

UR+ Profile

Partner & Product



Scope

Thank you for your interest in becoming a part of the UR+ Ecosystem! This document will accompany you on throughout the UR+ Process.

- Section [1. UR+ Certification Process](#), gives a description of the UR+ process and the 5 stage gates.
- Section [2. UR+ Partner Profile](#) is a form for Partners to describe their company.
- Section [3. UR+ Product Profile](#) is a form for each Product launched on UR+.

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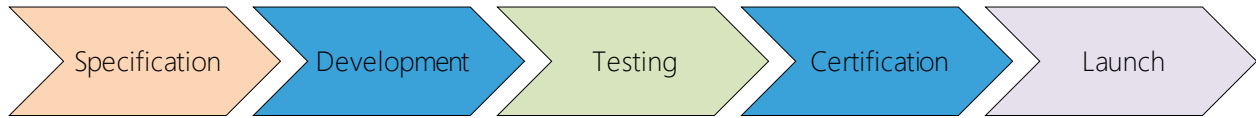
Instructions

Return this form to your UR+ Contact.

- The colors in [section 1.1](#) correspond to the stage gate when information is due.
- For new Partners, complete the [Partner Profile](#) and sections [3.1](#), [3.2](#), [3.3](#) to start the UR+ process.
- To submit a product for Testing, ensure sections [3.1](#) through [3.7](#) are completed.
- To Launch a product after Certification, finish the [Product Profile](#) and note the Deliverables.

1. UR+ Certification Process

1.1. UR+ Stage Gates



The colors of stage gates 1, 3, & 5 correspond to when information fields are due to be returned to UR.

1.2. Key Milestones

✓ Commercial Scoping

Meet with you the UR+ Ecosystem Manager in your region to discuss business, marketing, sales, services, and product ideas. The objective of the meeting is to agree on expectations and establish a go-to-market strategy.

✓ Technical Specification

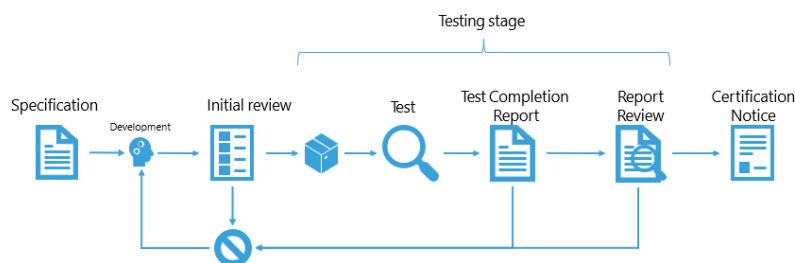
The UR+ engineering team will do a deep dive to understand your UR+ product, define a development strategy, and set expectations for UR+ Testing.

✓ Development

Finalize Bill-of-Materials, develop URCap plugin for the Universal Robots, and generally put the pen to paper. Development is typically the longest in the process. Prior experience in Java will help, but UR can introduce you to competent third-party consultancies to help write URCaps.

✓ Testing & Certification

UR+ engineering teams conduct testing with your product. Testing may take several iterations, but upon success, you are given a UR+ Test Completion Report.



✓ Launch

The UR+ Ecosystem Manager will be in contact to finalize marketing and sales materials before launch. You should update and revise the Partner Profile and Product Profile. You can now use the UR+ Certified Logo!



2. UR+ Partner Profile

2.1. Company Information

Company Name	
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The branded or common name of the company.

About Partner Webpage	
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The URL of the company's About page.

Business Phone	
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Main Phone # of company, including country code.

Industries	
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What industries is the product aimed at? Examples: Plastics & Polymers, Aerospace & Defense, Medical Device, Semiconductor, Construction, Woodworking, Metal Fabrication

VAT #	
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The value added tax identification number.

2.2. Company Address

Street Address	
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City	
------	--

State/Province	
----------------	--

ZIP/Postal Code	
-----------------	--

Country/Region	
----------------	--

2.3. Legal Information

Legal Company Name	
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The name of the company as it will appear in legal documents.

Origin of Incorporation	
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The state and country in which the company was originally founded.

Legal Address	
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The official address in the partner's state of legal residence.

Authorized Signatory Name	
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The full name of the person with legal authority to complete and sign documentation.

Authorized Signatory Email	
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The email address at which to contact the Authorized Signatory.

Republish Rights	
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Do you own and/or have rights to use and to have UR republish all media submitted in connection with this document?

2.4. Software Development Experience

Do you have in-house experience in Java, Python, or Javascript?	
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Interested in 3 rd party consultants to aid in URCap Development?	
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2.5. Company Size

These questions help us understand your size and growth.

How many employees do you have?	
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How many employees are in Marketing?	
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How many employees are in Sales and Service?	
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How many employees are in Product Management, Engineering, or R&D?	
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2.6. Marketing

What is your ~monthly website traffic?	
What are your typical tradeshow?	
Do you host inhouse events?	
Do you broadcast a regular newsletter?	
Do you use organic or paid social media?	

2.7. Social Media Accounts

List the accounts names (handles) & the number of followers for each of your social media accounts.

LinkedIn account		# LinkedIn followers	
Instagram account		# Instagram followers	
Facebook account		# Facebook followers	
YouTube account		# YouTube subscribers	
Twitter account		# Twitter followers	
Wechat account		# Wechat followers	
Weibo account		# Weibo followers	

2.8. Additional Company Services

List the services that help your company win business, beyond UR+ products. This helps UR promote your company in other ways.

Are you a Universal Robots Certified System Integrator (UR CSI)?	
Do you offer proof-of-concept testing for customers?	
Do you offer customizations, turn-key projects, or non-recurring engineering?	
Do you offer live, in-person sales demonstrations?	
Do you offer field services visits? What is your typical response time?	
What <i>other</i> company services would you like to promote on UR+?	

3. UR+ Product Profile

3.1. Product Information

The basic product information that is required to start the UR+ process. Return to your UR+ Contact.

Product name	
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Public commercial name of UR+ Product: (avoiding the words Universal Robots, UR, and Kit)

Search Engine Description	
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The one sentence description that appears under search engine results, for example Google. Also displayed on UR+ Product thumbnails on the UR+ Showroom.

Product Webpage	
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The URL of the dedicated UR-specific landing page on the Company's website. Should host the datasheets, manuals, & latest URCap.

Request a Quote Email	
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The email alias at the Partner to receive leads and requests for information from the UR+ website. It is recommended to use an alias specific to UR, example: cobots@company.com

Request Support Email	
-----------------------	--

The email alias at the Partner when a customer has a technical question.

Estimated Price	
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The average, rough estimate price of the product. Integer number, in USD.

Lead Time	
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The average time from when an order is placed to when the customer will receive the product.

Project Start Date	
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The date this form is completed.

Expected Completion Date	
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The goal date to launch the UR+ Product

3.2. Main Commercial Contact

The Sales, Marketing, or Product Manager responsible for the UR+ Product and the commercial relationship with Universal Robots. Not displayed on the UR+ Showroom.

Commercial Contact Name	
Commercial Contact Job Title	
Commercial Contact Email	
Commercial Contact Mobile Phone	
Commercial Business Phone Extension	

3.3. Main Technical Contact

The Engineering contact that is primarily responsible for the mechanical, electrical, and software development of the UR+ products. Not displayed on the UR+ Showroom.

Technical Contact Name	
Technical Contact Job Title	
Technical Contact Email	
Technical Contact Mobile Phone	
Technical Business Phone Extension	

3.4. Robot Compatibility

Choose the robot arm sizes and robot control box versions that are compatible with your UR+ product. Selections are approved by the UR+ team prior to launch, reviewed periodically post-launch, and displayed on the UR+ Showroom.

<input type="checkbox"/> UR3	<input type="checkbox"/> UR10
<input type="checkbox"/> UR3e	<input type="checkbox"/> UR10e
<input type="checkbox"/> UR5	<input type="checkbox"/> UR16e
<input type="checkbox"/> UR5e	<input type="checkbox"/> URSim

3.5. Bill-of-Materials / What's in the Box?

List the Bill of Materials (BOM) of the product, which should answer the question “*What’s in the Box?*” for the customer. The complete BOM will be submitted for validation during UR+ testing and displayed on the UR+ Showroom.

	Part Number	Part Name	Part Description
1			
2			
3			
4			
5			
6			
7			
8			
9			

3.6. Software Information

List the UR Polyscope version required, URCap release version, and any other vendor proprietary software that is used, including PC Software. Describe the function and usage. This is displayed on the UR+ Showroom

	Software Name	Software Release	Software Description
Polyscope			
URCap			
1			
2			
3			
4			
5			
6			
7			

3.7. Filtering and Tagging

Choose the Applications & Product Categories that are applicable to your UR+ product. A selection is not required. Selections are approved by the UR+ team prior to launch, reviewed periodically post-launch, and displayed on the UR+ Showroom.

Applications

<input type="checkbox"/> Assembly - Inserting
<input type="checkbox"/> Assembly - Nut Driving
<input type="checkbox"/> Assembly - Riveting
<input type="checkbox"/> Assembly - Screwdriving
<input type="checkbox"/> Dispensing - Glue
<input type="checkbox"/> Dispensing - Sealant
<input type="checkbox"/> Finishing - Cleaning
<input type="checkbox"/> Finishing - Polishing
<input type="checkbox"/> Finishing - Sanding
<input type="checkbox"/> Handling - Bin Picking
<input type="checkbox"/> Handling - Packaging
<input type="checkbox"/> Handling - Palletizing
<input type="checkbox"/> Other - Education
<input type="checkbox"/> Quality - Inspection
<input type="checkbox"/> Quality - Measuring
<input type="checkbox"/> Quality - Testing
<input type="checkbox"/> Removal - Cutting
<input type="checkbox"/> Removal - Deburring
<input type="checkbox"/> Removal - Grinding
<input type="checkbox"/> Tending - CNC
<input type="checkbox"/> Tending - Injection Molding
<input type="checkbox"/> Tending - Press
<input type="checkbox"/> Welding - Brazing
<input type="checkbox"/> Welding - MIG
<input type="checkbox"/> Welding - Soldering
<input type="checkbox"/> Welding - TIG

Product Categories

<input type="checkbox"/> 2D Camera
<input type="checkbox"/> 3D Camera
<input type="checkbox"/> Cable Extensions
<input type="checkbox"/> Cable Guidance
<input type="checkbox"/> Connectivity
<input type="checkbox"/> Control Boxes
<input type="checkbox"/> Conveyors
<input type="checkbox"/> External Axis Motion
<input type="checkbox"/> Flexible Feeding Systems
<input type="checkbox"/> Force/Torque Sensors
<input type="checkbox"/> Gripper - Concentric
<input type="checkbox"/> Gripper - Electric
<input type="checkbox"/> Gripper - Magnetic
<input type="checkbox"/> Gripper - Parallel
<input type="checkbox"/> Gripper - Pneumatic
<input type="checkbox"/> Gripper - Soft
<input type="checkbox"/> Gripper - Vacuum
<input type="checkbox"/> Industrial Protocols
<input type="checkbox"/> IO Modules
<input type="checkbox"/> Machine Door Opener
<input type="checkbox"/> Machine Interfaces
<input type="checkbox"/> Mobile Robot
<input type="checkbox"/> Mounting
<input type="checkbox"/> PC Software
<input type="checkbox"/> Protective Covers
<input type="checkbox"/> Safety Device
<input type="checkbox"/> Tool Changers
<input type="checkbox"/> URCap Software
<input type="checkbox"/> User Input Devices
<input type="checkbox"/> Vises
<input type="checkbox"/> Workcell Alignment

3.8. Showroom Text

Detailed Description	
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A few paragraphs of text describing the product and the problems it is solving. The last sentence should be a clear call-to-action. No bullet points or links. This is the primary text displayed on UR+ Showroom product pages.

Features	
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A bullet point list of short phrases explaining the distinct or unique features of the product.

How Does it Work?	
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Include a paragraph or two explaining the answer to the question "How Does It Work?", including setup & operation process.

Social Media Launch Text	
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A draft of the Social Media post to introduce the new product. Should combine elements from the Detailed Description, Features, and How Does it Work section. (between 200 and 250 characters)

Dimensions	
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What are dimensions of shipment box? What is the product's length, width, and height? Optionally, provide the center-of-gravity (COG), tool center point (TCP), payload, stroke, etc.

Dependencies	
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Does the product have software or hardware dependencies to run, e.g. sensors, compressed air, electrical, etc.?

Certifications & Standard	
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Is your product compliant with any certifications and industry standards? Such as; CE, UL, ISO, etc.

License	
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How is this product licensed? One-time purchase, annual subscription, etc.

Search Engine Keywords	
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Comma-delimited keywords for search engine indexing.

3.9. Regional Availability

Select the countries where the UR+ Product will be launched and available for sale. *UR+ Partners must have a presence in the region, able to sell products in the local currency, support the product, and have reasonable lead times.* Selections are approved by the UR+ team prior to launch, reviewed periodically post-launch, and displayed on the UR+ Showroom.

<u>Country</u>	<u>Region</u>
<input type="checkbox"/> USA	North America
<input type="checkbox"/> Canada	North America
<input type="checkbox"/> Brazil	Central & South America
<input type="checkbox"/> Argentina	Central & South America
<input type="checkbox"/> Peru	Central & South America
<input type="checkbox"/> Colombia	Central & South America
<input type="checkbox"/> Chile	Central & South America
<input type="checkbox"/> Mexico	Central & South America
<input type="checkbox"/> Germany	Western Europe
<input type="checkbox"/> Austria	Western Europe
<input type="checkbox"/> Netherlands	Western Europe
<input type="checkbox"/> Belgium	Western Europe
<input type="checkbox"/> Switzerland	Western Europe
<input type="checkbox"/> Luxembourg	Western Europe
<input type="checkbox"/> United Kingdom	Northern Europe
<input type="checkbox"/> Denmark	Northern Europe
<input type="checkbox"/> Sweden	Northern Europe
<input type="checkbox"/> Finland	Northern Europe
<input type="checkbox"/> Iceland	Northern Europe
<input type="checkbox"/> Ireland	Northern Europe
<input type="checkbox"/> Norway	Northern Europe
<input type="checkbox"/> France	South Europe
<input type="checkbox"/> Greece	South Europe
<input type="checkbox"/> Italy	South Europe
<input type="checkbox"/> Portugal	South Europe
<input type="checkbox"/> Malta	South Europe
<input type="checkbox"/> Spain	South Europe
<input type="checkbox"/> Israel	South Europe
<input type="checkbox"/> Turkey	South Europe
<input type="checkbox"/> Qatar	South Europe
<input type="checkbox"/> Saudi Arabia	South Europe
<input type="checkbox"/> Oman	South Europe

<u>Country</u>	<u>Region</u>
<input type="checkbox"/> UAE	South Europe
<input type="checkbox"/> Bulgaria	Eastern Europe
<input type="checkbox"/> Croatia	Eastern Europe
<input type="checkbox"/> Czech Republic	Eastern Europe
<input type="checkbox"/> Hungary	Eastern Europe
<input type="checkbox"/> Poland	Eastern Europe
<input type="checkbox"/> Romania	Eastern Europe
<input type="checkbox"/> Slovakia	Eastern Europe
<input type="checkbox"/> Slovenia	Eastern Europe
<input type="checkbox"/> Belarus	Russia & Baltic
<input type="checkbox"/> Estonia	Russia & Baltic
<input type="checkbox"/> Georgia	Russia & Baltic
<input type="checkbox"/> Lithuania	Russia & Baltic
<input type="checkbox"/> Russia	Russia & Baltic
<input type="checkbox"/> Latvia	Russia & Baltic
<input type="checkbox"/> Australia	Oceania
<input type="checkbox"/> New Zealand	Oceania
<input type="checkbox"/> Malaysia	South East Asia
<input type="checkbox"/> Indonesia	South East Asia
<input type="checkbox"/> Philippines	South East Asia
<input type="checkbox"/> Singapore	South East Asia
<input type="checkbox"/> Thailand	South East Asia
<input type="checkbox"/> Vietnam	South East Asia
<input type="checkbox"/> India	South Asia
<input type="checkbox"/> Sri Lanka	South Asia
<input type="checkbox"/> Bangladesh	South Asia
<input type="checkbox"/> Japan	North East Asia
<input type="checkbox"/> South Korea	North East Asia
<input type="checkbox"/> China Mainland	Greater China
<input type="checkbox"/> Hong Kong	Greater China
<input type="checkbox"/> Macau	Greater China
<input type="checkbox"/> Taiwan	Greater China

3.10. Final Deliverables

Select each deliverable when it has been completed.

Product Images

Minimum 4 images clean image of the product, 1200x1200px, 92 DPI

Screenshots

Minimum 2 high-res screenshots of the URCap and/or PC Software.

Logo

Product or Company logo, 300x100px, 92 DPI

Image File Types

All images saved as .PNG filetype with transparent/removed background, cropped to content with no whitespace / border

Image File Names

Filenames in the order they should appear with the intended use. Example: *1_Main_Product_Image.png* in the first carousel position.

Video File Type

.MPEG4 filetype

Video Length

Between 30 seconds and 5 minutes.

Documentation

Datasheets, Sales Brochures, User Manuals, Installation Manuals

URCap

Latest release, compressed in .ZIP