



# The Mobile Robot Company

Knowledge Center — Program Overview · 2026-08-04

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

# Program Overview

The Mobile Robot Company sells the [J1600 self-driving pallet jack](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) through an international network of distributors, integrators, and service partners. This page explains how that channel works: what partners do, what the company does, and how the two sides share the customer relationship.

## A partner-led route to market

The company publishes [end-user list prices](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>) and lets customers request demonstrations, trials, and purchases online, but it does not sell robots directly to end users. Every customer inquiry is routed to a partner, who owns the local relationship from first demonstration through after-sales service.

By June 2026 the company had distributor partnerships in eight countries, and the network continues to expand. Partnerships are established country by country — see [Country Availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>).

## Division of work

| Partners deliver                                              | The company provides                             |
|---------------------------------------------------------------|--------------------------------------------------|
| Local demonstrations at an experience center or customer site | Robots, spare parts, and software                |
| Two-week paid trials                                          | Technical support and training                   |
| Sales and customer ownership                                  | Marketing materials and customer handouts        |
| Installation and deployment                                   | Company-generated leads                          |
| Field service and after-sales support                         | Joint business planning and co-marketing support |

The service model is deliberate: partners keep the revenue from local human services such as installation, on-site support, and service agreements, while the company supplies parts, software, and paid engineering support to the partner. See [Roles and Responsibilities](https://info.mobilerobot.com/partners/program/roles-and-responsibilities/) (<https://info.mobilerobot.com/partners/program/roles-and-responsibilities/>).

## The customer journey

The [go-to-market model](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>) is a four-step, low-risk customer journey:

1. **Demo** — 30 to 60 minutes of hands-on use at an experience center or customer site.
2. **Trial** — a two-week paid trial with free return at any time, no questions asked.
3. **Purchase** — the robot and [selected options](https://info.mobilerobot.com/products/chargers-and-accessories/available-options/) (<https://info.mobilerobot.com/products/chargers-and-accessories/available-options/>).
4. **After-sales service** — an ongoing service and maintenance agreement.

Repeat customers may skip the demo and trial, and the after-sales agreement is optional. Hands-on demonstration carries the model: a first-time visitor can typically send the robot on an autonomous task within about 15 minutes.

## Non-exclusive and performance-based

The partner relationship is non-exclusive at partner level. Instead of territorial exclusivity, customer and site registration creates protected ownership of a specific customer — for a defined period after a demonstration, and permanently after a trial or purchase, subject to applicable law. Rewards are performance-based: effort and engagement drive returns. See [Roles and Responsibilities](https://info.mobilerobot.com/partners/program/roles-and-responsibilities/) (<https://info.mobilerobot.com/partners/program/roles-and-responsibilities/>) for how leads and registration work.

## Program scope and terms

The program covers partner [requirements](https://info.mobilerobot.com/partners/program/requirements/) (<https://info.mobilerobot.com/partners/program/requirements/>), [benefits and commercial terms](https://info.mobilerobot.com/partners/program/partner-benefits/) (<https://info.mobilerobot.com/partners/program/partner-benefits/>), experience centers and demos, lead assignment, trials, installation and commissioning, after-sales plans, and [business planning and co-marketing](https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/) (<https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/>). Commercial terms are

time-sensitive; current prices, discounts, and conditions are available from the partner team.

## Next steps

- [Why Partner With Us](https://info.mobilerobot.com/partners/program/why-partner-with-us/) (<https://info.mobilerobot.com/partners/program/why-partner-with-us/>) — the commercial case for joining.
- [Partner Types](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>) — distributors, integrators, and service partners.
- [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) — how to start the conversation.
- [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/>)