Partner Program Introduction

Official July 2021 Launch

Microsoft Partner

Microsoft

Gold Application Development
Gold Collaboration and Content
Gold Cloud Productivity
Gold Messaging
Gold Datacenter

Collaborate with Confidence

Accessible content is available upon request.

Designed For a Diverse Partner Ecosystem

MSPs

- **Multi-tenant management solution** portal with automated provisioning.
- Offer a full solution set that enables you to increase your **managed services** and **recurring revenue opportunities**.

VARs

- **Flexible purchasing options** to help you add the value your customer expect for a smooth transaction.
- Offer flexible solutions that can **solve the pain points** within security, backup, and compliance needs.

Cloud Consultants

- Provide the unique solutions to ensure your customers **get the best options** for their requirements.
- **Offer a single vendor** to handle your customers enterprise collaboration needs across a number of practice areas.

IP Co-Creators

- Push your offerings to new heights with co-created IP to **stand out from the crowd**.
- Offer your customers specific solutions to meet their needs by integrating our products or white labeling to **create new lines of business revenue**.

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Partner Landscape

Invested Partners

- Partners who demonstrate a financial or executive commitment to deepen their relationship with AvePoint
- Expanded service offerings that include AvePoint Technology

Authorized Partners

- Partners who are trained and capable of positioning AvePoint software

Marketplace Partners

- Partners who transact via Distribution Cloud Marketplaces to purchase AvePoint products

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Why Become an AvePoint Partner

Be at the Heart of Today's Megatrends

Join forces with is a global Top 5 Azure Co-Sell ISV

> Microsoft wants partners to transform from pure resellers focused on a single product to **trusted advisers** delivering **managed services** and creating innovative solutions atop multiple offerings from **Microsoft's increasingly intertwined portfolio**.

CRN Interview with Satya Nadella

Ways You Can
Make Money
with AvePoint

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Marketplace Partners

Marketplace Partners are organizations that focus primarily on monthly marketplace SKU purchases via distribution.

Keeping a low barrier to entry for our monthly SKUs in the Cloud Marketplace

They will be invited to formally join the program and become Authorized Partners to receive more program benefits.

Program Benefits

- Product Purchases Billed Monthly
- Access to AOSP to Manage Customers
- Distributor Lead Trainings
- Distribution Sales Campaigns
- Eligible to join AvePoint Partner Program

AvePoint Partnership Benefits

		Authorized Partner	Invested Partner
TECHNICAL	24x7x365 Live Partner Support	√	√
	Partner Portal Access	√	√
	Sales Resources	√	√
	NFR License Access	√	√
	Self-Guided Product Training	√	√
	Dedicated Enablement Support		√
	Advanced Services Training		√
SALES	Deal Reg Protection	√	√
	Global Co-Sell Support	√	√
	Quarterly Rebate Incentives	√	√
	Partner Success Manager		√
	Success Planning		√
MARKETING	Co-Marketing Opportunities	√	√
	GTM Kits & Sales Resources	√	√
	MDF Funds	√	√
	Lead Sharing		√
	IP Co-Creation		√

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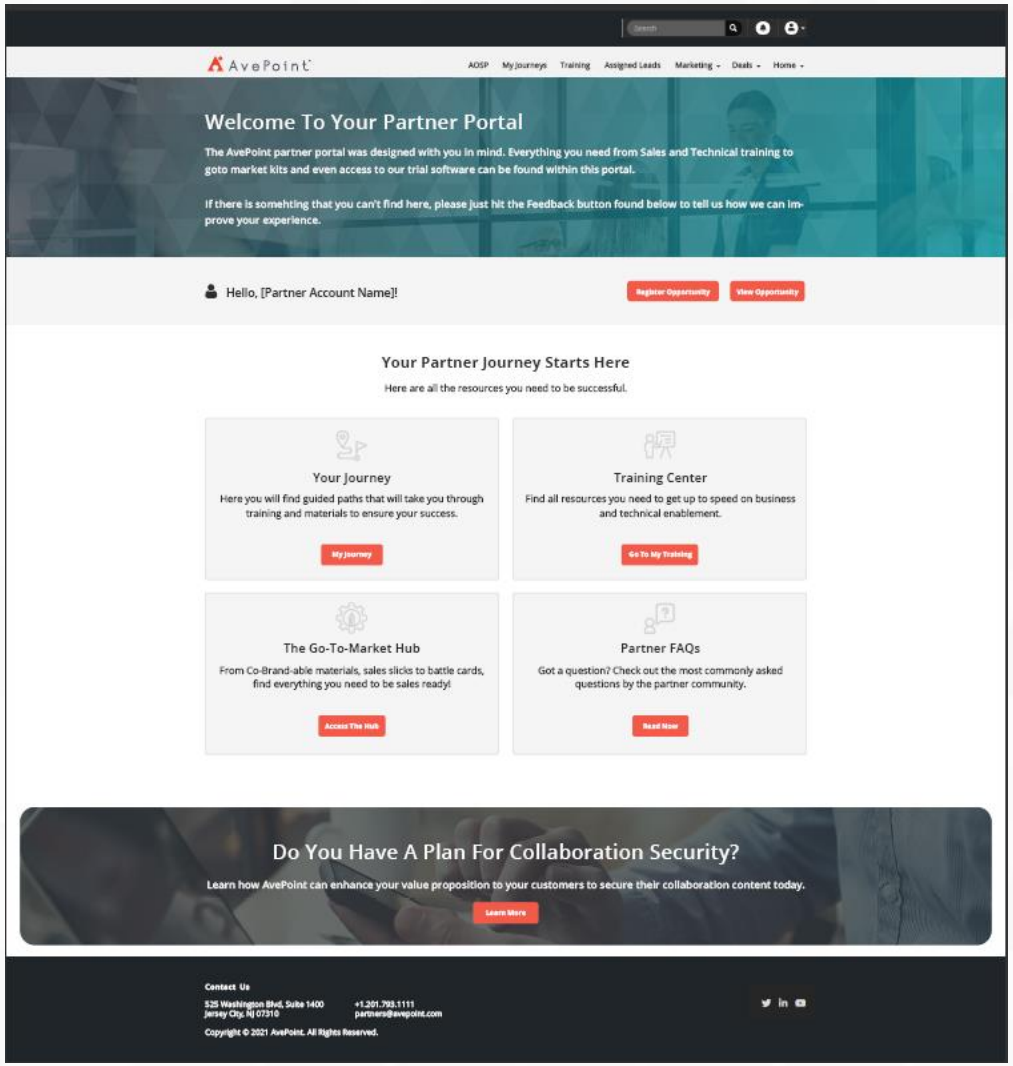
New Partner Portal



Live Now

- Deal Registration
- Partner Journeys
- Training Center
- GTM Center

H2 2021

- Lead Sharing
- MDF Requests
- Partner Locator

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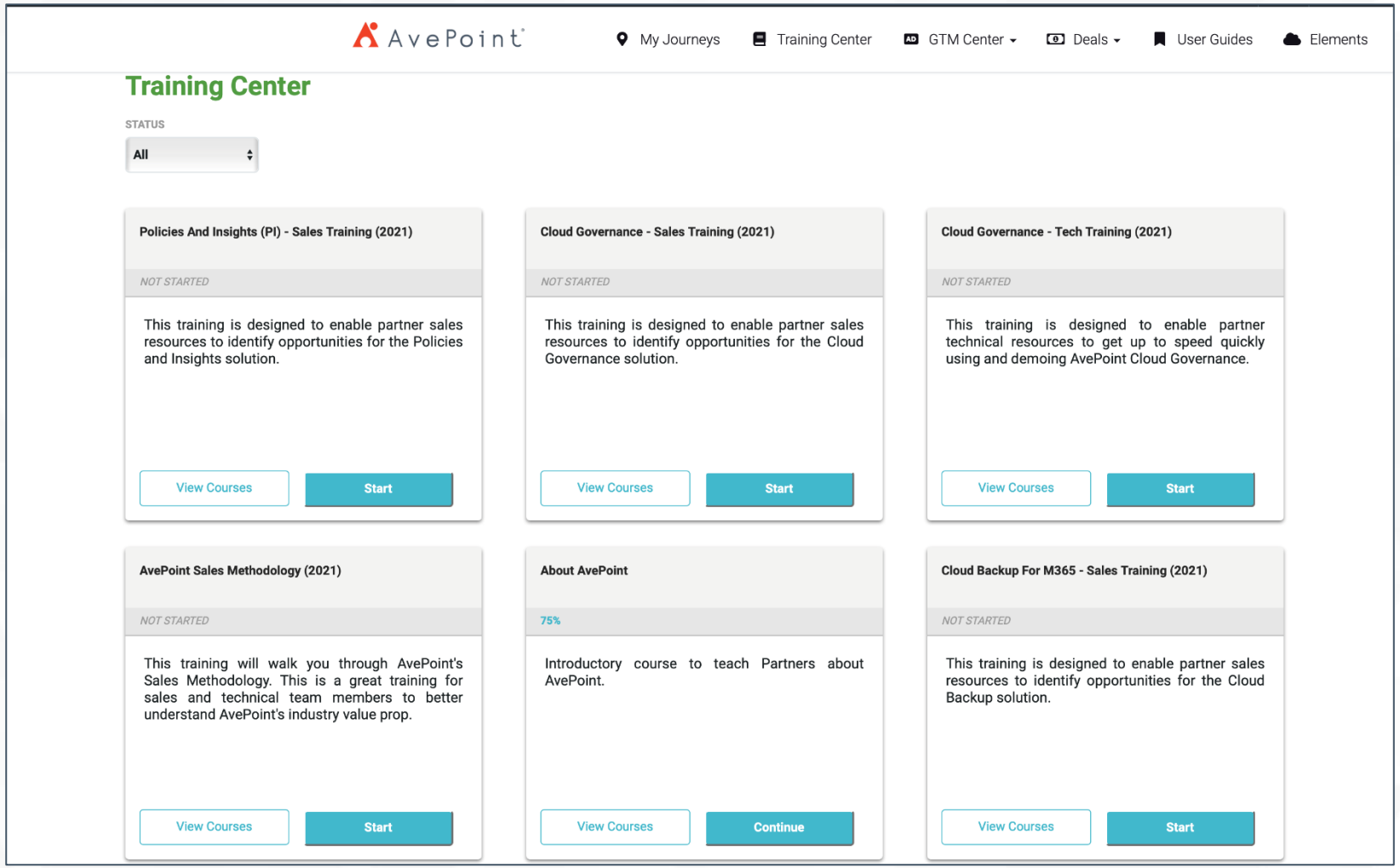
Training Center



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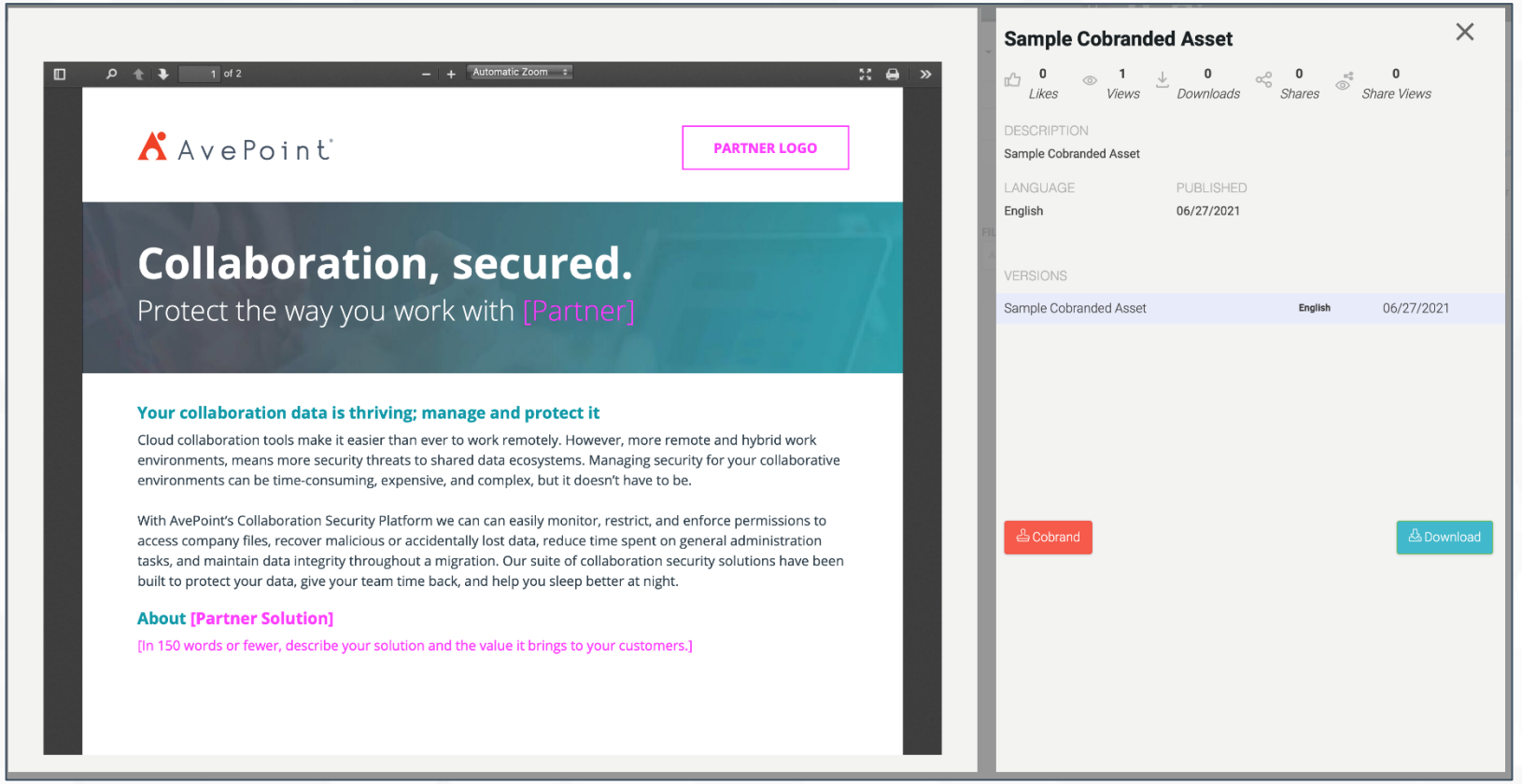
GTM Center: Co-Brandable Assets



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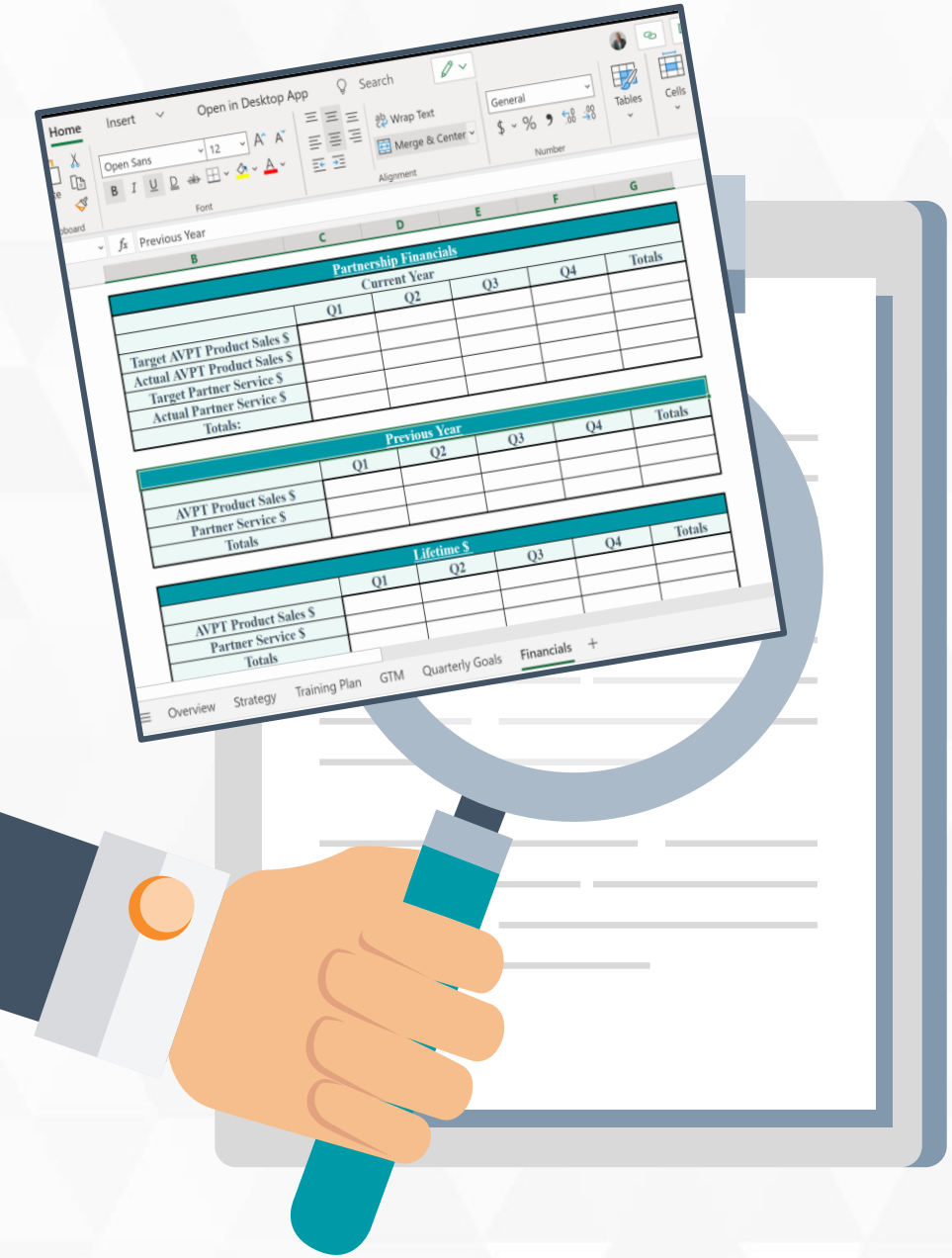

Build a Partner Business Plan & Document a "Better Together" Story

"The Partner's __x__ service
is enhanced by AvePoint's __y__ product,
creating a comprehensive solution for __z__
customer requirements".

Invested Partner

Documented Success Plans

Authorized Partner

Better Together Guide

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Training Paths

Partner Enablement Onboarding Journey

- *Partner Account Manager (PAM)*
- *Channel Solutions Engineer (ChSE)*
- *Partner Success Manager (PSM)*

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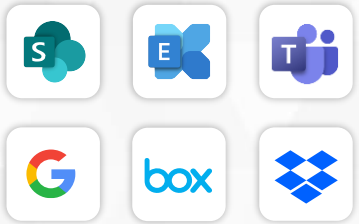
Top Channel Solutions

FLY

Pre-Migration Analysis Services and Perform Full Fidelity Migrations to Microsoft 365

SOURCES



AvePoint Cloud Backup

Offer Customers a comprehensive backup solution for M365

AvePoint Policies & Insights For Microsoft 365

Easily identify exposed sensitive content.

AvePoint Cloud Governance

Ensure workspaces in Teams and SharePoint are provisioned with proper policies.

AvePoint Online Services for Partners

Manage all your Customers from a single interface designed for MSPs

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Partner Discounts & Incentives

	Authorized Partner	Invested Partner
Base Resale Discount *(Recommended From Distribution)*	8 % off list	10 % off list
Deal Registration Bonus	12 % additional off list	12 % additional off list
Total Resale Discount Potential	20 % off list	22 % off list
Quarterly Sales Rebates	1 - 5 %	1 - 5 %
Success Plan Rebates	*	1 - 5 %
Partner Services Rebates	N/A	Yes

Discounts differ for Cloud Marketplace Purchases

**Potentially via Distribution*

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Deal Registration

Deal Registration
Purpose

1. Provide Partners protected margins on deals they source
2. Allow Partners to track their deals within the Partner Portal
3. Provide an equal playing field for channel customer pursuits.

Deal Registration
Process

Partner Accesses Partner Portal

Partner Completes Deal Reg Form

- Customer Info
- Product Info
- B.A.N.T. Criteria

Deal is Routed to Customer Account Owner

- Partner Account Owner, Channel Sales Leader, & Customer Account Owner are alerted
- Assigned by Sales Leader if not automatically identified
- First deal submitted is not automatically accepted

Customer Account Owner Accepts or Rejects Deal Reg

- All deal regs decisions should be based on the Channel Rules of Engagement
- Channel Sales Leader has the final determination for conflicts
- 72 Hours SLA
- Better B.A.N.T. Criteria increases acceptance rate.

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Partner Feedback Paths

Crowdsourcing Initiatives

Regular Success Plan Reviews

Channel Yammer Community

Portal Feedback Form

Partner Advisory Council

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thank you

Gracias | ευχαριστώ | Danke | Grazie | благодаря

Hvala | Obrigado | Kiitos | شكراً | Tak

Ahsante | Teşekkürler | متشكرم | Salamat Po | 감사합니다

Cám ơn | شكريه | Terima Kasih | Dank u Wel | Děkuji

நன்றி | Köszönöm | ありがとうございます | ขอบคุณครับ | Dziękuję

谢谢 | Tack | Mulţumesc | спасибо | Merci

תודה | 多謝晒 | дякую | Ďakujem | धन्यवाद

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AvePoint

How to Get Started?

1. Download / Review Program Assets to Learn More
2. Submit Partner Application
3. Approval by Local Channel Sales Leader
4. Sign Global Partner Agreement
5. Receive Partner Portal Access
6. Schedule Kick-Off Meeting!

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Program Overview

Designed to support different business models

Managed Service Providers

MSPs provide ongoing service and support for customers and their IT workloads.

Value Added Resellers

Allow customers to procure hardware and software by streamlining the purchasing process in some way.

Cloud Consultants

Assist with Strategy and Architecture for customer deployments. Typically, on a project-by-project basis.

IP Co-Creators

Look for opportunities to create integrated solutions for their customers with ISV vendors.

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Partner Landscape

Invested Partners

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Authorized Partners

- Partners who are trained and capable of positioning AvePoint software

Marketplace Partners

- Partners who transact via Distribution Cloud Marketplaces to purchase AvePoint products

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Partner Types & Program Benefits

Invested Partners

Invested Partners push the limits of their partnership with AvePoint, with dedicated practices to provide holistic solutions

- Main Program Components
  - Enhanced Product Discounts
  - Quarterly Sales Rebates
  - Marketing Development Funds
  - Deal protection through registration
- Additional Benefits
  - Partner Support Center
  - Assigned Partner Success Manager
  - Partner GTM Kits
  - Partner Learning Resources
  - NFR Licenses
  - Partner Appreciation Events
  - Exclusive Product Updates
  - Apply to Partner Advisory Council

Authorized Partners

Authorized Partners are our core partners that meet the needs of their customers with AvePoint technology

- Main Program Components
  - Product Discounts
  - Quarterly Sales Rebates
  - Apply for Co-Marketing Funds
  - Deal protection through registration
- Additional Benefits
  - Partner Support Center
  - Partner GTM Kits
  - Partner Learning Resources
  - NFR Licenses

Marketplace Partners

Marketplace Partners are partners that purchase AvePoint products via Distributor marketplaces

- Benefits
  - Monthly purchases through our network of global distributors
  - Distributor onboarding resources
  - Localized marketing material as available through our distributors

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Program Incentives

Land

Acquiring Net New Customers

Expand

Selling New Solutions to Existing Customers

Adopt

Working with the Customer to maximize their utilization of Solutions

Renew

Ensuring Customers stay committed to Solutions

Discounts

Legacy Partner Program

Base + Deal Reg Discounts
Success Plan Rebates

Adoption Rebates

Renewal Discounts

New Program Incentives

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Regional Channel Teams

RESPONSIBILITIES

Channel Sales Leader

- Establish the Local Channel Strategy
- Initial Partner Evaluation
- Partner Landscape Segmentation
- Sales Team Alignment

Partner Account Manager

- Establish Partner Relationships
- Guide Sales Motions with Invested Partners
  - Define/Refine "Better Together" Story
  - Drive Co-Sell Motions

Distribution Business Manager

- Manage Authorized Partners and the Distribution Relationships
  - Drive Distribution Partner Recruiting
  - Keep "Long Tail" Partners Engaged

Channel Solution Engineer

- Help Partners Lift Off On Their New Partnership, Guide Through Enablement, and Assist With Closing Initial Deals
  - Enablement Onboarding
  - Co-Selling Support

Partner Success Manager

- Drive Advancement Through the Partnership Maturity Stages for Invested Partners
  - Expand "Better Together" Story
  - Advanced Service Training

Channel Marketing Team

- Work to develop co-brandable materials and GTM kits for partners
  - Scalable Marketing Strategy
  - Manage MDF Process

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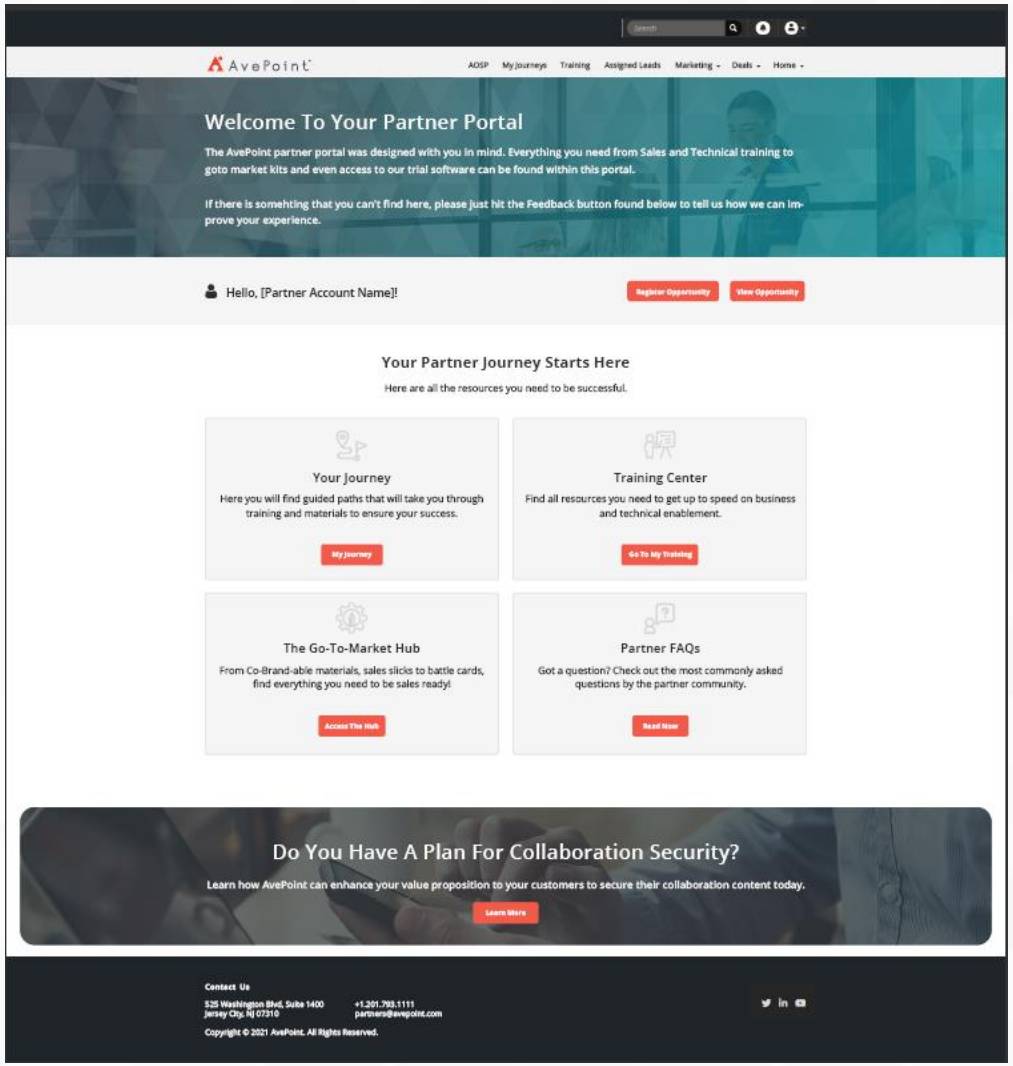

July Launch

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- GTM Center

H2 2021

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Partner Experience Guide

Initiation

Partner Registration
- Partner Application
- Partner Agreement
- Segmentation

Partner Portal Access
- Deal Registration
- Learning Management System
- Lead Sharing

Engagement

GTM Activities
- Partnership Announcement
- GTM Kits
- Co-Marketing Funds
- MDF Funds

Partner Enablement
- Program Courses
- Marketing Courses
- Solution Sales Courses
- Technical Sales Courses

Identify “Better Together” Story
- Welcome Meeting
- Success Planning
- Better Together Guide

Sales Motions
- Fulfillment
- Co-Sell
- Independent

Deal Closure
- Channel Sales Model
- Alternative Comp Models

Enhancement

Program Refinement
- Regional PAC
- Technology PAC
- Community Champions

Satisfaction Reviews
- Quarterly Reviews
- New Product Trainings
- Partnership Maturity Analysis

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Engagement Experience

Deal Closure

Distribution

Discounts & Rebates

Identify/Refine Better Together Story

Success Plans

Better Together Guides

Sales Motions

GTM Activity

Sales Alignment

Training Plans

Channel SE Support

Partner Success Manager

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Identify “Better Together” Story

“The Partner’s __x__ service
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customer requirements".

Invested Partners

Documented Success Plans

Authorized Partners

Better Together Guide

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Collaboration Security Platform

Elements Portal | Centralized management layer for MSPs that need to manage multiple customer environments.

Access Monitoring & Control

Secure and monitor sensitive business information, so data and business plans are not vulnerable and exposed.

AvePoint Policies & Insights

Backup & Disaster Recovery

Comprehensive coverage of content, permissions and settings, to ensure protection against data loss or ransomware attacks.

AvePoint Cloud Backup

Provisioning & Management

Efficiently provision and manage environments. Automate tasks and keep collaboration environments tidy, well-managed and secure.

AvePoint Cloud Management

AvePoint Cloud Governance

Secure Migration

Fast, secure migration of content from legacy dark and unsecure collaboration systems to a secured collaboration cloud.

FLY

AvePoint

Marketing Support

Marketing Development Funds (MDF)

Co-Marketing Funds

- Funds that can be requested in year for projects
- Up to 50% of Project Cost

Marketing Development Funds

- End of Year Funds for Invested Partners
- Requires Active Success Plan

Go-To-Market (GTM) Kits

Solutions Brochures

- Brochures for managed service offerings that include AvePoint technology, and co-branded product brochures for resale opportunities

Co-Branded E-Books

- Thought leadership content for lead generation and for helping to establish your expertise in the space

Boxed Campaigns

- Emails, Social and Banner Ads, Call Scripts, and execution instructions, so you can effectively run GTM campaigns

Syndicated Landing Pages

- Ready-to-go web content, to get your AvePoint business going quickly

Success Story Templates

- Templates to share your customer successes, to tell your story and attract more business

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Hit Your Microsoft KPIs

Dark to Cloud

- Eliminate business interrogation through data-centric analysis and assessment
- Content sources include on premises SharePoint and file shares as well as **Google Drive, Box, Dropbox**, and others

Drive Adoption of New Workloads

- Address concerns of customers who've turned off Groups and Teams until they determine how to manage
- Allow organizations adopting a **Central IT** model to deliver the right quality of service
- Increase **Teams** and **Modern Workplace Active Usage**

Accelerate E3 and E5 License Sales

- Help organizations who don't know how to manage/deploy E3/E5 features
- Automatically enable **E3 and E5 features** upon creation of new digital workspaces

Increase Azure Footprint

- Operational Backup & Recovery for Office 365 enables organizations to meet GDPR and other regulations
- Hit **ACA** Targets
- Drive **ACR** through Co-Sell and Storage

Training Paths

Partner Enablement Onboarding Journey

- *Partner Account Manager (PAM)*
- *Channel Solutions Engineer (ChSE)*
- *Partner Success Manager (PSM)*

Sales Training

- Pre-Requisites
- Solution Sales Training
  30-60 Minutes Per Product
- Sales Assets

Product Training

- Pre-Requisites
- Technical Solution Training
  1-2 Hours Per Product
- Demo Environment Support
- On-Going Support
- Lift – Off!

Services Training

- Pre-Requisites
- & Service Deployment Strategy
  1-2 Hours
- Advanced Service Training
  2-4 Hours per Product
- & On-Going Support
- Service Delivery &
  Implementation Support
- AvePoint Client Service Team Training
  1-2 Hours

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Partnership Maturity Stages

Onboarding

~3 Months

- Registered in Partner Portal
- Business and Technical Training Complete

Next Step: Close First Deal

Adopting

~3 Months

- Able to Co-Sell Effectively
- Consistent Quarterly Deal Regs

Close 3 Deals

Mature

~6 Months

- Able to Deliver Services for AvePoint Technology
- Growing Recurring Revenue QoQ

Close Deals QoQ w/2+ Products

Autonomous

- Working together on Industry Influencer Activities
- Complete Sales Across Multiple AvePoint Product Categories

Nomination by Local Sales Leader

Advisory Council

- Core group of partners that provide feedback and insights into changes for the future of the Partner Program.

Begins 2022!

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Partner Advisory Council (P.A.C.)

Global

Technology PAC
12 Global Partners

Regional

ANZ - PAC
10 Regional Partners

EMEA - PAC
10 Regional Partners

NA - PAC
10 Regional Partners

Global PACs

- Nominated by Regional/Channel Sales Leadership
- Technology Focused & Engaging w/BG

Regional PACs

- Selected by Regional Sales Leadership
- Go to Markets, Program Development, Commercial *Pipeline*

Community Champions Program

Program Requirements

1. Champions must participate in/contribute to four AvePoint-related assets within the year of 2021.
2. The timing of participation does not matter. It can anything from once per quarter, or all within one quarter, that is up to you.
3. Champions must attend at least 2 quarterly champion meetings per year

Program Perks

- Social media amplification
- Access to AvePoint marketing/design resources
- Intro to business leads
- Charitable donation match
- Annual Community Champion summit (will resume post-COVID)
- Hot desk (will resume post-COVID)
- Sponsorship of conference related expenses
- Plus, all existing AvePoint Partner Program perks

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IP Co-Creation

Work with AvePoint to set yourself apart from the competition.

White Labeling, API Integrations, Add-On Solutions

We invite our Top Partners to Co-Create IP to meet the needs of your customers.

Extend our deep solution portfolio for your business!

Build

Build standalone business applications with AvePoint to reduce costs and development time.

Extend

Extend the functionality of AvePoint Online Services for your customer.

Connect

Connect existing web applications to AvePoint Solutions.

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thank you

Gracias	ευχαριστώ	Danke	Grazie	благодаря
Hvala	Obrigado	Kiitos	شكراً	Tak
Ahsante	Teşekkürler	متشكرم	Salamat Po	감사합니다
Cám ơn	شكريه	Terima Kasih	Dank u Wel	Děkuji
நன்றி	Köszönöm	ありがとうございます	ขอบคุณครับ	Dziękuję
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