

Ignition Guide

Ignition![®]

Technology Ecosystem Program

Guide for Participating Technology Providers



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Welcome

Welcome to the Ignition Technology Ecosystem Guide!

The goal of the Ignition Technology Ecosystem program is to make it easier to help Ignition users discover complementary third-party technologies to extend and expand their system. This Technology Ecosystem Program Guide is your handbook to our policies, procedures, as well as resources that Inductive Automation offers to assist with your success as a Technology Provider in the Ignition Technology Ecosystem Program. We look forward to working with you in our joint efforts to help more people discover the benefits of both of our companies' technologies.

Best Regards,

David Grussenmeyer

Ecosystem Development Manager



Purpose & Benefits

The Ignition Technology Ecosystem program aims to help Ignition users easily find complementary third-party technologies to enhance their systems by connecting them with selected technology providers. We do this by cultivating productive relationships with companies whose solution and service offerings pair well with Inductive Automation's Ignition platform. The program has varying levels of membership, allowing for increased benefits and collaboration depending on your company's particular membership level. Our relationship aims to broaden awareness of each company and find mutually beneficial co-marketing activities that help each company tell our "better together" story to our collective audience.

Why should companies work with Technology Ecosystem Program members?

By working with companies in the Ignition Technology Ecosystem, you gain:

- **Confidence:** All ecosystem companies meet specific criteria to ensure compatibility with Ignition.
- **Innovation:** Access to a range of solutions that extend Ignition's capabilities to meet your unique needs.
- **Expertise:** Collaborate with certified professionals who know Ignition inside and out.

When your company chooses to work with members of the Ignition Technology Ecosystem Program, you are not just using a product—you are joining a thriving community of innovators dedicated to your success.

Legal

Policies

[Brand Usage Policy](#)

[Technology Ecosystem Program Agreement](#)

Membership agreement to outline the relationship between Inductive Automation and your company.

Communication and Management

The Technology Ecosystem Program points of contact listed below can be used as a resource for all aspects of program communication. Video chat through Google Meet or Microsoft Teams is the preferred method of communication but can be adjusted based on needs.

Technology Ecosystem Program Points of Contact

Position	Name	Email
Ecosystem Development Manager	David Grussenmeyer	dgrussenmeyer@ia.io
Ecosystem Co-Marketing Manager	Azra Burden	aburden@ia.io
Ecosystem Development Coordinator	Kylie Cukjati	kcukajti@ia.io

Membership Types

The Technology Ecosystem Program consists of four levels: Registered Tech Provider, Verified Tech Provider, Gold Tech Provider, and Premier Tech Provider. Each level has specific requirements and benefits associated with them. All promotions are subject to the approval of the Technology Ecosystem Program Manager, who reserves the right to deny any promotion application.

Registered Tech Provider (Level 1) - Companies taking their first steps into the Ignition Tech Ecosystem, aligning their solutions with Ignition and demonstrating initial value.

- Requirements:
 - Submit a “better together” story or proof of value (e.g., customer success or proof of concept)
 - Use Ignition branding and link back to the Ignition website
 - Minimum 6 months in this level
- Benefits:
 - Basic listing on the Ignition Tech Ecosystem page with up to 4 approved resources
 - Periodic check-ins with a dedicated point of contact

Verified Tech Provider (Level 2) - Companies that demonstrate their commitment to Ignition through validated contributions that enhance the ecosystem and benefit users.

- Requirements:
 - Be a Registered Tech Provider (level 1) for at least 6 months.
 - Contribute validated products or resources
 - Self-Validated Hardware submissions

- 3rd Party Module
 - Ignition Exchange Resources
 - Published Integration Guides
- Annually produce at least one piece of marketing content focused on the joint-solution value proposition that is approved by IA
- Benefits:
 - Enhanced listing with a “Verified” badge on the Tech Ecosystem page
 - Potential co-marketing opportunities with IA
 - ICC exhibiting discount (5%)

Gold Tech Provider (Level 3) - Trusted companies actively contributing to Ignition’s growth by supporting users and working alongside Inductive Automation on ecosystem initiatives.

- Requirements:
 - Be a Verified Tech Provider (level 2) for at least 6 months
 - Maintain at least one Ignition Core Certified staff member
 - Produce at least one case study focused on the joint solution (public-facing) approved by IA.
 - Meet Verified-level contributions annually
- Benefits:
 - Enhanced listing with a “Gold” badge and priority placement on the Tech Ecosystem page
 - Annual strategy to align on market opportunities
 - ICC exhibiting discount (10%)

Premier Tech Provider (Level 4) - The top-tier companies in the Ignition Tech Ecosystem, recognized as leaders within the Ignition Ecosystem. Premier Tech Provider has a proven track record of delivering innovative solutions, empowering users, and collaborating on major initiatives.

- Requirements:
 - Be a Gold Tech Provider for at least 12 months
 - Demonstrate a unique Ignition-powered solution that addresses critical customer challenges and that is accepted by IA
 - Provide three customer success stories (minimum one public-facing) that are accepted by IA
 - Deliver two joint-solution centric marketing efforts per year (e.g., conference session, content piece, case studies)
- Benefits:
 - Top placement on the Tech Ecosystem page and a dedicated page on IA’s website
 - Inclusion in high-profile co-marketing campaigns
 - ICC exhibiting discount (15%)

- Recognition as a leading contributor to the Ignition Ecosystem with exclusive technical and marketing support

Marketing

Website Requirements

All Technology Ecosystem Program members are required to list Inductive Automation, its logo and website link on the member's website appropriately and in accordance with the [Brand Usage Guidelines](#).

All Technology Ecosystem Program members will be, at minimum, added onto the Inductive Automation's Technology Ecosystem Program page along with the following information:

- **Company Name**
- **Company Logo**
 - Horizontal, SVG preferred (or PNG w/ transparent background; at least 1000x1000px)
- **Technology Classification:** Analytics, Cloud Services, Cybersecurity, Edge, Hardware, Software
 - Can select multiple
- **Company Description** (400 characters max)
- **Our Joint Solution/our “better together” story** (400 characters max)
- **Link to Company Website**
- **Up to 4 additional links**
 - Examples of additional links: product page, case study, white paper/sell sheet, joint marketing materials, podcast, webinar, etc.

Co-Branded Marketing

Inductive Automation is available to collaborate with and support Technology Ecosystem Members as needed and can help promote the co-branded content through social media (such as LinkedIn), and/or other appropriate channels.

All co-branded marketing materials are to be reviewed by Inductive Automation prior to publication. Please submit your ideas and/or marketing materials to the Technology Ecosystem Program Manager for review.

Colors / Logos

Technology Ecosystem Program members are authorized to use the Inductive Automation logos, colors, and language in accordance with IA's [Brand Usage Guidelines](#).

Trial License

Technology Ecosystem Program members are welcome to request an Ignition temporary trial license for demonstration or development purposes. Please contact the Technology Ecosystem Program manager to request a trial license and include the following information:

- Reason for request
- Length of trial (the default trial period is 30 days; other time periods are available upon request and approval)
- Which modules to include in the license

Self-Validation & Ignition Pre-Imaging (Hardware Members)

Technology Ecosystem Program members can pre-install Ignition onto their products if they have met the following criteria:

- Each device has gone through the [complete self-validation process](#)
- Keep a list and associated documentation of all devices that have completed the self-validation process and [provide updates as necessary](#)
- Any sort of advertising of Ignition coming pre-installed (Ignition-Ready) on devices follows our [Brand Usage Guidelines](#)
 - *Note: any use of Ignition logos on product pages must explicitly state **“License sold separately”***

Inductive Automation reserves the right to audit any self-validation documentation at any time. If a tech provider is found to be outside of compliance with the Self-Validation process and guidelines, they may be subject to removal from the Technology Ecosystem Program.

Participant Directory

A primary benefit of the Technology Ecosystem Program is to provide the Ignition community with a directory of qualified tech providers who offer complementary solutions. Customers are encouraged to review and select the members they'd like to work with to help provide best-in-class service and products. Technology Ecosystem Program members are able to review Inductive Automation-registered integrators through the [Find an Integrator](#) tool of the IA website.

Please note:

- Inductive Automation can provide introductions to a specific tech provider should a customer request it

- Inductive Automation does not agree to participate in any form of lead quotas
- Inductive Automation does not require Technology Ecosystem Program members to meet any lead quotas
- Event attendee list sharing is not guaranteed and is determined on a per-event basis

Helpful Links

Inductive Automation [Website](#), [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#)

Ignition Software Download Click *Skip form and download directly* to omit contact information.

Ignition Online Demo

Inductive University Free, self-paced online training.

Solving SCADA Pain Points Guiding platform principles.

Inductive Automation Resources Articles, videos, and webinars.

Case Studies and **Customer Projects**

Find an Integrator Tool

Ignition Community Conference (ICC) Annual in-person conference in Folsom, CA.

Ignition Exchange Share reusable Ignition resources with the global community.

Inductive Automation Online Forum Free community collaboration platform.

Inductive Automation Privacy Policy

Inductive Automation YouTube Channel Ignition-related video series:

- **What is Ignition?** Playlist that introduces Ignition, the Exchange, architectures, demo, and industry basics (HMI, SCADA, PLCs, OEE, MQTT, IIoT, etc).
- **Industry Standards** Covers: Industry 4.0, Security, and Digital Transformation.
- **Implementing MQTT in Ignition** Great series from Arlen Nipper (Co-inventor of MQTT) and Inductive Automation staff on MQTT and Ignition.
- **Design Your HMIs Like A Pro** Introduction to the Ignition Exchange, mobile design principles, data structures, migrating projects, reusable design, reporting, alarming, navigation strategies, and more.