PARTNER PROGRAM 2025

International Sales & Marketing Project

COSTER

COSTER

Partner Program
Contents

website https://www.costergroup.eu/en/

COSTER

Group Overview

Tradition and innovation since 1967.

Since its foundation in 1967, Coster Group has been at the forefront of efficient building system management.
We have consistently delivered top-tier solutions, from heating plant regulators to custom-developed Building Management Systems.
Our approach seamlessly integrates advanced technologies with building management to ensure an efficient and healthy living environment while maintaining user-friendly systems.

Research & Development

Driving Innovation Towards Sustainability.
We are committed to promoting innovation through dedicated Research and Development initiatives. Our in-house R&D team enables us to respond promptly to market demands with advanced solutions.
We are proud to lead the transition towards sustainable and environmentally sustainable buildings, strongly aligned with the 2030 Agenda. This commitment puts us at the leading edge of industry progress and reinforces our responsibility towards a sustainable future.

Committed to quality

We proudly operate a reference factory in Edolo (Italy), where all manufacturing occurs in Italy.
The innovative products developed by our R&D department are assembled and rigorously tested at our production facility, which adheres to lean production principles.
Our supply chain is based on European suppliers and partners, ensuring maximum reliability for both hardware and software components.
Our rigorous quality control policy guarantees that we deliver thoroughly tested and certified products to our customers, one at a time.

Fact & Figures

Approximately €20 Million Consolidated Turnover (FY2024)

60,000+
Smart building automation installations spanning Italy's residential, public administration, and private sectors.

Over 100,000 devices were produced and deployed in these years.

COSTER

Coster Product Lines
Building Automation

WebGarage – Open Integration

The Evolution of Automation and Remote Supervision for Your Facilities.
Our **WebGarage** platform represents a significant advancement in automation and remote supervision. Featuring a web-based architecture, it empowers customers to manage their systems entirely remotely.

Designed following **Haystack** standards, **WebGarage** supports and integrates the most widely used communication protocols, ensuring seamless operation.
 It can be implemented at the controller level (Linux) and operates at either the server level (Windows, Linux, or MacOSX) or in the cloud. Notably, it guarantees robust computer security through a remote connection that eliminates the need for a VPN, thus enhancing accessibility while maintaining safety.

Our licensing model offers significant advantages for stakeholders. Licenses for our systems are perpetual, featuring no expiry date and no recurring royalties, which ensures cost-effectiveness over time. Additionally, our model permits infinite simultaneous accesses, facilitating extensive usage without limitations. Customers are empowered with complete access to the programming and supervision logic of their systems, allowing them to modify and manage these parameters independently. This level of flexibility not only enhances user experience but also ensures that customers can tailor their systems to meet evolving operational needs.

Easy, Complete, Customisable
Our platform's interface is designed to be intuitive and fully customisable for mobile phones, tablets, and desktops, ensuring seamless user experiences across all devices. The database is straightforward to organise, facilitating the generation of reports, spot analyses, and graphical representations. Users benefit from a comprehensive application suite that enables complete management of all functions, providing the necessary tools to enhance operational efficiency. This commitment to user-centred design ensures our stakeholders can effectively leverage the platform to meet their specific needs.

web gar age

Why WebGarage?

WebGarage is built on the robust platform provided **by J2 Innovations, specifically the FIN Framework.**

This foundation ensures that **WebGarage** delivers exceptional performance and reliability in managing building automation systems. By utilising the **FIN Framework**, **WebGarage** leverages advanced technology to enhance functionality, streamline operations, and improve user experience. This powerful combination allows stakeholders to implement practical solutions tailored to their needs, ensuring their systems operate efficiently and effectively. With **WebGarage**, you benefit from a proven platform that supports your automation goals.

The **FIN Framework** is designed to facilitate innovative building solutions through a robust and adaptable technology infrastructure.
It stands for:

1. **Fast**: The framework enables rapid integration and deployment of building automation systems, allowing for quick implementation of innovative solutions.
2. **Intelligent**: It leverages advanced data analytics and machine learning to optimize operations, improve efficiency, and enhance user experiences within smart buildings.
3. **Networked**: The **FIN Framework** connects various devices, systems, and data sources into a cohesive network, promoting interoperability and seamless communication between different technologies.
4. **Secure:** WebGarage is built upon the FIN Framework built with Security by Design at its core. From development to deployment, cybersecurity is embedded throughout the product lifecycle.

FIN Framework also includes the support of a wide range of protocols and devices, making it suitable for diverse building environments. It also emphasises flexibility, allowing businesses to scale and adapt their innovative building solutions as technology evolves and facilitating digital transformation in the BMS.

COSTER

The Ultimate Edge Controller

The cutting-edge embedded controller for the future of smart buildings, smart devices, and IoT solutions

EHC 602

The Ultimate Edge Controller Overview:

- Advanced Management: Designed to provide superior control over IP networks and field buses.
- Powerful Architecture: Boasts a robust and adaptable structure, making it perfect for complex system integration.
- **WebGarage** Platform: Leverages the **WebGarage** platform for seamless integration.
- Versatile Communication: Equipped with multiple communication interfaces to suit various needs.

Programmable Controller

ZBC 862

The new BACnet controller makes it possible to develop BMS without limitations in terms of plant complexity.
The customer can choose whether to use the **CosterCad** tool for guided configuration or the free programming system **CosterBlock**.
Easily extended via Coster ESx modules for increased flexibility.

COSTER

Programmable Controller

We offer immediate opportunities for cost reduction, optimisation of maintenance processes, and improved forecasting and monitoring of your building's system performance.

The "Y series" Modbus controllers serve as a benchmark in the market for multi-site systems, particularly in contexts such as public buildings and medium-complexity plant engineering.
These devices are natively integrated with **CosterCad** configuration software and the **WebGarage** supervision platform, ensuring seamless operation and enhanced functionality.
This integration not only facilitates efficient management but also underscores our commitment to providing cutting-edge solutions tailored to the needs of our clients.
By choosing the 'Y series' devices, stakeholders can be assured of reliable performance and advanced technological capabilities.
And it's scalable through Coster ESx modules, offering enhanced flexibility.

Monitoring

Full Monitoring Report, Certify and Communicate
We have engineered a comprehensive range of devices that accurately capture the energy and environmental footprint of a building, measuring electricity, heat, water, temperature, humidity, pressure, and CO_2 levels.
Our high-performance wireless systems utilise LoRa 868MHz technology, ensuring minimal installation costs and reduced implementation time. These solutions perfectly fulfil the monitoring obligations mandated by current energy service contracting models. Furthermore, all our monitoring devices seamlessly integrate into the WebGarage software platform, which can be customised with analytical dashboards tailored to each customer's specific requirements. This commitment to comprehensive monitoring empowers stakeholders to manage and optimise their energy and environmental performance effectively.

COSTER

Coster Partner Program

Empowering Collaboration, Strength, Efficiency & Reliability. Together, We Achieve More

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In COSTER "**CO**" signifies collaboration and connectivity, highlighting the company's commitment to building strong partnerships and fostering an innovative ecosystem. COSTER values become partnerships that drive technology and innovation, aiming for shared growth and success within its Partner Program.

The '**STER**' in COSTER stands for strategic systems and sustainability, focusing on integrated, scalable systems and sustainable building practices. It highlights strategic technology in the real estate sector, providing access to cutting-edge technologies for digital transformation.

COSTER emphasises a strategic approach to integrating technology, offering advanced tools for mutual growth within its Partner Program.

COSTER

Why Join the Partner Program?

Cutting-Edge Technology

- Partners gain access to advanced technology for smart buildings, enabling them to provide innovative solutions for enhancing digitalisation and automation to improve performance and sustainability.
- Coster's comprehensive hardware and software solutions, combined with the partners' expertise, unlock new business opportunities.
- A proven portfolio of products to empower a seamless edge-to-cloud experience.

Strategic Partnerships

- The program fosters a strong network of collaborative partnerships, promoting mutual growth and success.
- Knowledge & Training: Coster provides dedicated support and resources to enhance partners' expertise and knowledge, ensuring reliability and trust within the network.
- Scalable Business Growth: Partners benefit from tools and strategies to boost competitiveness and drive mutual success.

Coster Partner Program provides partners with the resources, support, and network needed to thrive in the smart building industry.

Become a part of the Coster Group network today »

COSTER

We Trust in Collaboration & Partnership

The strengths key in teamwork.

In today's fast-paced and interconnected world, collaboration is a cornerstone for achieving efficiency and reliability within teams and organisations. This program explores the importance of collaboration and how Coster fosters a culture that increases productivity and trust with its Partners.

The Power of Collaboration.

Collaboration is more than just working together; it is about leveraging diverse skills, perspectives, and experiences to achieve common goals. When individuals collaborate effectively, they create a synergy that amplifies their strengths and mitigates weaknesses. This collective effort not only leads to innovative solutions but also builds a sense of community and belonging among team members.

Strength Through Unity.

The strength of a team lies in its unity. Collaborative environments encourage open communication, where ideas can flow freely and feedback is welcomed. This unity fosters resilience, enabling teams to navigate challenges more effectively. When team members support one another, they create a robust foundation that can withstand external pressures and uncertainties.

Empowerment of Individuals

Collaboration empowers individuals by giving them a voice and a stake in decision-making.
When team members feel valued and heard, they are more likely to take initiative and contribute their best efforts. Empowered individuals are more engaged and more likely to take ownership of their work, leading to higher levels of job satisfaction and retention.

Efficiency in Processes.

Efficient collaboration streamlines processes and reduces redundancies. By working together, teams can identify bottlenecks and implement solutions more swiftly. Collaborative tools and technologies facilitate real-time communication and project management, allowing teams to stay aligned and focused on their objectives. This efficiency translates into faster project completion and improved outcomes.

Reliability in Deliverables.

Reliability is a crucial aspect of any successful collaboration. When teams work together, they build trust and accountability. Each member understands their role and responsibilities, leading to consistent and dependable deliverables.
This reliability enhances the team's reputation and strengthens relationships with clients and stakeholders.

COSTER

Coster Partner Ecosystem

System Integrators

Digital Integrator Partner with Coster

OEMs

Companies that incorporate Coster Group components into their own products

ESCo Company

Companies that care about the benefits for users and for the energy system as a whole

Engineering and Design Consultants

Professionals who recommend and specify Coster Group products in their projects.

COSTER

Coster Partner Tiers

1

Essential Partner

Entry-level partners who have met basic program requirements. Access to standard product information and support.

2

Advanced Partner

Partners who have demonstrated consistent sales performance and technical expertise. Access to enhanced marketing materials, training, and support.

3

Professional Partner

High-performing partners who have achieved significant sales targets and demonstrated deep product knowledge. **Access to exclusive benefits, including joint marketing initiatives and priority support.**

4

Elite Partner

Strategic partners who have made substantial contributions to Coster Group's business. **Access to customised programs, executive sponsorship, and maximum support.**

COSTER

Coster support

Knowledge & Training

- Support and training to enhance partners' expertise.
- Training and Certification: Provide comprehensive training programs to ensure the mandatory product knowledge and technical skills.

Marketing & Sales Support

Offer marketing materials, sales tools, and joint marketing opportunities to help partners generate leads and close deals.

Technical Support

Provide dedicated technical support to assist partners with product implementation and troubleshooting.
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Incentives and Rewards

Offer competitive incentives, such as discounts, rebates, and performance-based rewards

Communication and Collaboration

Foster open communication and collaboration through regular meetings, webinars, and online resources.

COSTER

Coster Partner Program

The Coster Group Partner Program is designed to foster strong, mutually beneficial relationships with organisations that can contribute to and benefit from our products and services.

This program aims to create a robust network of partners that enhances both Coster and partner market reach, provides valuable expertise, and delivers exceptional solutions to our clients.

Coster defines success within the Partner Program by evaluating partner performance across

3 key areas:

Marketing Achievement

Technical Achievement

Sales Achievement

These factors are crucial for driving mutual growth and strengthening our partnerships.

The program features tiered classifications to establish a framework for partner progression, rewards, and scalable business growth.

Coster strongly focuses on providing quality products and services, and these principles inspire this Partner Program.

**Partner with COSTER
and lead the future of smart buildings!
Connecting Innovation,
Transforming Buildings.
Join COSTER
and redefine the future of smart buildings!**

COSTER

Sales Support
COSTER SERVICES & SUPPORT

Topic	Description	Essential Partner	Advanced Partner	Professional Partner	Elite Partner
Portolio Product Lines	Access to Coster's product portfolio	P	P-Z-Y	P-Z-Y-CW	P-Z-Y-CW
Dedicated Discount	Discount Based on Partner's commitment	%	%%	%%%	%%%%
Sales Support	Meeting with clients and supported			✓	✓
Sales Enablement Program	Dedicated training programs designed to equip partners with the knowledge and skills.	Introductory	Basic	Advanced	Advanced Plus
Localised Promotions	Run targeted promotions or discounts in specific regions to attract local customers and increase Coster brand awareness			✓	✓
Incentive Programs	Implement referral or incentive programs that encourage Partners to push Coster sales				€+

PARTNER PROGRAM COMMITMENTS

		Essential Partner	Advanced Partner	Professional Partner	Elite Partner
Sales BDM	BDM trained on Coster's Solutions			1	2
Sales Commitment	Set a baseline sales volume that partners must achieve within their first year to maintain their status	€€	€€€	€€€€	€€€€€
Webinars and Workshops	Organise events & demo about Coster's products and smart building technologies			✓	✓
Deal Registration	Fill-in the Opt. Registration Form to protect deals		✓	✓	✓

Technical Support

COSTER SERVICES & SUPPORT

Topic	Description	Essential Partner	Advanced Partner	Professional Partner	Elite Partner
Demo Kit	Coster provides Demo Kit (minimal fee charged to Partner)		✓	✓	✓
Techical Tools	**CosterCAD**		✓	✓	✓
Customer Support Resources	Dedicated support channels to assist partners with inquiries related to product features, technical specifications, and customer service.		✓	✓	✓
Technical Learning Path	Delivering technical learning paths based on the different Partner-level	✓	✓	✓	✓
Support on Projects	Dedicated Technical Team to support Partners on the larger projects				✓
Training **WebGarage** Licence	**WebGarage** platform training license for three months for hands-on insights into Coster technology			✓	✓
Early Access	Access to beta versions for the new releases of **WebGarage**				✓

PARTNER PROGRAM COMMITMENTS

Topic	Description	Essential Partner	Advanced Partner	Professional Partner	Elite Partner
Training - Introductory	Complete an introductory training program on Coster's portfolio	✓	✓	✓	✓
Training - Basic	Complete a basic training program on Coster's portfolio		✓		
Training - Advanced	Complete an advanced training program on Coster's portfolio			✓	
Training - Advanced Plus	Partners are required to complete an advanced plus training program that covers Coster's portfolio				✓
Technical Support Capability	Have a 1st level technical support team to assist customers. Min. 1 AE trained on Coster's portfolio		1	1	2
Developer Licence **WebGarage**	Purchase of a one-year developer license of 5K points			✓	✓

Marketing Support
COSTER SERVICES & SUPPORT

Topic	Description	Essential Partner	Advanced Partner	Professional Partner	Elite Partner
Content Marketing	Produce blogs, articles, or videos that explore industry trends, best practices, and innovations related to smart buildings, subtly incorporating COSTER's offerings			✓	✓
Marketing Kits	Comprehensive marketing kits that include brochures, digital assets, and presentation materials to help partners effectively promote COSTER products	✓	✓	✓	✓
Lead Generation Resources	Tools and templates for generating leads, such as email templates, landing page designs, and marketing automation software			✓	✓
Access to Case Studies	A repository of case studies that partners can use to demonstrate the effectiveness of COSTER solutions in real-world applications		✓	✓	✓
Branding Guidelines	Clear branding guidelines help partners maintain consistency in messaging and visual identity when using COSTER branding in their materials		✓	✓	✓
Networking Events	Invitations to exclusive networking events allow partners to connect with potential clients and other industry professionals			✓	✓
Coster's Partner Portal	Partners will be promoted and listed on our Partners website		✓	✓	✓
Strategic Partnerships	Collaborate with Technology Partners or organisations to create bundled offerings that feature COSTER products				✓

Marketing Support
PARTNER PROGRAM COMMITMENTS

Topic	Description	Essential Partner	Advanced Partner	Professional Partner	Elite Partner
Co-Branded Campaigns	Develop joint marketing campaigns that feature both the partner and COSTER branding, highlighting specific products and solutions				✓
Webinars and Educational Content	Regularly scheduled webinars and access to a library of educational content that partners can share with their clients to showcase industry insights			✓	✓
Social Media Promotion	Utilise social media platforms to share success stories, product updates, and industry insights that promote the COSTER brand			✓	✓
Email Marketing Campaigns	Create targeted email campaigns to reach existing and prospective clients, focusing on the advantages of COSTER's solutions			✓	✓
Case Studies and Testimonials	Develop case studies or gather testimonials from satisfied clients to build credibility and showcase successful implementations of COSTER products			✓	✓
Trade Shows and Industry Events	Participate in relevant trade shows and conferences to display COSTER solutions and network with potential customers				✓
Marketing Commitment	Ask partners to agree to promote the COSTER brand through a defined set of marketing activities			✓	✓

COSTER

How to get on board

Contact us or request a web meeting

@ **Coster.Partnership@coster.eu**

COSTER

Join the Coster community
Follow us on our social channels
and contact us personally

FOLLOW US

CERTIFICATIONS

Coster Group is certified
ISO 9001:2015.

FACTORY

Via Gen. Treboldi, 190/192
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MILAN

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Tel: +39 022722121

UK Establishment

Coster Group UK - 5 Shaftesbury Street South Sir Francis Ley -
DE23 8YH Derby . Vat no. 258198268 - EORI
GB258198268000 - Reg. Company House no. FC033989 -
BR019077

Tel: +44 (0) 1332 200555

ATT. 3 GDPR CONSENT

PARTNER MARKETING CONSENT DECLARATION
(Data Collection and Opt-in Authorisation for Coster)

As _____(name and last name) hereby confirm that as part of the partnership with Coster, any marketing activities carried out by [Partner Company Name] involving the collection of personal information and data from individuals (such as names, email addresses, phone numbers, job titles, company names, etc.) will be conducted in full compliance with applicable data protection regulations (e.g., GDPR, where applicable).

I also certify that:
1. All individuals contacted or whose data is collected during marketing activities related to the partnership will be explicitly asked to opt-in for:
   ◦ The receipt of communications from [Partner Company Name]
   ◦ The sharing and management of their personal data by Coster, for marketing and commercial purposes related to the partnership initiative.
2. A clear and transparent privacy notice will be provided to all individuals, indicating that Coster will act as a Responsible for Treatment for any data shared and will process such data in accordance with its Privacy Policy.
3. The collected data will be transferred to Coster only if and when valid opt-in consent has been obtained.
4.

By signing this document, I acknowledge my responsibility and confirm compliance with the above.

Date: _____

Company Name: _____

Representative Name (in capital letters): _____

Signature: _____