



Infineon Partner Program

Together we create and innovate for our customers' success

www.infineon.com/partners



Become a part of our thriving partner ecosystems

Together we can unleash our true potential

The Infineon Partner Program is a global ecosystem of qualified companies, who are experts in designing products, solutions or services leveraging Infineon components in five key domains: software, hardware, services, tools & end-applications.

Together, our partners and us, share expertise, develop exceptional customer solutions and jointly drive new business opportunities.

Through numerous benefits, resources and support, our mission is to provide a profitable, comprehensive and sustainable program that fosters mutual growth.

Our partners benefit from new business generation, marketing and promotions, as well as technical support and enablement.



Partnering up is an integral part of Infineon's core values

“Partnering up is not just a value at Infineon - it's a crucial part of how we operate. By working together with our partners, we create innovative solutions that benefit everyone involved. Jointly, we can push the limits of our complementing capabilities to enable a faster time-to-market and true innovation for our customers in growth areas such as energy, mobility, and IoT.”

Andreas Urschitz,
CMO Infineon Technologies



Infineon's growth areas

Together with our global partner ecosystems, we shape the market in these three key growth areas: energy, mobility and IoT.



Energy – green and efficient

Rising demand for energy, depleted natural resources, and climate change call for more efficient ways of generating, transmitting, storing, and consuming energy. Our semiconductor solutions allow energy to be created and used more efficiently. We play a major role in the journey towards a net zero world.

We make green energy happen.

Mobility – clean and safe

Today, we are facing a new era of mobility with rising expectations around electrification, automation, convenience, and reliable connectivity.

Our semiconductor solutions drive the transformation towards clean, safe, and smart mobility services across all means of transport.

We shape the future of mobility.

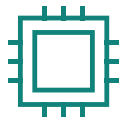


IoT – smart and secure

As the digital transformation advances, demand for intuitive, secure, and smart ‘things’ is rising across everything from buildings and homes to factories and cities. Our semiconductor solutions make connected ‘things’ context-aware, intelligent, energy-efficient, and secure.

We make IoT work.

Let's create and commercialize joint solutions in five domains



Hardware

Partners manufacturing electronic components, boards, modules & turnkey solutions

... jointly we create and commercialize value-added solutions, while reaching new buyers



Software

Partners programming various types of software, algorithms & operating systems

... jointly we enhance our portfolio with complementary components and expand technology know-how



Tools

Partners designing computer programs for the development of embedded systems

... jointly we enable a complete and immersive development experience for customers



Services

Partners providing cloud & engineering services, application support or trainings

... jointly we build-up engineering capabilities and offer it to a world-class customer network



End application

Partners creating end-products & related applications

... jointly we provide customers with state-of-the-art solutions and innovative use-cases





Why partner with Infineon?

Infineon is a global industry leader and innovator that offers numerous benefits, resources and support in four key areas to jointly drive new business opportunities.



Work with an industry leader

Develop side by side with a credible partner and technology leader



Accelerate the business

Grow by gaining access to global markets and sales channels



Extended marketing reach

Benefit from a wide range of promotional channels and activities



Gain valuable resources

Profit from state-of-the-art products, trainings and marketing support

How to become part of the Partner Program?

In five simple steps



Together we win!

Want to join the Infineon
Partner Ecosystem?

Contact us

Explore our partner testimonials
#PowerfulPartnerships

Partner testimonials

What are the benefits?



Associated partners offer knowledge and solutions for specific Infineon products to generate new business.



Preferred partners provide enhanced market access and offerings based on various Infineon products and application experience.



Premium partners enable significant access to business opportunities and have an extensive know-how and portfolio offering based on Infineon components.

Our partner benefit from a wide range of promotional activities and valuable resources

New Business Opportunities and Joint Commercialization		Associated	Preferred	Premium
Partner recommendation to Infineon customer base		✓	✓	✓
Promotion of jointly developed/offered solutions		Selected	✓	✓
Joint exploration of new business ideas		Selected	✓	✓
Promotion of Partner solution/offering to Infineon Sales channels (partner-related value proposition documents)		Selected	✓	✓
Link-up with production partners for prototyping and ramp-up		Selected	✓	✓
Opening up relevant Infineon customer project opportunities to Partner		–	✓	✓
Marketing and Promotion		Associated	Preferred	Premium
General	Use of Infineon's logo and Partner Program signet	✓	✓	✓
	Use of "Powered by Infineon" trademark for selected incorporated products	✓	✓	✓
Social Media & Newsletter	Partner solution/offering promoted in online marketing channels (e.g. Youtube, LinkedIn, Facebook, WeChat, etc.)	Selected	✓	✓
	Partner highlighted in Infineon's newsletters	Selected	✓	✓
Infineon Events & Tradeshows	Partner invitation to relevant partnership conferences and/or innovation events	Selected	✓	✓
	Partner solution/offering showcase at relevant tradeshows and/or Infineon sponsored external events	Selected	Selected	✓
Webpage	Partner profile listed in partner section on Infineon's website	✓	✓	✓
	Partner activities are listed in partner news section on www.infineon.com	Selected	✓	✓
	Display of partner solution/offering on www.infineon.com and/or relevant specialized programs	Selected	✓	✓
	Dedicated partner webpage on www.infineon.com	✓	✓	✓
Media Relations	Market News/Press Release of partnership activities	Selected	Selected	✓
	Internal promotion of Partner solution/offering (e.g. publications, articles, etc.)	Selected	Selected	✓
Advanced	Production of cobranded collaterals (e.g. Pens, note pads for fairs and events, etc.)	–	–	Selected
	Marketing development fund for production of promotions and trainings	–	–	Selected
Technical support, Know-how and Enablement		Associated	Preferred	Premium
Access to available product and application trainings		✓	✓	✓
Access to Infineon's understanding of market and customer needs		Selected	✓	✓
Priority access to product marketing relevant content		Selected	✓	✓
Priority access to product and application experts and know-how		Selected	✓	✓
Joint (technical) solution development		Selected	✓	✓
Dedicated partner manager assigned		–	✓	✓
Meet-and-greets with Infineon Management		–	–	✓
Access to technical roadmaps		–	–	Selected
Offering Infineon premises for test-bedding products/solutions and/or access to R&D resources (e.g., innovation lab, testing, etc.)		–	–	Selected

Remark: Infineon reserves the right to exclude benefits for partners who are also Infineon's competitors

You may also profit from our startup co-innovation program
or Silicon Valley Innovation Center

Startup co-innovation program

Silicon Valley Innovation Center

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