



NEXT UP!

Partnerskap i fokus

JOEL JOELSEN, KEY ACCOUNT MANAGER

PLAYIPP
DIGITAL
SIGNAGE
2025 *Summit*

Commercial team



Marius Müller
Sales Director

Main contact regarding our partnership which includes creating conditions for us to thrive.



Yasmin Lindström
Partner Marketing Manager

Contact me for:
Support with trade shows,
customer cases or other
joint activities.



Edita Khachatryan
Sales Executive



Joel Joelsen
Key Account Manager



Kenneth Hauge
Sales Executive



Marius Borgersrud
Commercial & Strategic
Product Lead

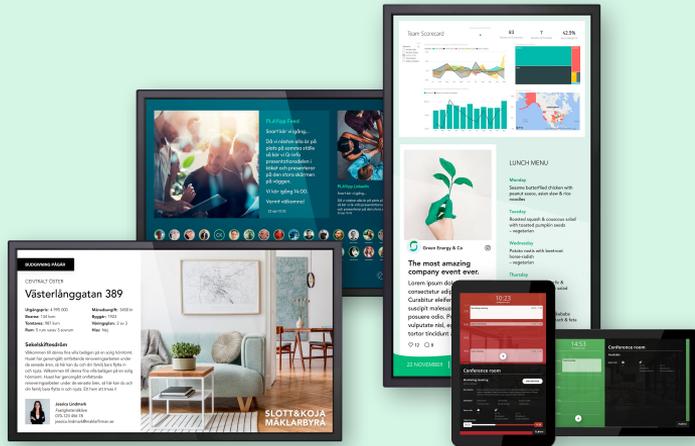
Our ambition

Become a **clear** **segment leader** in Norway



Become a clear segment leader in Norway

Build a strong market position and increase sales in 2025/2026



- ✓ Expand the partner channel with new strategic collaborations
- ✓ Continuously build competence and expertise with partners.
- ✓ Strong presence on SoMe with relevant content to increase visibility and awareness
- ✓ Actively participate in customer meetings and events together with partners
- ✓ Continue to promote PLAYipp through customer stories and references

Sales support

- Access to Partnership Knowledge Base
- Dedicated Partner Account Manager
- Extended sales team, including:
 - ◆ Presale - tech & security
 - ◆ Sales
 - ◆ Customer success



Accelerate growth **through** **partners**



How?

- Target list
- Existing customers
- New customers