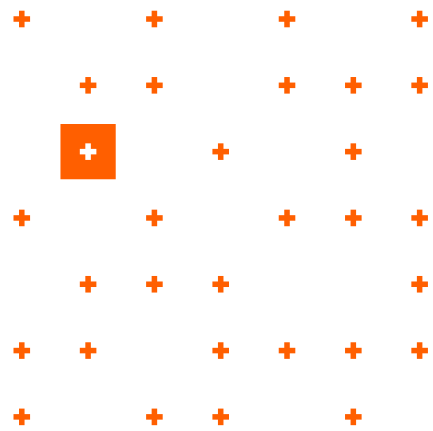
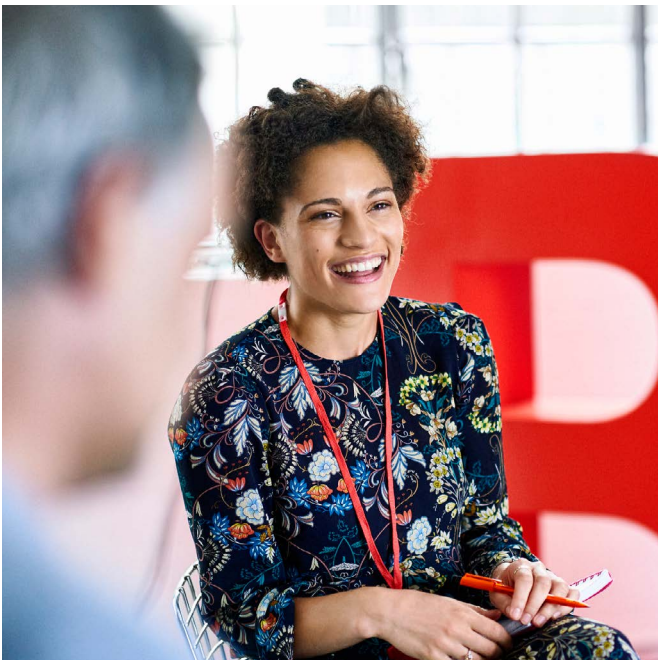


2024/25

# OS CHANNEL PARTNER PROGRAMME



Ordnance  
Survey

SEE > BETTER PLACE

# Contents

What is the OS Channel Partner Programme?	3
Enablement Scheme	6
Marketing Scheme	9
Insights Scheme	12
Tier benefits and criteria summary	14
How to join the programme	18

[os.uk/partner-programme](https://os.uk/partner-programme)  
[partnerenquiries@os.uk](mailto:partnerenquiries@os.uk)

03453 75 75 35

Lines are open between 8:30am and 5:30pm, Monday to Friday.

Updated: 23/02/24  
© Ordnance Survey Ltd 2024

# What is the OS Channel Partner Programme?

The OS Channel Partner Programme is designed to support Partners and enable commercial growth across our network.

The Programme provides the structure and basis for closer collaboration to support the Partner lifecycle.



Tiered  
Membership



Enablement  
Scheme



Marketing  
Scheme



Insights  
Scheme

To support  
you in  
accessing new  
markets and  
acquiring new  
customers.



Our Tiered Membership will create opportunities for a closer relationship with us. You can look forward to high levels of engagement, as well as clarity on the support and services you can expect from us.



## Associate

We work together to help customers extract the value of our world-class location data through innovative geospatial services and solutions.



## Premium

We share OS Know-How with our Partners, helping them to grow their commercial offer whilst feeding back into the OS product and development roadmap too.



## Strategic

We're strategically important to each other and work closely together to be world leaders in geospatial services.

Tier benefits		Associate	Premium	Strategic
Enablement Scheme	Onboarding	✓	✓	✓
	Deep dive sessions	✓	✓	✓
	Bespoke sessions	-	✓	✓
	Self-serve content	✓	✓	✓
Marketing Scheme	Market Development Fund (MDF)	Limited £500	Proposal based	Proposal based
	Market awareness and lead generation	Campaign assets	Content & media campaigns	Content & media campaigns
	Collaborative marketing and storytelling	✓	✓	✓
Insights Scheme	Community platform	✓	✓	✓
	Insights webinars	✓	✓	✓

# Enablement Scheme



Our Enablement Scheme focuses on technical and sales training to support your growth as an OS Partner.



The Enablement Scheme will support you in acquiring new customers and accessing new markets. Our channel-focused sales and technical experts will help educate you and your teams on the latest OS data, products, and sales.

## Benefits

- + Upskilling you and your team on the latest product and technical detail
- + Channel-focused sales resources
- + To guide and support you in accessing new markets and acquiring new customers

# How is the Enablement Scheme structured?

The Programme Modules will be delivered by multiple teams from across OS, including our Channel Sales Development Managers, Technical Consultants, Product Managers, and more.

Across the Modules, you can expect to receive a variety of resources, all designed to support your growth as an OS Partner.

- 
- + Traditional webinars with Q&A sessions
- 
- + On-demand lightning talks within the Partner Portal
- 
- + Sales and technical workshops
- 
- + Plus a range of articles, blogs, and supporting materials
- 



The Enablement Scheme will support you in acquiring new customers and accessing new markets. Our channel-focused sales and technical experts will help educate you and your teams on the latest OS data, products, and sales.

## Enablement Modules

MODULE ONE

Onboarding



MODULE TWO

Deep Dive



MODULE THREE

Bespoke



Development through ongoing knowledge transfer

Consultancy, technical, and sales support



Detailed information about the enablement resources can be found at [os.uk/partner-programme](https://os.uk/partner-programme)



# Marketing Scheme



The Marketing Scheme will help Partners find new customers and deliver increased sales; benefiting from new marketing support and resources.



## Benefits

- + Support to acquire new customers through lead generation activity
- + Financial and operational support for marketing campaigns
- + Improved visibility of OS Partners on OS website



## Supporting Partners to reach more customers through campaigns, collateral, and access to channel marketing specialists

---

### Market Development Fund (MDF)

Strategic and Premium tier Partners will have access to a proposal-based market development fund. Based on a range of qualifying criteria, funds will be awarded to help deliver bespoke or co branded sales and marketing campaigns with pre-defined ROI targets. The Associate MDF is designed to support the delivery of social campaigns or events to develop sales leads or test new markets.

---

### Lead generation programmes

Partners will benefit from a range of market awareness and lead generation campaigns led by OS, delivered in collaboration with Partners.

Partners will also have access to a range of self-service marketing campaign collateral through the Partner Portal.

---

### Collaborative Marketing and storytelling

Working with OS Channel Marketing Specialists to identify opportunities for joint activity designed to promote the services being offered to end users. This could include joint webinars, case studies in various formats and social media.

---

### Making OS experts available to you

We will continue to support Partners' marketing activities by offering sales and subject matter experts for events and trade shows.

# OS Co-branding guidelines for Licensed Partners

The power of the Ordnance Survey brand is built on the way each Partner supports the network and by building up both the OS brand and the brands behind our Partner network, strong recognition can be achieved by all.

Our Partner Mark has been developed for you, as our Licensed Partners to describe your partnership with Ordnance Survey. By retaining the original form of the Ordnance Survey logo, it provides the end customer with confidence that each product or service uses official Ordnance Survey data.

The Partner Mark has three wording versions available: 'Licensed Data,' 'Licensed Partner,' and 'Licensed Mapping.' The selection of which to use and its application rules are all explained within the Co-branding Guidelines. The Partner mark must always be reproduced using the original master files and must not be modified in any way.

## Partner Marks

---



### Licensed Partner Mark

Used to communicate your relationship with OS on websites, brochures, and trade shows, etc.

---



### Licensed Data Mark

For use on “navigational” products and packaging, where it is a data product, or where you have used the OS data but have redrawn the mapping.

---



### Licensed Mapping Mark

For use on “merchandise” products and packaging or “navigational” products and packaging where you have used facsimile OS mapping unaltered.

Please take some time to review the Co-branding guidelines on the Partner Portal before making any changes [os.uk/cobranding](https://os.uk/cobranding)

# Insights Scheme



Our approach **harnesses collaboration**, for the sole purpose of accelerating growth in existing and emerging product markets.

We want to ensure OS and our Channel Partners sustain a competitive edge, and remain relevant to key market drivers.



## Benefits

- + Early sight of sample data and product designs
- + Involvement in a growing Insights community
- + Strengthened alignment to fuel business growth

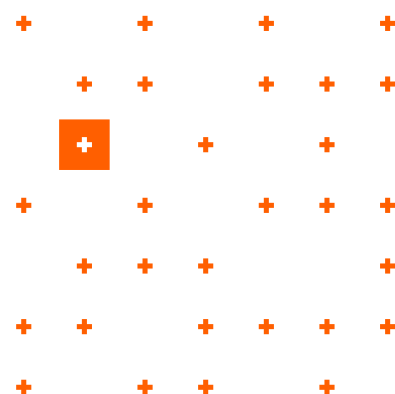
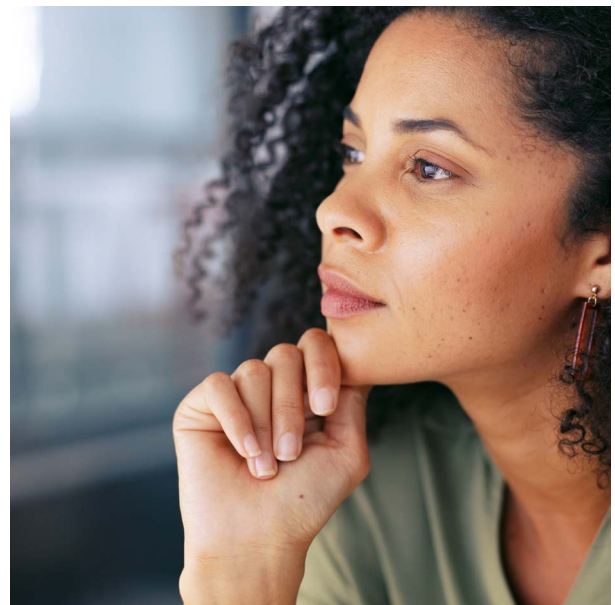
# The Insights Scheme is a collaborative community initiative that OS and Channel Partners can jointly engage with

The Insights Scheme comprises of a collaborative community space that OS and Channel Partners can jointly engage with.

Achieving success therefore requires mutual contribution, from OS and Channel Partners. Each will provide their own intelligence and experience through partnership, to uncover insight, and steer propositions to meet market demands.

For OS, the community forms a key role on strengthened engagement with Channel Partners to help facilitate product future direction and requirements. For Channel Partners, the community presents the opportunity to share concepts and insight with teams across OS in a way that can rapidly turn ideas into solutions.

Furthermore, as the community becomes established and grows, it will increasingly provide Channel Partners opportunities to network and discuss shared ambitions with relevant Partners across a wide spectrum of sectors and markets.



# Tier benefits and criteria summary

The OS Channel Partner Programme provides the basis for close collaboration to support the Partner lifecycle, from recruitment through development and on to independence, and incentivise and support Partners to deliver increased sales.

Tier benefits		Associate	Premium	Strategic
Enablement Scheme	<b>Onboarding</b> We will continue to deliver onboarding webinar sessions to new employees, or newly signed up Partners.	✓	✓	✓
	<b>Deep dive sessions</b> We will develop and promote deep dive technical & sales enablement webinar sessions focused on multiple sectors and data portfolios to help you make the most of OS data and the associated propositions that they support.	✓	✓	✓
	<b>Bespoke sessions</b> Request bespoke technical and sales enablement sessions tailored to your business needs.	–	✓	✓
	<b>Self-serve content</b> Access a range of new self-serve content for technical and sales enablement to equip your teams with the knowledge and skills to sell OS data as part of your products and services.	✓	✓	✓

Tier benefits		Associate	Premium	Strategic	
Marketing Scheme	Market Development Fund (MDF)	Limited £ 500  Aimed at: Events & social campaigns New market viability testing	Proposal based  Aimed at: Bespoke co-branded marketing campaigns, joint event sponsorship etc.	Proposal based  Aimed at: Bespoke co-branded marketing campaigns, joint event sponsorship etc.	
	Market awareness and lead generation	Campaign assets  Assets to support a Partner's own marketing campaigns.	Content & media campaigns  Targeted on specific use cases. Supported by BDM Sales Enablement to nurture contacts into potential sales leads for Partners.	Content & media campaigns  Targeted on specific use cases. Supported by BDM Sales Enablement to nurture contacts into potential sales leads for Partners.	
	Collaborative marketing and storytelling	<ul style="list-style-type: none"> <li><b>Joint webinars</b> Combined knowledge can be used to design and deliver targeted webinars on services being offered to your end users.</li> <li><b>Case studies</b> Share your successes with us and we will produce case studies showcasing how OS data is used within your solutions.</li> <li><b>Social media</b> Tell us about your upcoming campaigns and we'll keep an eye out and re-share posts of interest. Use the #OSPartner hashtag.</li> </ul>	✓	✓	✓
Insights Scheme	Community platform	Join a growing membership on our new Insights community platform with access to regular content for consideration and feedback.  Join 'sub-communities' – smaller groups designed to collaborate on specific propositions, sectors and themed interests.	✓	✓	✓
	Insights webinars	Participate in a series of webinars designed to trigger conversation and consideration of market and product development opportunities.	✓	✓	✓

Qualifying criteria for each Tier		Associate	Premium	Strategic
<b>Revenue</b>	<b>Programme level revenue</b> Goals / growth rate attainment level in either 22/23 or 23/24	–	>100k	>400k
<b>Engagement</b>	<b>Valid website</b> Partner's website must feature either: <ul style="list-style-type: none"> <li>OS products and/or</li> <li>Partner products developed with OS products</li> </ul>	✓	✓	✓
	<b>Active transition in last 12 months</b> Resold OS products/ services for which an OS royalty has been paid in the preceding 12 months.	✓	✓	✓
	<b>Agreed at least one sales and marketing activity around our data</b> A sales and/or marketing campaign agreed with CSMs or Senior Channel Marketing Manager.	–	✓	✓
	<b>Joint business plan and quarterly business review</b> Completed a joint business plan, approved by OS CSMs and reviewed quarterly.	–	✓	✓
	<b>People</b>	<b>'OS product champions' within their organisation</b> A named individual representing OS and actively driving OS products sales.	–	✓
	<b>Sales trained/open to training</b> Completed recommended training from Enablement Scheme or have previously accessed OS sales training.	✓	–	–
	<b>Technically trained on OS products/open to training</b> Completed recommended training from Enablement Scheme or have previously accessed OS technical training.	–	At least one person	At least two people
	<b>Product trained salespeople/open to training</b> Completed recommended training from Enablement Scheme or have previously accessed OS product training.	–	At least one person	At least two people
<b>Strategic value</b>	<b>Demonstratable strategic value</b> <ul style="list-style-type: none"> <li>Evidence of promoting OS data into commercial markets/PSGA members</li> <li>Enables OS data use into key markets</li> <li>Seen as market experts.</li> </ul>	–	✓	✓



Partners inform  
the strategic  
direction of OS  
and its product  
development

# How to join the programme

We have prepared an addendum to the Framework Contract (Partners) which we invite you to accept in order to join the new Programme. Acceptance of these additional terms will lead to immediate acceptance into the OS Channel Partner Programme.

Membership of the OS Channel Partner Programme is voluntary and therefore it is not mandatory to accept these Terms in order to be a Licensed Partner under any of the Main Agreements.

## + Your invitation

In January, eligible OS Licensed Partners will receive an invite to join our new OS Channel Partner Programme.

Your email contains information about your proposed tier and what this means for you and your partnership with OS.

## + Accept your tier

You can accept our terms and join the OS Channel Partner Programme by following the link in your invitation email.

Tiering will be proposed on an annual basis. You have three months to accept or challenge this tiering after which you will no longer be able to join the tiers until the scheduled review in January 2025.

## + Get involved

Register for modules that interest you and your team, or access self serve resources via the [OS Partner Portal](#).



## What if I do not agree with my tier allocation?

Partners can 'accept' the invitation to join the Programme at their proposed tier, identify as 'pending' if they do not agree with their initial proposed tier (with an opportunity to submit evidence to demonstrate fulfilment of tier requirements) or 'opt out' of the programme.

## What if I choose not to join?

You are still a valued OS Licensed Data supplier with a Framework Contract (Partners), so you'll still have access to the OS Partner Portal and Partner Newsletter, but you'll miss out on the enhanced benefits of being in the OS Channel Partner Programme.

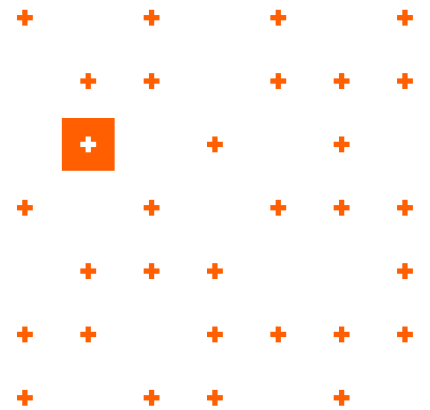
You can request to join at any time, just speak to your Account Manager who will ensure that you are included in the next scheduled tier allocation review which will take place annually.



This is an exciting time for geospatial intelligence. Our location data, services, and expertise delivers value and positive impact to government, businesses, and individuals – both in Great Britain and internationally.

We proactively collaborate with and support a thriving OS ecosystem of Partners, alliances, developer communities, and innovators. Working together, we aim to enable the digital geospatial infrastructure invaluable to economic growth, better societal outcomes, and innovation.

In today's increasingly digitally-augmented world, 'place' matters more than ever, and OS Channel Partners sit at the very heart of this. We are helping to tackle many of the biggest challenges facing the world today, from climate change and pandemics, to urbanisation and national resilience.



**Nick Bolton**  
Chief Executive Officer  
Ordnance Survey