

PARTNER PROGRAM

Become a trusted partner and get the most from Zettagrid



ABOUT ZETTAGRID

Zettagrid is an award winning Australian IT infrastructure provider for businesses. We offer a national, enterprise-grade cloud platform integrated with direct network connectivity. By customising and connecting these services, we can provide fast and free data transfer between your premises, we also empower our customers by providing a highly automated self service Platform.

OUR PARTNER MODEL

Our focus is partners servicing mid market through to SMB with a range of IaaS offerings including Virtual Server and Virtual Data Centre, Backup, Business Continuity, as well as network and colocation services.

The Zettagrid Cloud Partner Program is designed to help and reward partners to build innovative customer solutions using technology based on Zettagrid award winning infrastructure. The Zettagrid Cloud Partner Program operates at both a reseller and a wholesale or white label level.

The Registered level is commission based, providing you a monthly commission on referrals. At this level Zettagrid maintains the billing relationship. You get access to our partner portal including self-serve sales and marketing materials.

At the wholesale or white label level you own the billing relationship with the end user customer. White labelling allows partners to set their own brand and margin on the IaaS/ cloud products, but removes the headaches of building and managing the infrastructure. A significant differentiator is that we can include communications and colocation services as part of a holistic solution. You get access to our partner portal, deal registration discounts, dedicated account manager, NFR and up front discount to RRP.

PROGRAM TIERS

Zettagrid Cloud Program provides partners with a range of pathways and options of how to work with and benefit from selling Zettagrid's solutions.

The program has four levels. Each is designed to suit different partner capability in sales, technical and marketing and understanding of the Zettagrid product suite.

Represented below are each of the program tiers and the major features.

REGISTERED

- 10% Trailing Commission
- Self-Service Account Mgmt
- \$100 monthly NFR Credit

CERTIFIED

- 10% Discount to RRP
- Inside Sales Account Mgmt
- \$200 monthly NFR Credit

PREMIER

- 20% Discount to RRP
- Dedicated Account Manager
- \$500 monthly NFR Credit

PLATFORM

- Negotiable Discount
- Dedicated Account Manager
- \$1000 monthly NFR Credit

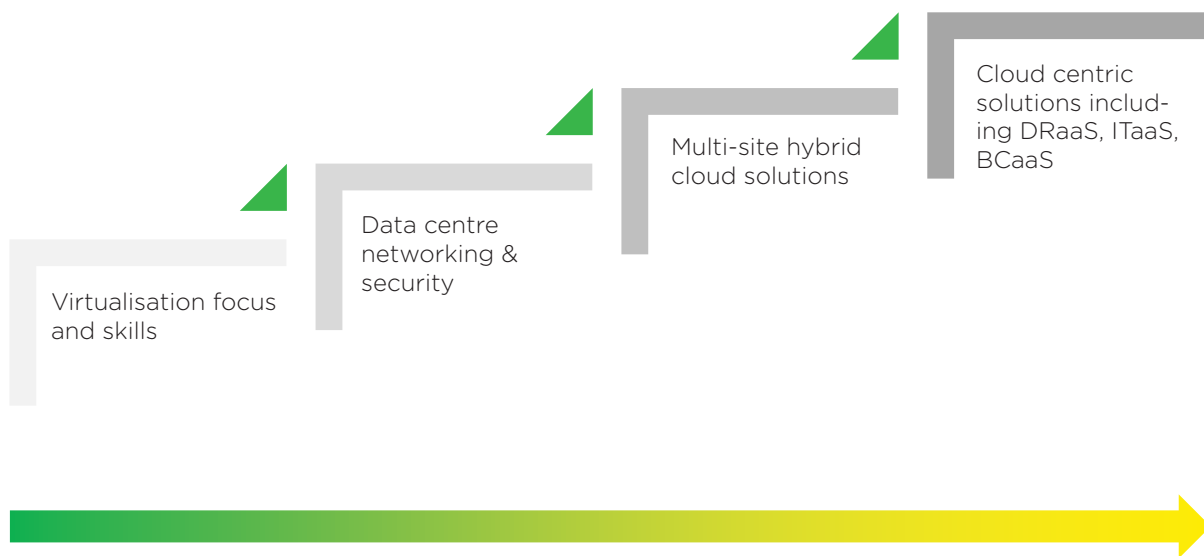
ALIGNED ENGAGEMENT & SUPPORT

No matter if you are a smaller partner looking to supply a SMB customer with a simple Virtual Data Centre solution or a systems integrator designing and deploying a multi-site enterprise grade DR or BC solution, partners need the right help and support from their chosen vendor technology partners.

Zettagrid understands this and has structured the Cloud Partner Program to ensure that partners have access to the right level of Zettagrid skills, expertise, product supply and pre and post sales support to match their requirements. This could be directly from a Zettagrid Channel Account Manager (CAM), Engineer or materials from our partner portal, but always with the same goal of being able to help and support the partner to meet the needs of their client base.

CUSTOMER SOLUTIONS

The Zettagrid Cloud Partner Program supports and encourages its Platform, Premier, Certified partners to develop their own unique solution set.



PARTNER CAPABILITY

It is expected that a partner be a VMware or Microsoft certified partner familiar with virtualisation technologies. Zettagrid has aligned its training and certification requirements to these key Zettagrid vendor technology partners rather than requiring additional Zettagrid specific certifications.

This holistic approach makes it easy and cost effective for a partner to start selling Zettagrid services. Zettagrid product collateral, quoting, provisioning systems and support training is available during the onboarding process.

PARTNER RESOURCES

Zettagrid has a range of online resources to help partner sales and technical staff to grow their skills around the range of Zettagrid products and customer solutions. Additionally Zettagrid solution architects are available to assist partners with pre-sales design and solution development as well as conducting in house training sessions.

Premier and Certified Partners have the benefit of Marketing Development Funds, Deal Registration additional discount, access to dedicated account managers and Zettagrid pre-sales staff to help highlight and showcase their business to their clients and prospects.

All partner tiers can leverage their status within the program via Zettagrid's partner portal web site with access to Zettagrid branded and rebrandable marketing materials. Portal access also brings self-service training and certification materials. leveraging their Zettagrid partner program logo as well as utilising Zettagrid's channel marketing resources that includes approved external third party specialist agencies to create tailored campaigns around their specific solution.

REWARDS FOR SKILLS, VALUE & GROWTH

The Zettagrid Cloud Program at the Premier and Certified level is open to a select group of partners that not only meet the skills criteria, but who also want to grow in partnership with Zettagrid. The program places a lot of emphasis on collaborative planning around agreed joint outcomes, not just revenue growth.

So while other programs may focus on quarterly revenue as the key metric, Zettagrid will provide a range of incentives and rewards for doing what makes commercial sense. This could include targeting a new strategic account with a specific solution, growing sales or engineering capabilities or even commissioning a Zettagrid service for in house use that can highlight the partner's area of expertise.

Zettagrid Premier and Certified partners can gain a further advantage on the competition by utilising the Deal Registration system. Registering an opportunity will provide increased margin and potential exclusivity protection for the partner.

Zettagrid Platform Partners are those who make a key strategic investment with Zettagrid over a multi-year period. Often Platform Partners are MSP or ISVs who have identified that they no longer see operating their own cloud environment as a strategic priority and outsource this function to Zettagrid. Our team will work with you to structure a migration plan to successfully transition your virtualised workloads into the Zettagrid cloud.

Zettagrid knows consistent growth comes from those partners that are well supported, focused and profitable, which is the core of the Zettagrid partnering philosophy.

PARTNER REQUIREMENTS

The Zettagrid Cloud Partner Program has four levels of status with corresponding requirements. The Registered tier is open to any partner motivated to sell Zettagrid products and services and offers a 10% trailing commission on referrals. There are no requirements or vetting to become a registered partner. You will receive access to our marketing and training materials to help you grow your business. Should you feel that Certified or Premier is a more appropriate tier for you then please contact us.

Premier and Certified partners are brought into the program on invitation only basis by Zettagrid after completing a suitability assessment that includes a brief business plan of who, where and how the partner will work with Zettagrid over the coming 12 months.

Platform Partnership is awarded on per committed contract basis with a minimum RRP spend of more than \$300k (AUD) per annum. Migration and ramp up periods are negotiated on a per contract basis.

PARTNER BENEFITS & REQUIREMENTS

As a guide, the following table lists the high level requirements and associated Cloud Partner program benefits. Each partner tier has a specific, tailored and binding plan jointly agreed to by Zettagrid and the partner management team that reflects their particular strengths, aspirations, targeted customer segments, and of course goals and commitments.

Tier/Benefits	Registered	Certified	Premier	Platform
Preferential Pricing	10% Rebate to RRP	10% RRP Discount	20% RRP Discount	Negotiable
Monthly Zettagrid Spend	None	\$1-5k/mth	\$5k-30k/mth	>\$25k/mth
Contract Length	None	None	None	24+ months
Term & Volume Discounts	Stacked	Stacked	Stacked	Included
Who bills the end-customer?	Zettagrid	Partner	Partner	Partner
"Not For Resale" Internal Credit	\$100/mth	\$200/mth	\$500/mth	\$1000/mth
Account Engagement	Web Portal	Inside Sales	Account Mgr	Account Mgr
Partner Portal Access	✓	✓	✓	✓
Zettagrid logo usage	✓	✓	✓	✓
Self Service Training Portal	✓	✓	✓	✓
Product and Sales materials	✓	✓	✓	✓
Deploy customer O365 ProPlus	✓	✓	✓	✓
Partner Badging	✓	✓	✓	✓
Can white label	✗	✓	✓	✓
Exclusive Promos / Activities	✗	✓	✓	✓
Marketing Funds (MDF)	✗	✓	✓	✓
Deal Registration (%)	✗	Yes (3%)	Yes (5%)	✗
Product pre-release access	✗	✗	✓	✓
Product Advisory Participation	✗	✗	✓	✓
Lead referral	✗	✗	✓	✓
Dedicated Support Queue	✗	✗	✗	✓

MORE INFORMATION & HOW TO JOIN

To find out how you can become part of the Zettagrid Cloud Partner Program contact your Zettagrid partner manager on 1300 597 656 or go to www.zettagrid.com/partners