



# The Mobile Robot Company

Knowledge Center — Partner Types · 2026-08-04

<https://info.mobilerobot.com/partners/program/partner-types>

# Partner Types

The Mobile Robot Company's channel is built from three partner profiles: **distributors**, **integrators**, and **service partners**. Qualified organizations of all three kinds can apply, country by country, to [join the global network](https://info.mobilerobot.com/partners/program/why-partner-with-us/) (<https://info.mobilerobot.com/partners/program/why-partner-with-us/>).

## Three profiles, one program

Rather than running separate tracks, the [program](https://info.mobilerobot.com/partners/program/program-overview/) (<https://info.mobilerobot.com/partners/program/program-overview/>) applies one set of expectations to every partner. Whether an organization primarily resells material-handling equipment, integrates automation into customer processes, or services fleets in the field, it participates in the same [customer journey](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>): demonstration, trial, purchase, and after-sales service.

The relationship is non-exclusive at partner level, so multiple partners can operate in the same market. Protection comes from customer registration rather than territory — see [Roles and Responsibilities](https://info.mobilerobot.com/partners/program/roles-and-responsibilities/) (<https://info.mobilerobot.com/partners/program/roles-and-responsibilities/>).

## What every partner does

All partners are expected to:

- maintain at least one physical experience center where customers can try the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) hands-on;
- keep product in stock for immediate fulfillment;
- offer the full range of products and services, including paid trials and after-sales contracts;
- employ field-service technicians with current product training;
- appoint an internal product Champion as the resident expert and main contact;
- take part in proactive, recurring business planning with the company.

The full list is on [Requirements](https://info.mobilerobot.com/partners/program/requirements/) (<https://info.mobilerobot.com/partners/program/requirements/>).

## A complementary core business

The program looks for organizations whose primary business naturally complements the robots — for example manual fork-truck businesses or automated-material-handling businesses. The J1600 is a dual-mode vehicle that behaves like a conventional electric pallet jack in manual mode, so companies that already sell, integrate, or service material-handling equipment can fold it into their existing offering, sales motion, and service organization. See [Dual Mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>).

## Applying

[Applications are handled by country](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), and the network is actively expanding. Read [Who We Are Looking For](https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/) (<https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/>) and follow the [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>), or [contact the partner team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>), directly.