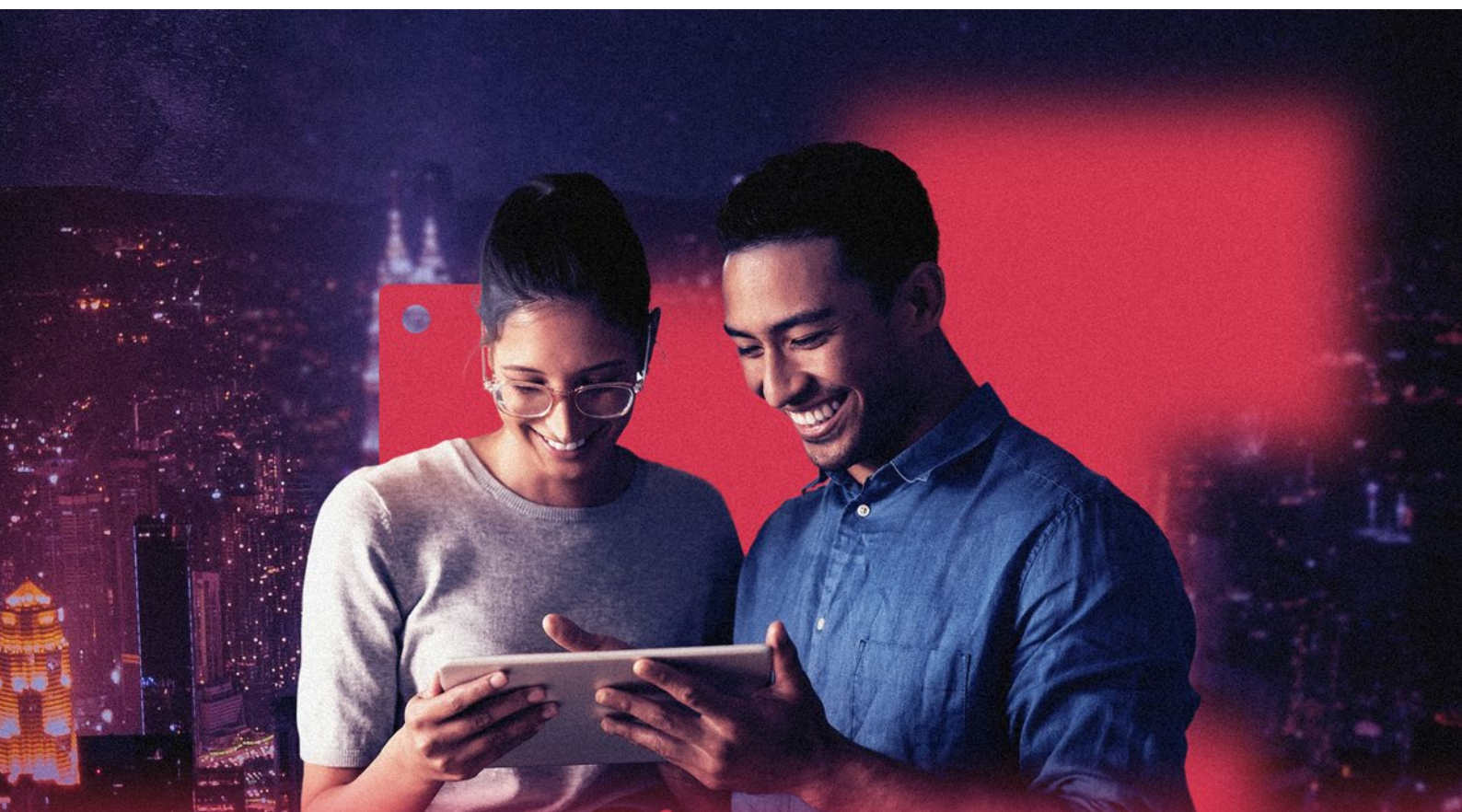




# Partner Program

A complete guide

Enabled by Alludo™



# The Partner Program

It's an exciting time to partner with us! Our partner ecosystem continues robust growth as customers continue to consume from partners. We have many programs and benefits and through our partnership provide our partners the opportunity to capture new customers and access additional revenue streams.

Our creativity and productivity products are available around the world through a well-established network of international distributors, resellers, retailers, original equipment manufacturers, online providers and on our websites. Our reseller programs give our partners high profit margins, while providing customers with some of the world's most popular and widely recognized software brands.

Drawing upon 35 years of innovation, Alludo holds a rare position as a pioneer of the digital frontier. Today, this commitment delivers technologies that remove yesterday's limitations. Collaboration tools amplify creative talent. Efficient workflows optimize timelines. Powerful productivity and virtualization solutions offer the freedom to be productive anywhere.

Alludo helps millions of customers in virtually every country in the world achieve better, more meaningful results, faster. And this spirit is the driving force behind all our product teams who dedicate themselves to improving the critical technologies our customers depend on.

	MSP/CSP	RESELLERS		
		SILVER	GOLD	PLATINUM
<b>REQUIREMENTS</b>				
Partner application and approval		✓	✓	✓
Partner agreement	SPLA		✓	✓
Annual business plan		N/A	Suggested	Required
Quarterly business reviews		N/A	Suggested	Required
Certifications RAS + Awingu reseller	1 technical	N/A	1 RAS Sales + 1 Awingu Sales	
			1 RAS Technical + 1 Awingu Technical	2 RAS Technical + 2 Awingu Technical
Certifications RAS only reseller	1 technical	N/A	2 Sales + 2 Technical	2 Sales + 4 Technical
Certifications Awingu only reseller	1 technical	N/A		
Revenue goals	Set goal	N/A	\$25,000 annually*	By invitation only
<b>BENEFITS</b>				
On demand webinar sales training	✓	Free online	Free online	Free online
Live sales enablement training	✓	Quarterly	Quarterly	Quarterly
Live technical training	✓	Optional	✓	✓
Partner portal access	✓	✓	✓	✓
Custom UTM code support		✓	✓	✓
Deal registration incentive		✓	✓	✓
Access to NFR licenses	✓		✓	✓
Partner locator listing	✓		✓	✓
Dedication account manager	✓		✓	✓
Proposal-based MDF	Optional		✓	✓
Lead sharing				✓
Priority website listing				✓
Joint customer case study development	Optional			✓
Pre-sales support		✓	✓	✓
Technical support	✓ Enablement	✓	✓	✓
Customer support		✓	✓	✓

\* Contact your CAM. Eligibility varies by region.



## Program structure

Our partner program offers three tiers with increasing benefits. Partners in each of the levels are allowed access to program resources and benefits specifically designed for that tier.

**Silver.** Our entry-level membership in the partner program. Silver partners have access to a range of online tools and resources through our partner portal.

**Gold.** Partners who have met our technical and sales requirements. This includes annual revenue objectives and a higher level of expertise in working with Parallels solutions. Gold partner benefits also include access to NFR licenses, partner locator listing on the Parallels websites, a dedicated account manager and eligibility to request MDF.

**Platinum.** The highest partner membership available. Our platinum partners commit to higher revenue objectives and have a history of selling Parallels solutions. In addition to all the other partner benefits, Platinum partner benefits also include lead sharing and priority website listing on Parallels branded websites.

## Program benefits

### Partner portal access

All partners are invited to our Partner Portal! You will receive access to our partner portal upon acceptance into the Parallels Partner Program. This portal is an easy way to access sales and marketing resources, and much more including:

- Deal registration and lead sharing.
- Training and certifications (where applicable).
- Sales and technical resources.
- Marketing collateral, blogs, case studies, data sheets, and e-books.

Available 24/7, this vast selection of content is only a click away to support your success!

### Sales and technical certification

There are optional trainings within our portfolio that allow partner sales/technical reps to access certification trainings, where applicable, and complete online tests to enhance sales and product knowledge. Technical certifications are available for certain products and badges are given upon completion.

### Sales training

On-demand self-paced training sessions, tutorial videos and webinars are available 24 hours a day via our Partner Portal to provide partners with the necessary skill set to sell and support our full product portfolio. We also offer multiple live training options.

### Custom UTM code support

The program provides documentation on how partners can create custom URLs to promote assets and webinars. Please work with your channel account manager (CAM) to let them know you have created a UTM and we will provide the leads generated directly to you.

### Deal registration

The deal registration program is designed to enhance collaboration between you, our partners, and us, while protecting your investment and aims to ensure we are never selling against our solution providers who are actively engaged in a sales cycle. It is advised that you register all deals for which you have made pre-sales efforts.



## Access to NFR licenses

We provide you with access to a fully featured not for resale (NFR) license for our products to be used for technical demonstration purposes, enabling you to showcase our products in a comprehensive and compelling way to customers.

## Partner locator listing

Gold and Platinum partners are located on our website's partner locator, allowing new customers to find you! Our partner locator lists each partner, contact information, location, and products covered.

## Dedicated account manager

Gold and Platinum partners receive a dedicated CAM for all partner-related activities. They enable you to be successful and help drive business, by providing sales training, discussing marketing development funds (MDF) campaigns, sharing resources and many other activities.

## Proposal-based MDF

MDF resources are available to our Gold and Platinum partners to create new customer opportunities by providing you with resources to execute heavily tracked, co-branded content and campaigns in order to build awareness and drive business through a specific partner.

## Lead sharing

Lead sharing is reserved for our Platinum partners and must comply with GDPR. Please contact your CAM for more information.

## Priority website listing

Priority website listing is a benefit reserved for Platinum partners. In addition to the partner locator, this is the ability to display your logo on our branded website pages.

## Annual business plan

We'll work with you to create a plan that will help grow your business. For those striving to reach our Platinum level a business plan is required. It is highly encouraged for Gold Partners, and optional for Silver.

## Quarterly business reviews

Quarterly business reviews (QBR) are conducted to ensure our partnership meets business expectations. For partners with MDF, we will review results in these QBR sessions. Ongoing planning calls are also conducted regularly with us and our partners.



# Partner Program

## Contact

We look forward to working with you and your team to take your business to the next level. If you have questions or would like to engage further, please reach out to us at [partners@alludo.com](mailto:partners@alludo.com) or visit our [website](#).

