for your clients.



### **Assessment Projects Centralized**

Unlimited access to the Michelin Better Roads platform enables anyone on your team to create new assessment projects, visualize results, and manage all of your clients' assessments in one place.

### **Business Development Support**

The Michelin Better Roads Partner Success Team is at your service! They can provide exclusive training, marketing tools, and networking opportunities.

*"As an Enterprise Partner, we have been able to incorporate our work with Michelin Better Roads to grow our Intelligent Pavement Management Program. We provide our clients with an affordable road survey that is detailed, but also provides a great snapshot and understanding of their municipality/facility pavement conditions."* - **Megan Todaro, Staff Engineer at Pennoni**



## **ENTERPRISE PARTNER PROGRAM BENEFITS**

### **DEDICATED STAFF**

You're paired with a dedicated Partner Success Team Member to serve as your contact focused on providing services to your and your team during your project.

### **EARLY ACCESS**

Enjoy early access to and favorable pricing for Michelin Mobility Intelligence technology and new products.

### **CO-BRANDED COLLATERAL**

Your logo will be alongside Michelin Better Roads on co-branded collateral focusing on our combined solutions and benefits. Have ideas for custom collateral? Let us know, and we can create it.

### **SALES TRAINING**

We will host in-person or remote training sessions so that your project engineers and sales are fully equipped to sell our services to your clients. Have multiple offices? The Partner Success Team will help educate each one.

### **LUNCH & LEARNS**

Educating potential clients about new technology is best done over lunch! Our Partner Success Team will work with you to coordinate and present our services to your clients in the informal setting of a lunch and learn.

### **CONFERENCE PRESENTATIONS**

Our Partner Success Team will contribute, participate, and present with you at conferences in your region or in regions you'd like more exposure. This includes joint presentations, booth displays, and more.

### **JOINT PUBLICATIONS & VIDEOS**

Interested in jointly publishing a white paper, technical study, or client case study? We'll work with you to plan, write, publish, and distribute content that matters most to you, including client video success stories.

### **WEB EVENTS**

Let us host a remote educational web event with you. We can feature our product with a live demo or work with you to come up with a topic we can present together.

### **ADDITIONAL SUPPORT**

Our Partner Success Team is here to support your business development goals. Do you have an idea how Michelin Better Roads can be helpful? Contact us today!





## **VALUE ADD FOR AGENCIES**



### **One-Stop Shop**

Continuous monitoring, full pavement management plans, rapid deployment, budgeting, and planning.

### **Avoid hassles of data collection**

Our partners are well-versed in our collection process.

### **Integrations**

Our partners can help with GIS integration and be the main point of contact in absence of a municipality GPS department.

### **Procurement**

A pre-existing contract with an engineering firm facilitates the procurement process.

### **Extended Access**

Our partners provide their clients with extended access to the Better Roads platform.