



# Partner Program Guide

The Cloudian Partner Program is designed to provide partners with the sales tools, resources and incentives to ensure a partners revenue attainment goals.

PARTNER BENEFITS	PREFERRED	AUTHORIZED
Standard Discounts	•	•
Volume Discounts	•	•
Deal Registration Eligible	•	•
Partner Portal Access	•	•
Partner Communications	•	•
Use of Program Logo	•	•
Sales Training	•	•
Technical Training	•	•
Cloudian Certified Engineer (CCE) Training	•	
Lead Generation Programs	•	
Proposal-Based Market Development Funds	•	

**STANDARD DISCOUNTS:** All program tiers have standard discounts for software and hardware.

STANDARD DISCOUNTS	PREFERRED	AUTHORIZED
Registered Opportunity on Cloudian Partner Portal*	30%	30%
Volume Discounts (@1M USD)	10%	10%
Demonstrated sales training and co-marketing investment	10%	

\*Price Variance Request (PVR) must be submitted by partner at the time of the deal registration.

## DEAL REGISTRATION ELIGIBLE

Partners at all program tiers are encouraged to register deals through the Cloudian Partner Portal to protect their opportunity. All partners are eligible for defined minimum margins.

## PARTNER PORTAL ACCESS

All partners are provided secure log in ID's for the partner portal.

## PARTNER COMMUNICATIONS

All partners have access to and receive partner newsletters and quarterly partner webinars.

## USE OF PROGRAM LOGO

All partners may use the "Cloudian Partner" logo for co-branding activities.

## SALES TRAINING

All partners are eligible to receive sales training via webinar at no cost. Cloudian provides on-site training at no cost for Preferred Partners.

## TECHNICAL TRAINING

Preferred partners are eligible to receive pre-sales technical training at no cost.

## CO-MARKETING AND MARKET DEVELOPMENT FUNDS

Preferred partners are required to submit co-marketing project plans for Cloudian review and market development funds budget approval. The partner will be asked to provide a cost estimate and breakdown of the shared program expenses in the project proposal; in most cases Cloudian will approve up to 50% of the total program cost. Eligible activities include, but are not limited to: advertising, tradeshows, customer facing regional seminars, lunch-and-learns, co-branded email marketing, co-branded webinars, co-branded printed collateral, etc.

## CURRENT CONTRACT

All partners are required to have a signed reseller agreement. Partner agreements must be current and reference a defined sales territory.

## SALES TRAINING

All partners are required to complete sales enablement training. Training is focused on opportunity identification and qualification. Training may be provided via webinar or on-site. Cloudian provides quarterly webinar training for all partners. The term "sales team" is used to define partner sales resources focused on selling cloud storage solutions.

### Minimum Training Requirements

**PREFERRED:** 50% of partner sales team trained

**AUTHORIZED:** not required

## TECHNICAL TRAINING

Preferred partners are required to have technical personnel complete presales technical training. Training is focused on pre-sales qualification, competitive analysis, and system design and architecture. Training may be provided via webinar or on-site.

### Minimum Training Requirements

**PREFERRED:** one person trained

**AUTHORIZED:** not required

1. VAR qualifies the opportunity:

PARTNER REQUIREMENTS*	PREFERRED	AUTHORIZED
Current Contract	•	•
Deal Registration on Cloudian Partner Portal	•	•
Revenue/Pipeline Attainment	•	
Cloudian Sales Training	•	
Cloudian Technical Training	•	
Co-marketing Investment	•	

*\*Program requirements will be determined and managed at a regional level,—Americas, EMEA & APAC.*

## Cloudian Deal Registration Process

- Sizing and use case determined (file/share, back-up, archive, consolidation)
  - Determine if there is a Professional Services component needed, based on the technical merits of the VAR and end user
  - Size the opportunity
  - Determine if the need is for enterprise subscription/perpetual
  - Validate Hardware and Software requirements
1. VAR registers deal on the Cloudian Partner Portal
  2. Confirm VAR has a valid partner contract with Cloudian
  3. VAR to contact Cloudian to validate configuration/pricing/use case
  4. VAR registers deal on the Cloudian Partner Portal
  5. Quote is generated from Cloudian to the VAR (in increments of 10TB)
  6. The opportunity is appended with timeframe and length of registration (90 days)
  7. Cloudian to determine any Price Variance Request (PVR)
  8. If deal closes, Cloudian appends opportunity in CRM to closed = won
  9. Cloudian issues license to end-user