

DIAMOND PARTNER OEM PROGRAM

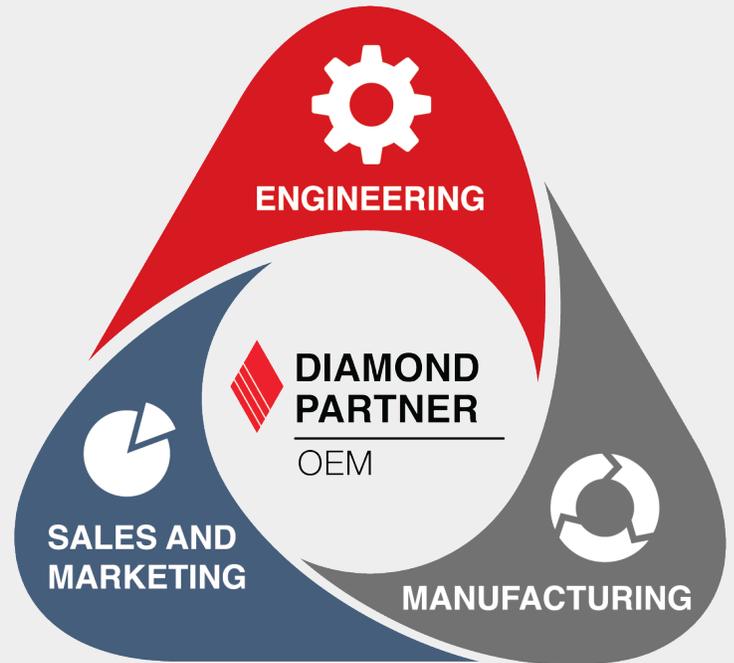
Empowering Innovations for Machine Builders



A right-sized partnership to help you build Smart Machines

Not all OEMs are created equal. Each has unique requirements for their automation supplier.

We start by focusing on you and your operations to determine how we can connect, add value, and reduce risk within engineering, manufacturing, and sales & marketing. The goal is to right-size what is important to you and develop a partnership based on substantiated activities that add value.



Diamond Partner OEM Program

Empowering Innovations for Machine Builders

A Partnership with Complementary Goals

From its founding in 1921, Mitsubishi Electric has been at the forefront of technical ingenuity and product innovation. The three diamond emblem represents a team of passionate professionals committed to providing equipment manufacturers the best automation solutions in diverse industrial markets.

The Diamond Partner OEM program is a natural extension of our commitment to achieve the highest level of quality, performance, and efficiency. We will be there every step of the way to enable machine builders to achieve business growth goals.



Engineering

Engineering time is valuable. As you work through engineering innovations, we can provide you with the training to reduce learning curves, the tools needed to accelerate machine design, and multiple levels of support to achieve greater programming efficiency and minimize conversion risks.

Manufacturing

Once you are ready to move from prototype to production, we can provide tools to help increase manufacturing productivity and decrease operating expenses. Whether it is keeping employees trained, providing troubleshooting support, or managing critical projects to ensure successful execution, we have programs to support critical initiatives on your manufacturing floor.



Sales & Marketing

Mitsubishi Electric is part of a \$40 billion global company serving a wide variety of industrial markets and applications. By sharing mutual goals, we can connect machine builders to our vast network of commercial and technical resources.

Complete Automation Solutions

We are among the top automation suppliers globally, offering manufacturers, machine builders, and system integrators the most advanced and reliable automation solutions for improving performance, lowering total cost of ownership, and enhancing competitiveness. Our complete product portfolio includes controllers and visualization solutions, VFDs and motion control, and robotics, allowing our customers to create uniquely innovative and integrated solutions on one platform.



Benefits	Diamond Annual Potential <\$500K		Diamond Elite Annual Potential >\$500K	
	Partial	Full	Partial	Full
ENGINEERING				
Telephone Support	✓	✓	✓	✓
Engineering Software	✓	✓	✓	✓
Pre-Engineered Solutions	✓	✓	✓	✓
Proof Of Concept Support (FESG)	✓	✓	✓	✓
Demo Hardware	✓	✓	✓	✓
Pre Sales Engineering Support (FESG) Level 1	✓	✓	✓	✓
Pre Sales Robot Technical Support (FESG)	✓	✓	✓	✓
Conversion Services	✓	✓	✓	✓
Technical Training level 1	✓	✓	✓	✓
Pre Sales Engineering Support (FESG) Level 2		✓	✓	✓
Technical Training level 2		✓	✓	✓
Custom Development			✓	✓
Pre Sales Engineering Support (FESG) Level 3				✓
Technical Training level 3				✓
MANUFACTURING				
Local Distributor Support	✓	✓	✓	✓
Low Cost Machine Solutions	✓	✓	✓	✓
Pricing Agreement	✓	✓	✓	✓
90 day trial	✓	✓	✓	✓
Post Sales Engineering Support (FESG) – Silver	✓	✓	✓	✓
Extended Warranty		✓	✓	✓
Post Sales Engineering Support (FESG) – Gold		✓	✓	✓
Robotic Integration Support		✓	✓	✓
Rebate Program			✓	✓
Post Sales Engineering Support (FESG) – Platinum			✓	✓
Project Management			✓	✓
Onsite Training				✓
SALES & MARKETING/ PARTNERSHIP				
Robot Pre Sales Support	✓	✓	✓	✓
Executive Engagement Level 1	✓	✓	✓	✓
Mutual Customer Pursuit	✓	✓	✓	✓
Technology Roadmap		✓	✓	✓
Co Marketing		✓	✓	✓
End User Referrals		✓	✓	✓
Executive Engagement Level 2			✓	✓
Incentive Trip to Japan				✓

Mitsubishi Electric Automation, Inc. reserves the right to discontinue, suspend, or modify the Diamond Partner OEM Program in its sole discretion, including program features, benefits, or eligibility requirements at any time. Some program features may require that OEMs enter into a separate contract with Mitsubishi Electric Automation, Inc. in order for participation to occur. OEMs acquire no vested right or entitlement to the continued availability of any particular benefit described in the Diamond Partner OEM Program.

TO THE FULLEST EXTENT PERMITTED UNDER APPLICABLE LAW, YOU EXPRESSLY ACKNOWLEDGE AND AGREE THAT YOU ASSUME SOLE RESPONSIBILITY AND RISK FOR YOUR PARTICIPATION IN THE DIAMOND PARTNER OEM PROGRAM AND THE RESULTS AND PERFORMANCE THEREOF. YOUR SOLE REMEDY UNDER THESE TERMS SHALL BE TO DISCONTINUE ANY USE OF THE DIAMOND PARTNER OEM PROGRAM.

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