

Cloudistics



Accelerate
Partner Program
Go Beyond. Simple.

Overview

- Program Vision
- Tiers & Benefits
- Partner Registration Discounting
- Pricing Models
- Joint Expectations
- Program Components
- Call to Action

Partner “*First*” Program Vision

Cloudistics is **committed** to **empowering** our channel community to assure our **mutual** and **profitable** long term and repeatable **success**. We accomplish this by developing a **simple** partner program that provides the highest level of **support** and **unique enablement** required by each partner. Our goal is to provide **innovative** and **competitive** solutions that excite our mutual customers, are rewarding, and jointly allow us to earn business in an **ethical** or **moral** manner.

“Growth is never by mere change; it is the result of forces working together.”

- James Chas Penney

Partnership Tier Requirements

Partner Requirements	Authorized Partner	Premier Partner
Signed Partner Agreement / NDA	✓	✓
Annual Partner Business Review	✓	✓
Annual Revenue Commitment	\$400K	\$1M
Annual Deal Registrations	5	15
Certifications (CCSR/CCSE)	2 Sales / 2 Engineer	5 Sales / 5 Engineer
Social Media Requirements	Quarterly	Monthly
Lead Generation Program	1x Year	2x Year

Waived for 2017

Partnership Benefits

Financial Benefits	Authorized Partner	Premier Partner
Project Based Deal Registration – 90 Days	✓	✓
Minimum Product Discount w/ Deal Registration	25%	35%
Competitive Takeout Bounty Programs		✓
Software Only Pricing	✓	✓
Rebate Programs – Require MOU / Business Plan		✓
Services Benefits	Authorized Partner	Premier Partner
Services Bundles (Implementation / Migrations)		✓
Sales Support Access (24/5)	✓	✓
Partner Concierge <small>* Dedicated 24/7 partner email with a short SLA.</small>		✓
Not-For-Resale (NFR) Program	✓	✓
Access to Demo / POC Pool (On-Premise / Host)	✓	✓

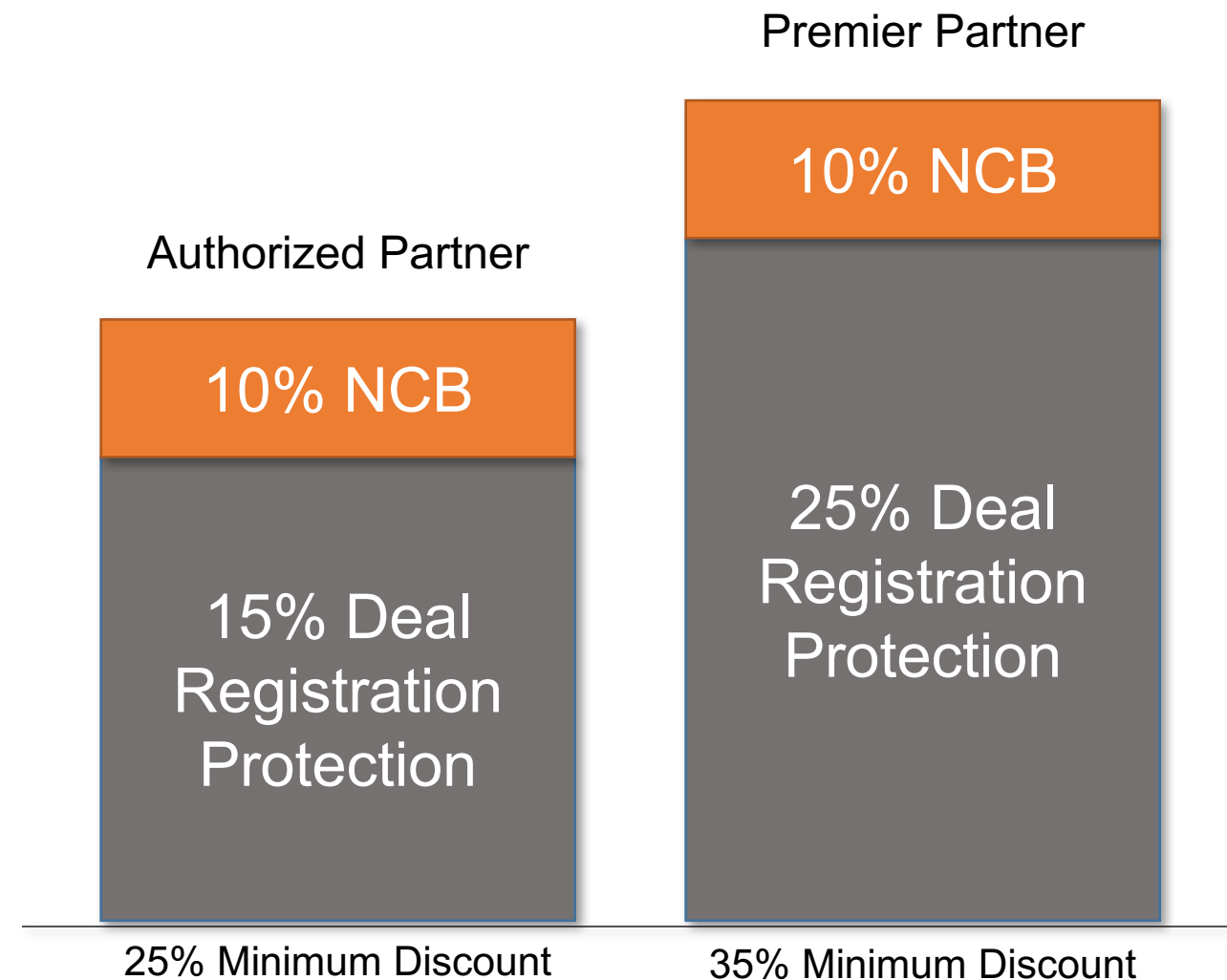
Partnership Benefits - Continued

Business Benefits	Authorized Partner	Premier Partner
Partner Portal Access – Enablement Tools (Training / Collateral)	✓	✓
Demand Generation Tools / Scripts		✓
Joint Sales Calls	✓	✓
Vertical Specific GTM Programs		✓
Business Planning and Design Workshops (Bootcamps)	✓	✓
TCO / ROI Toolkit	✓	✓
Customer Sizing & Proposal Tool	✓	✓
Competitive Deal Registration Program	✓	✓
<i>* If a deal registration from a competing product is denied, we'll help you fight for the business by offering a competitive bid.</i>		
Founders Promise	✓	✓
<i>* If you aren't satisfied, we'll take it back. Period.</i>		

Partnership Tier Benefits - Continued

Support Benefits	Authorized Partner	Premier Partner
Access to Technical Support	✓	✓
Access to Technical KB / Forums	✓	✓
Marketing Benefits	Authorized Partner	Premier Partner
Marketing Funds (Co-Op On Booked Revenue) <small>* Require tier thresholds to be met.</small>	2%	4%
Co-Branded Marketing Assets	✓	✓
Partner Logo Listed on Cloudistics Website		✓
Co-Branded Sales / RFP Templates	✓	✓
Event / Trade Show Access – When Available		✓
Client Success Stories / Social Media Inclusion	✓	✓

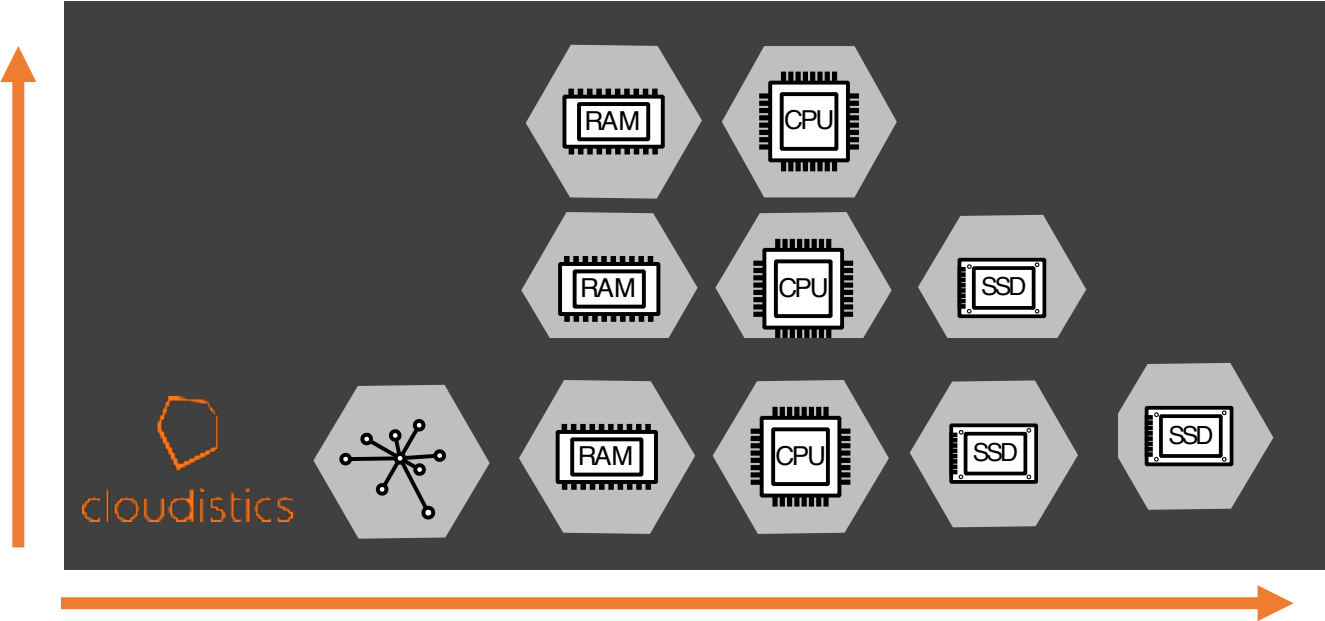
Registration Discount & Protection



- New Customer Bonus (NCB)
 - Partner Led & Uncovered Opportunity
 - Greenfield Customer
 - Additional 10% Discount
- Deal Registration
 - Guarantees Best Price. Period.

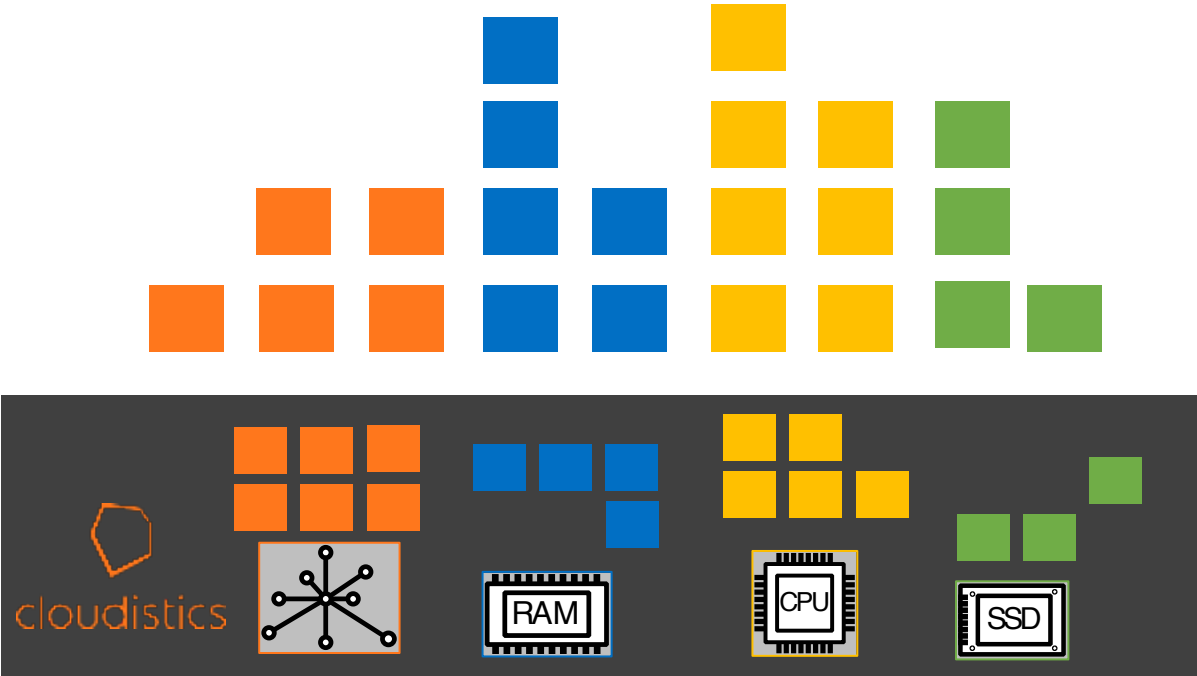
Sales Models

Scale Up and Out Pay-As-You-Grow



1. Buy Hardware & Software
2. Finance Options

Consumption Model Cloud Experience



1. Buy Hardware
2. Pay-per-month

Joint Program Expectations & Goals

Expectations

- Cloudistics, with our partner, will review performance & conduct quarterly (premier) / annual (authorized) business reviews.
- To prevent order & services delays, partners are asked to:
 - Identify order and service delivery timelines throughout deal progression.
- Cloudistics will maintain sales registration:
 - Commensurate with continued communication with the sales teams early and often. It is suggested that partners provide weekly updates on registered deals.
- Cloudistics will maintain active partners within the partner program.

Program Components

Components

- Partnership Agreement & Joint NDA
- Deal Registration Process
- Services MOU

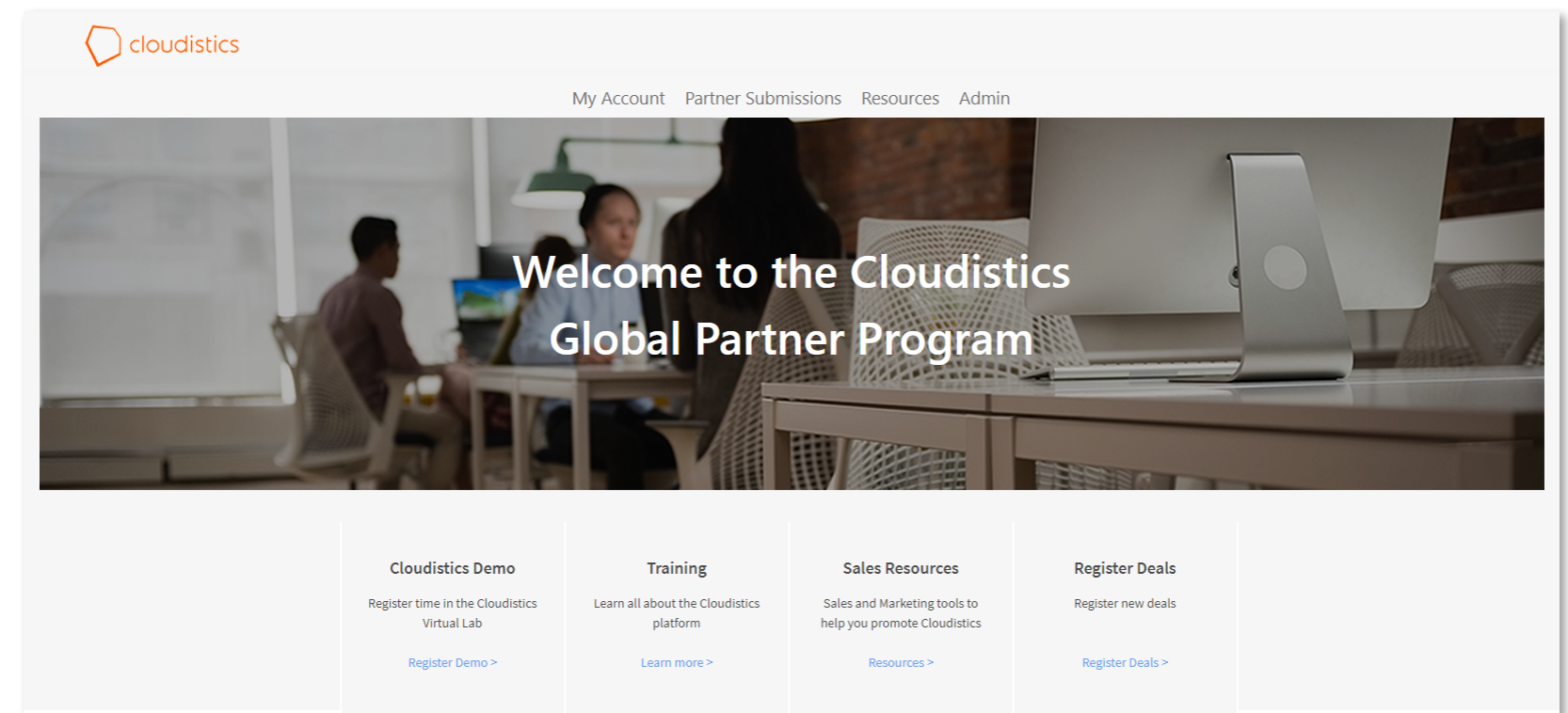
Campaigns

- Marketplace Access / Publisher (TAP Program)
- Alliance Technology (ISV/OEM)
- Joint Demand & Call Campaigns
- Social Media Campaigns
- Product Bundles
- SPIFF Programs
- Rebate Program

Program Components

Partner Enablement

- Partner Portal
 - Education Access
 - Marketing Material & Repository
 - TCO / ROI Comparison & Reporting Tool
 - Customer Sizing and Presentation Tool
- Migration Tools & Best Practices
- Install Demo and FAQs
- Quote Templates
- Demo and Virtual Lab Access
- Competitive FAQ
- Partner Concierge



Partner Portal Demo

Call to Action

The Team is Ready to Support You!

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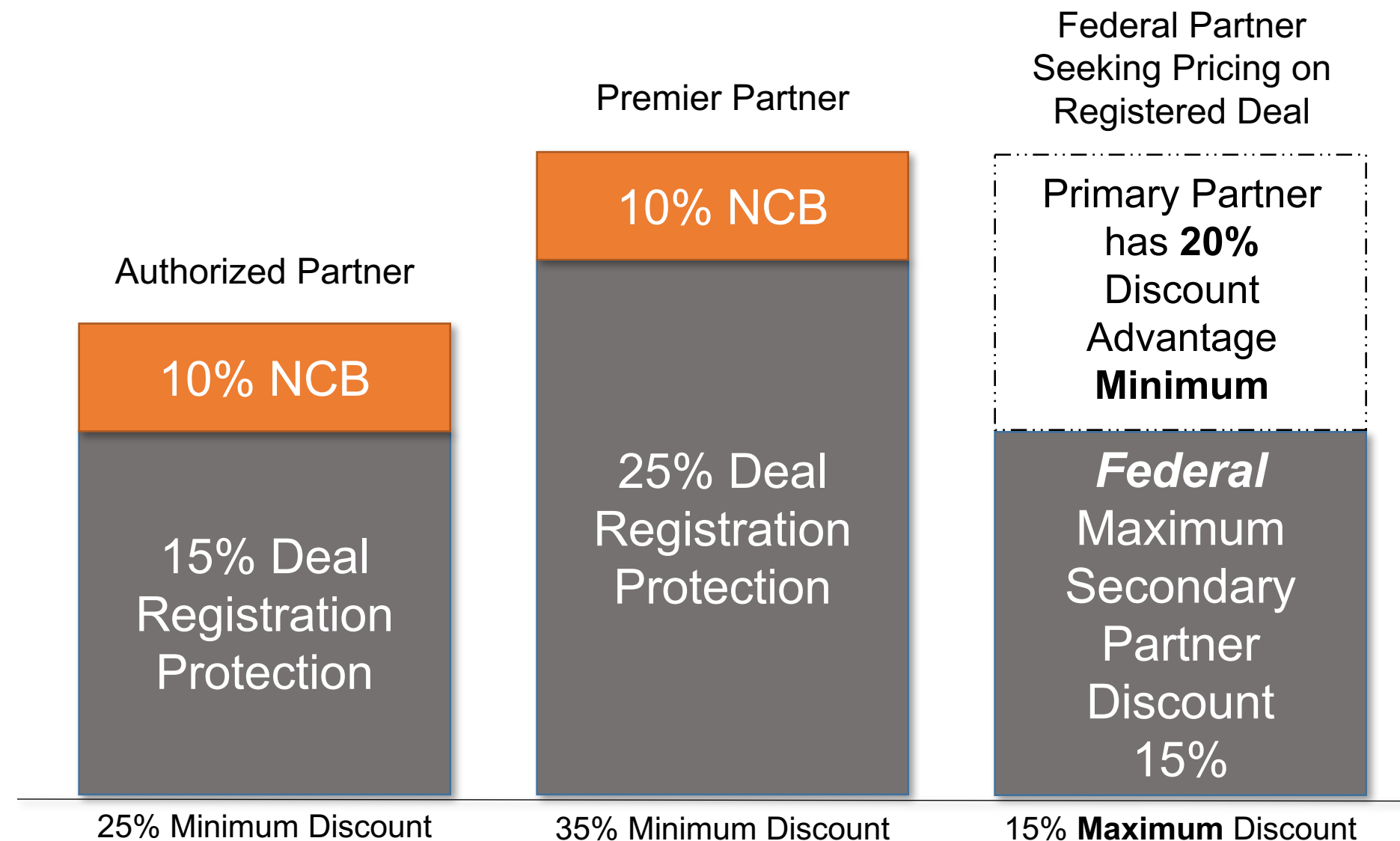
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Registration Discount & Protection – Federal Partners



- New Customer Bonus (NCB)
 - Partner Led & Uncovered Opportunity
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