

Serstech Project Protection Policy

Background and Purpose

Serstech's policy is to never sell direct to an end-customer, i.e. to never compete with and always be faithful to our partners. Since Serstech does not offer exclusive partner agreements, there is a risk that more than one partner bids on a tender. To protect partners that have spent time and effort to create a demand and to get a tender specification written in a favorable way, Serstech offers project protection. The intention is to protect partners that have done the work from opportunists who place bids on already published tenders.

Project protection is generally only granted before tenders are published, since the protection is intended to be provided for those partners who have worked with the customer long before the tender publication date.

Serstech will not provide quotes or order confirmations to any other partners for projects that have project protection in place.

Requirements to Get Project Protection

It is only possible to get protection for specific projects, i.e. it is not possible to get a general protection for a customer. Registered partners cannot get project protection.

To get project protection, you need to

1. Be an Authorized partner,
2. Have at least one demo instrument,
3. Have participated in training sessions with Serstech, and
4. Continuously and proactively communicate your activities to Serstech

To get protection, you need to specify at least

1. Customer name,
2. Customer organization and buyer within that organization,
3. Project description,
4. Expected purchase date,
5. Number of units, and
6. Next steps

Project protection lasts six months but can be extended based on updated project protection requests.

How to Secure Project Protection

Send an email with the above information to your Serstech contact.