

# CHANNEL CHIEF IN THE INDIAN IT INDUSTRY- ALWAYS AHEAD



We live in a world in which experience and personalisation is everything. The market is coming back from a difficult time, caused by the initial shock of the pandemic. The pandemic has taught us how important technology is and how technology is the enabler. In these trying times we have come to see partners as the true transformers.

In today's era of massive digital transformation, technology is the key force behind almost every business. The Partner programme of any corporate is expected by the partners to be innovative and to have the capabilities for business model innovation that can extend across the geographies.

With a clear objective to win partner mindshare and for the future growth, companies must co-innovate, co-invest and collaborate across the ecosystem. The partner ecosystem helps to generate the untapped potential of new markets. They help you increase the marketing and selling of your product in their target markets while getting rewarded in return.

The role of Channel Chief is to enhance the partner experience levels and build services-led go-to-market strategies aided by new incentives and distribution support.

Creating a successful partner program isn't a piece of cake. It takes a huge effort, time and requires teamwork with strategic planning and implementation. The channel chiefs are directly responsible for designing the Partner Program; it must allow partners to "unlock" new recurring revenue streams to increase customer loyalty, aligned to the belief that end-users prefer to buy rather than build.

Corporates are spending billions of dollars to grow the partner business annually by giving direct access to all the critical business tools and information they would need to do business with their customers and partners. Certain corporates follow their Global agenda and some customize the need and demand in the country by embracing partnership and collaboration strategy for their development.

Let's understand from the Tech companies how the Channel chiefs have formulated the competitive and aggressive partner programs, which needs to be robust and partner friendly in their respective organisations to meet the KPIs and at the same time require their command to influence the Influential.

## DELL RAISING THE BAR OF PARTNER EXPERIENCE BY OFFERING NEW INNOVATIVE PROGRAMS

"For an organization, one of the key benefits of a partner program is to be able to extend its network and improve its reach within the target segments. This results in increased revenue, enhanced product portfolio and creates a customer feedback loop with an additional connection to customers. Partner program also creates significant growth in sales and distribution of a product or a service.

### Key partner strategies and commitments of Dell

Dell Technologies is committed to enhancing partner experience levels and build services led go-to-market strategies, aided by new incentives and distribution support. During Q1 FY22, our order revenue via channels increased 15 per cent year-on-year in Asia Pacific and Japan (APJ), with distribution reporting a 19 per cent rise in deals. India is no different. We continued to break the record even in Q2, with 65% growth year-on-year and 23% growth quarter-on-quarter.

At Dell Technologies, we are raising the bar on partner experience, offering new digital enhancements like incentives Center that gives partners increased visibility and insight across all their program incentives in one centralized location – for Rebates, MDF and MyRewards. We have also invested in configuration, pricing and quoting through the Solutions Configurator (OSC) tool. This will deliver greater pricing transparency for our partners while quoting and it will also enhance their online self-service capability.

We design our rules of engagement (ROE) around deal registration and to govern our internal sales team behaviour in a way that promotes customer choice while protecting the integrity of our partner program principles. We will continue to regularly review our operational model to ensure we are optimizing and simplifying our engagement with partners.



**ANIL SETHI**  
Vice President & General Manager,  
Channels – India, Dell Technologies

We are committed to investing in our partner's end to end experience with us and are excited for the opportunities that will allow Dell Technologies and partners to create together, partnering for the future."



## HITACHI VANTARA TAKES PRIDE IN OFFERING ONE OF THE INDUSTRY'S BEST REBATE PROGRAMS

“Partners are a critical part of every business and implementing creative partner programs help drive mutual success. Moreover, effective collaboration with partners helps design joint innovative solutions that can help tackle client challenges better. This co-creation and joint go-to-market along with partners is with the goal to help customers in their business journeys. Our joint business planning process with Partners focuses on core initiatives, solutions, and a route to market, where we and our partners want to go.

### Key components of Hitachi Vantara's Partner program

Our Partner Program starts with the new and revamped Partner Portal that provides all information to our Partners in an easy to consume design. This Portal provides partners with inputs on all current programs, resources and benefits available to them based on their Partnership level.

Starting with a joint business plan, our teams work with partners to provide them with full or co-funded resources to augment their sales, pre-sales or services strength as long as the agreed ROI is maintained. To support the joint business plan, our partners and our teams arrive at all outreach activities, and these are supported by MDF. Our Partner Marketing team helps partner execute these activities and track ROI. Partners have access to a very versatile Partner Marketing Hub on our Partner Portal from where they can launch and track all their marketing campaigns.

We pride ourselves in providing one of the best Rebates programs in our industry today. It is very simple to understand, and our partners can easily predict their earnings. It provides stackable rebates to drive the desired outcomes and benefits partners who are certified. Aligned with our Partner Program objective outlined below, and assisted by several seasonal time-bound benefits, our Rebate program provides great earning potential to our Partners. It is important to work closely with your partners and outline clear expectations/goals that you wish to accomplish through your partnership model before



**ANUPAM NAGAR**  
Senior Director, Strategic Partners and Alliances - Hitachi Vantara

designing it. It should also be borne in mind that no partnership models or programs can be static. It must keep changing in line with business imperatives and create the desired positive changes. There should be an easy flow of information and convenient collection of feedback, to ensure smooth operations and constant improvements.”

## IBM'S UNIQUELY DESIGNED PROGRAMS HELP PARTNERS GROW REVENUE SIGNIFICANTLY

“The ecosystem is at the heart of IBM’s go to market strategy. It plays a pivotal role in IBM’s journey to capture the USD 1 trillion hybrid cloud market opportunity. The IBM PartnerWorld Program is aligned to support this mission.

We have seen that the client needs are of varied types, causing partner models to evolve. The IBM PartnerWorld Program is therefore aligned to the market needs & is built on key tenants including Simplification, Flexibility, Focusing on partner expertise and capabilities, and Enabling partner differentiation through benefits & skills.

### Core components of IBM's Partner Programs

All program tracks are uniquely designed to help our partners significantly grow revenue and take advantage of multiple tracks as their business models evolve. With each program, there is a conscious effort to re-imagine business value for our partners. As our partners evolve in their journey, the critical factor is the Competency that they develop in-house as well as the support required for presales. IBM Technology Zone is the single point of entry for partners to easily access environments to build technical "Show Me" demos that can be shared with peers for customer proof of concepts.

IBM offers a wide array of benefits including the USD 1 billion investment commitment in the ecosystem and providing technical expertise through the Hybrid Cloud Build team to develop their solution or taking it to market. Recently, IBM announced 15 new benefits across technical, go-to-market, financial and skills development. In addition, we unified the framework across Build, Service, Sell Competencies to allow new and existing partners to expand their solutions and build skills. We also launched 10 New Competencies across build and service in addition to the 7 existing competencies.



**LATA SINGH**  
Director – Partner Ecosystem, IBM India & South Asia

Our Chairman & CEO, Arvind Krishna recently shared “less direct, more channel is where we would want to go.” Therefore, we are constantly innovating to provide a framework to guide partners through their journey and showcase clear benefits of the program while ensuring fairness and transparency for all.”



## PARTNERS ARE ONE OF THE KEY STAKEHOLDERS RESPONSIBLE FOR DRIVING GROWTH FOR ORACLE CLOUD

“Scalability and rapid growth are top priorities for many businesses today. Partners play a critical role in collaborating with cloud majors like Oracle and helping end customers extract the most value from their technology investments. They are helping drive more large-scale cloud adoption.

We see partners continuing to play a big role in fulfilling this demand as they seek more collaboration opportunities with us to help their end customers realize extreme performance, greater security, and increased cost savings via Oracle Cloud. Partners account for around 80% of all Oracle transactions in one way or another, especially in the Asia Pacific. Therefore, they are one of our key stakeholders when it comes to driving growth for Oracle Cloud in India.

### Design elements in Oracle’s Partner Program

We have modernized our partner program - Oracle Partner Network (OPN). The enhanced OPN program has been designed to accelerate our partners’ transition to the cloud as well as drive superior customer experience and business outcomes. Our partners appreciate the fact that Oracle is very focused on each of the tracks, addressing different segments with a sharp focus on different areas of business.

We have also ensured that we are enabling our partners through digital learning initiatives through certain dedicated avenues where they can learn, get certified, access resources - whether it is sales, pre-sales, other certifications, etc. Oracle Digital Marketing Centre (OMDC) is a modern marketing automation platform that provides our OPN community with a suite of fully integrated digital marketing tactics. It comprises ready-to-execute Oracle marketing campaigns and content designed to enhance partners’ go-to-market strategy, improve results, and strengthen a partner’s brand.

We will continue to constantly invest in skilling/ reskilling/ upskilling our partners for a cloud-first world.

From a market enablement perspective, we are focused on helping partners succeed with their customers. With Oracle Cloud Lift Services, customers get guidance from cloud engineers on planning, architecting, prototyping, and managing cloud migrations. On the other hand, with Oracle Support Rewards, the more that customers use Oracle Cloud Infrastructure (OCI), the more they save. Oracle Cloud VMware solution is another key



**SANJOY MUKHERJEE**  
Sr. Director and Head-Technology Alliances & Channels - Oracle India

focus area in our discussions with partners. It’s the best option for organizations looking to pivot their VMware environment to the cloud, be it for scalability or expansion, or both. The opportunity for partners who can help customers in this area is significant.

And last but not the least, Oracle offers unparalleled deployment flexibility with our enterprise-class hybrid cloud solutions to help organizations move from an on-premises configuration to a hybrid cloud.”

## A10 NETWORKS WORKS TOWARDS IDENTIFYING THE RIGHT PARTNERS AND THE RIGHT VERTICAL MARKET

“A10 Networks believes one of the best ways to grow our business is through dedicated channel partners who are leaders in the marketplace. Channel partners play a fundamental role when it comes to our A10 Network’s go-to-market strategy. Together with our partners, we ensure that customers’ datacentre applications and networks remain available, resilient, and secure at all times. Hence, it has become essential for us to develop partner programs that help partners throughout the sales cycle to ensure the best possible support and resources are provided to them to expand their customer base.

### Significance of the Channel community to A10 Networks

Channel partners are central to A10 Networks’ plans considering that majority of our business are transacted through channel partners. Our Affinity Partner Program is designed to foster growth of channel partners who are leaders in the marketplace. We invest heavily in the development and training of our partners in order to ensure high levels of expertise both from a technical and sales perspective. Our service provider and enterprise customers continue to look to A10 Networks to ensure their applications are secure and perform at optimal levels. Over and above that we also offer other benefits to our partners including – Training and certification, Elevate to Elite Program, Tech Packs, Path to Platinum and Lead the Way initiative.

A10 Networks is focused on working with partners who have specialist vertical market capabilities. We continually work towards identifying the right partners, and addressing the right gap in the right vertical market. We currently have underway five key channel initiatives which include developing our distribution relationships, deal registration, partner ecosystem, organic leads, and channel enablement.

With the channel front centre to all our programme activities, our channel strategy encompasses APAC, EMEA and South Asia, and provides us a unique perspective across



**SANJAI GANGADHARAN**  
Area Vice President - South ASEAN, A10 Networks, Inc.

a large segment. This enables us to consolidate and coordinate our channel strategy to an ever-greater degree while also allowing for flexibility to manage customer and channel needs across individual countries and regions.”



## HP BANKING UPON DIGITAL TRANSFORMATION TO NAVIGATE ITS PARTNERS INTO THE NEW ERA

“Technology and digital transformation are advancing at an astounding pace while business models are shifting from simple transactions focused on selling products to contractual relationships. Customers have dramatically altered how they research, purchase and engage with brands, buying more products and services through digital channels, such as e-commerce, partner portals and marketplaces. This requires flexibility in channel offerings, an agile supply chain and, more importantly, the data to predict the impact and address changes speedily to the benefit of the channels and their enterprise customer needs.

### HP reinforcing its partner-centric approach

HP is not only transforming the purchasing experience but also the way technology is impacting retail. In a period, where brick and mortar businesses were under pressure, HP has gone ahead and opened new HP World Stores across the country. HP is banking upon digital transformation, data and analytics to support our partners into the new era. Today the brand has over 600+ HP World Stores across India, out of which 100 new stores were in opened in the last year.

The pandemic has forced businesses to innovate and transform significantly towards a digital first ecosystem to survive and overcome the challenges. HP is banking upon digital transformation, data and analytics to support our partners into the new era. The channel program ‘Amplify’ reinvents how we collaborate with partners to collectively advance our customers’ goals and ambitions from the ground to measure and reward partners for a variety of Performance indicators. HP is and will always be a partner-centric company. We understand that there is a growing need for brands to create multiple touch points for customers in their purchasing decisions. In fact, the journey continues even after closing the purchase, on social and after sales. Together with our partners we are working to match the speed and agility demanded by customers and consumers.

Therefore, our channel partner program, HP Amplify has been designed from the



**GURPREET BRAR**  
Head, Channel Sales and Distribution, HP India

ground up to turn data analytics into insights that spark new strategies, steer innovation and reward partners for performance, collaboration and capabilities while accelerating digital transformation with insights, building a driven data culture and augmenting common knowledge with collaboration tools.”

## VERTIV OFFERS A 360-DEGREE SUPPORT TO ITS CHANNEL ECOSYSTEM THROUGH ITS PARTNER PROGRAM

“In the current hyperconnected world, especially for B2B organizations like Vertiv, having a strong and efficient partner network is critical. Building a reliable partner network therefore is of utmost importance for us to build relationships with our customers and drive growth. Aside from ensuring our offerings evolve with the changing customer requirements, it is imperative that we build a robust two-way line of communication with our channel partners, to ensure both the company, and its channel network, are informed of all new developments.

### Key elements in Vertiv’s Partner Program

Vertiv’s partner program provides a 360-degree support to channel partners, allowing easy access to sales & marketing tools, product documentation, and other partner-related information. Additionally, our dedicated Partner Portal allows them access to the latest online and face-to-face training courses and partner-only events. The partner program enables channel partners to be well-informed of all intricate details of products and services, for best support of their customers. Through a dedicated program, they can undergo training, be informed of all new offerings and thereby gain confidence from their knowledge to help resolve any queries customers may have. The partner program is also equipped with special offers that are available to partners all around the year, incentivising partners to increase sales. Also, with the help of partner programs, subject matter experts (SMEs) train partners on the latest technological solutions that have been launched to keep them updated and highlighting these solutions to customers.

In terms of creating a transparent model, we have identified the major key steps as engage, evolve, empower, evaluate. At the start of the engagement phase, we involve a two-way interaction with the partner as to understand his needs and provide the necessary learning tools. In the second phase, evolve, we prepare the partner through vigorous training modules to elevate his current knowledge about basic industry knowledge and deep dives



**SANJAY ZADOO**  
Country Manager, Channel Business - Vertiv India

into Vertiv offerings. In the third phase, empower, we encourage the partner to get into new markets - especially the untapped opportunities - to build a broader customer base supported with Vertiv offerings. Lastly, we evaluate the partner engagement with customers, along with his current potential, and together understand how we can together increase their sales revenues.”



## BUILDING THE BRAND TRUST WITH ITS PARTNERS LIES AT THE CORE OF UIPATH

“UiPath strongly believes in building the right capabilities within our partner community. Our partner tier structures are heavily dependent on the investments our partners make into developing automation practices and the automation community within their organization. The reward for our partners lies in services revenue as every dollar of license sale results in three times services revenue for our partners.

### Key initiatives designed for UiPath Partners

UiPath supports its partners to build capabilities for customer consumption and expand the enterprise-wide automation platform. We invest in a host of partner learning courses and persona-based capability building, at no cost to partners.

The UiPath Services Network (USN) program recognizes an elite group of service delivery partners accredited with advanced delivery skills on par with the UiPath Professional Services team. These partners, holding company-level certifications, are defined as UiPath Certified Professional Services, and offer strong automation skills with the capability of providing both customer references as well as best practices to customers.

The UiPath enterprise-wide automation platform is a unique approach that partners can leverage to find more opportunities within their customer segments. We also have a very effective deal registration system which helps our partners identify opportunities early, lock it in with us, and then leverage UiPath resources to successfully demonstrate their capability via demos to the customer, resulting in faster closures.

We proactively engage in joint marketing efforts with our partners to help them acquire new logos. At our core, we strongly adhere to building trust with our partners. We gauge different routes to market that the customer is looking at – it could be an advisory-led approach, an implementation-based approach, a managed services approach, or just a resale from the partner. The first base of building trust is to maintain a quick turnaround time for any opportunity the partner presents via deal registration or via a lead pool. Once the deal is approved, we are invested in the partner’s journey, and jointly engage in customer

Secure your entire network at every stage in the network lifecycle.



**HARPREET BHATIA**  
Senior Director – Strategic Partner Ecosystem, UiPath India and South Asia

discussions. We provide support to our partners throughout the presales, sales, and post-sales cycle. If our partners need industry domain-specific expertise or value engineering support, we make sure that we align the right resources to support our partners, thereby positioning a joint partner-UiPath value proposition to our customers.”

## PURE STORAGE STRIVES TO BE TRANSPARENT WITH ITS PARTNERS ON ITS PROGRAMS

“A partner program is essential for any business for several reasons. First, it will help build a loyal and committed community of partners that can represent your company well to your customers. Secondly, you want to ensure that your partners have the training and skills required to install and maintain your solutions. Finally, a partner program will give you a structure to work with as you expand your business.

### Key structure of Pure Storage Partner Program

Pure Storage uses the resources in our partner program to reward partners to do several things. The obvious one is to send their staff for training and certification. Another is to bring in new customers who have never used Pure Storage before. Yet another reason is to incentivize them to target emerging growth markets. Our partners also have access to marketing resources to hold end-user events with or without participation from Pure Storage.

Pure Storage has always been transparent with our partners on our program. We do this in several ways. First of all, they can view all the resources available to them on our partner portal site. They are also updated regularly through various channels such as email and social media. Our channel account managers also touch base with them on a regular basis, face to face where possible. Finally, we have our annual global partner event which used to be a face to face event but has been virtual for the past two years.”



**JITHESH CHEMBIL**  
Head Channels, India  
Pure Storage



## TEAMVIEWER TRIES TO MEET THE CHALLENGES OF ITS PARTNERS BY DESIGNING A SUITABLE PROGRAM

“Partners are an integral part of TeamViewer India’s go to market in the region. At TeamViewer India, we have designed the partner program to suite the Indian ecosystem which meets the challenges of Indian partners like low cash flow and non-transparent support models. Today we have engagement models which cut across a small single owner business to a global system integrator. TeamViewer solutions is horizontal which is used in the industry by businesses of all sizes and hence we see our partners, resellers and VARs in each size and scale to resell and use our solutions. So, to reach the customer, partners play a very important role. We support our partners not only in sales but also in presales and post sales to keep the customer happy.

### Channel strategies & policies of TeamViewer

At TeamViewer we onboard, train and engage partners in a very systematic manner. We offer a very low entry criteria which precisely means our partners need not invest anything to begin. We have our channel manager who work with partners to scale their TeamViewer business. We have seen increasing interest in reselling TeamViewer solutions. We also have now four large system integrators signed up to promote together our industry 4.0 market offering. The partners’ resources and reach help us service our customers better. We have launched several special incentive programs for our partners other than upfront margin and offer an attractive performance rebate program and sales incentive for lead identification.

We have created a very engaging and transparent partner program. Benefits to our partners are –

- Additional Revenue with Cross Sell- No major investments
- Margin to build a profitable business
- Huge Not for Resale discounts up to 40% on all the TeamViewer Products



**KRUNAL PATEL**  
Head of Sales, India  
TeamViewer

- Presales support from TeamViewer on large value business opportunities
- Product training to the presales team – Free of Cost
- Huge Partner incentive
- Sales incentive program for partner sales team
- Market development fund supported by a strong business case.”

## INFOBLOX ENSURES TO REWARD PARTNERS WHO STAY UP-TO-DATE ON THE COMPANY’S TECHNOLOGIES

“Infoblox’s BuildingBLOX Partner Program is how we ensure that our partners are best poised to provide an optimal experience for our customers, whether it’s the first day of a new implementation, the adoption of newly-released features, or at the time of renewal. Participating in our partner program ensures our partners’ sales representatives have all the tools they need to best serve their customers. We are committed to a business model that rewards partners for staying up-to-date on Infoblox’s technologies for a remote workplace. Our offerings enhance our partners’ profitability and help them win against their competitors.

### Key initiatives for Infoblox Partners

Infoblox’s partner program provides compelling partner discount levels that increase depending on the level of investment in the brand. Our enablement teams provide best-in-class sales and technical training on Infoblox’s platforms and solutions.

We enhance partners’ profitability when they bring new business to Infoblox through our deal registration-based incentive, which partners can request in our easy-to-navigate partner portal. Partner sales reps are also invited to participate in our “Guardians of the Network” SPIFF, which gives cash incentives for both new logo and security-based opportunities. Additionally, our Demo and Not-For-Resale (NFR) program provides deep discounts for partners to deploy Infoblox solutions in their lab and demo environments.

Our channel partners who demonstrate increased commitment to Infoblox in terms of portfolio breadth, certification and bookings can achieve “Gold” or “Platinum” statuses. Transparency is one of Infoblox’s core values and we ensure that our Partner Portal is kept updated with all of the vital information that our partners need to succeed. We also continually review partners to ensure we upgrade their statuses in a timely fashion.”



**RAJEEV SREEDHAR**  
MD  
Infoblox India and SAARC



## AUTODESK CONTINUES TO INVEST IN ITS PARTNER ECOSYSTEM FOR THEIR SUCCESS

“At Autodesk, the Partner program is called the Autodesk Partner Advantage Program, which includes tiering (Platinum, Gold, & Resellers), vertical specializations (eg AEC, Design & MFG, Media & Entertainment, CAM, ACS, etc), and Strategic Investment Program (SIP) – our investments and reward program.

### Rewards & Rebates for Autodesk Partners

We are committed to our partners, with a focus on moving to subscription, which would create a more resilient business and even during the global pandemic we saw that promise realized. Autodesk’s success is connected to our partner success, therefore we continue to invest in our partner ecosystem.

We aspire to provide meaningful rewards for partners delivering desired customer outcomes. CDP (Channel development Program) and MDP (Market Development Program) are integral parts of the Autodesk Partner Advantage program. Apart from this, there is significant investment from Autodesk to enable the partner eco-system to deliver customer based outcomes.

For backend incentives, we have the inflection point model which allows us to give partners predictable scaling pay-outs depending on where they are against their quarterly target. In view of the difficult conditions the global pandemic created, we pulled together a core team to support our partners through these challenging times. This was done by introducing our partner business continuity program which we tweaked with quarterly updates to our global framework and incentives. As we look further out to FY23 and beyond we will continue to prioritize investment by finding ways to recognize and reward value, along with acknowledgement of year on year performance through growth, specifically focusing on the development of high value services for our partners as more workloads migrate from the desktop to the cloud.

We have also refined our partner Advantage program. Last fiscal year we went through a significant evolution of our partner program. Based on feedback from our partner community,



**ALOK SHARMA**  
Country Manager – India & SAARC (Channels), Autodesk

we eliminated differentiated pay outs for both new and renewed transactions. We also removed minimum purchase requirements from the specialization framework completely. We want our partners to deliver services for business outcomes to their customers, be committed to their customers and realize a return on their investment with Autodesk solutions.”

## ACER’S COMMITMENT TOWARDS ITS PARTNERS HAS GROWN STRONGER THAN EVER BEFORE

“Channel Partners play a critical role in any organisation’s go-to-market strategy. They represent the company to the customers and help create a positive image and build market share.

### Channel Strategies & Programs for Acer Partners

As a completely channel-driven company, we at Acer believe in collective growth, wherein we lay a lot of emphasis on partner success and their advancement. We create programs and skilling modules to invest in their learning and progression. Our channel partners are our eyes and ears to the ever-changing market, and they constantly empower us with actionable insights to constantly enhance our offerings. Our Channel Programs enable and empower channel Partner and their team so that company’s products and vision is represented well to the customer.

To succeed as a brand, we must be cognizant of our partner’s needs at all times. Few factors that we need to keep in mind are good rebates and incentives, account management, front-end discounts, regular training, service support, easy partner on-boarding processes, providing the right sales and marketing materials, progress reports, among others. In addition to these, we also tailor our programs for specific regions based on demand and the growth potential of those markets. We aim to design our partner programs in such a way that enables sustainable growth both in terms of revenue and market share, thereby creating a win-win proposition for both.

At Acer, our commitment to partners is stronger than ever before. Challenging times like these, warrant innovative technological solutions that redefine business models in the new normal. To further grow our partner network, we have developed policies that leverage the strength of our partners and allow them to sell from the entire gamut of products in



**SANJEEV MEHTANI**  
Country Manager- Sales, Acer India

Acer India portfolio. Our mantra is to work with our channel partners, up-skill them, and empower them in building a sustainable and profitable business. Our strategy is to empower our partners by offering industry-relevant solutions that they can effectively leverage and ensure continued success.”



## CHECK POINT SOFTWARE AIMS TO BE THE MOST PREFERRED CYBERSECURITY VENDOR FOR ITS PARTNERS

“Partner programs are critical in providing partners with the support and skills to help them scale their business with organizations, ensure predictable revenues through the partnership and to help them serve their customers better.

### Programs & Opportunities for Check Point Software partners

Our partner program enables partners to have deeper collaboration with Check Point Software, giving them access to support and resources to speed up customer sales cycles. Partners enjoy predictable growth margins and recognition when winning new accounts, closing strategic win-backs and accelerating customer adoption and success in the security domain. Customers also benefit from a positive day-one experience and flexible solutions that give them more versatility and value in their security purchase decisions.

Check Point’s Partner Growth Program adopts a multi-faceted approach to enable and assist partners in their go to market strategy. Some key enablers include Online tools to shorten sales cycles, Partner reward program to recognize alignment, activity and execution, Deal registration program for partner profitability, New customer acquisition support for partners and Enablement assets to optimize customer value.

By using Check Point’s “Engage” app, users can register a deal, collaborate with our field teams, chat with an expert, receive alerts and gain access to useful content. “DemoPoint” unifies our partners and field resources to enable customer-facing demos with pre-constructed demo solutions. We also invite our partner to be part of the extended Check Point community through “CheckMates”, which brings partners, experts and R&D together to share best practices.

Our Enhanced Whitespace Program assists partners in acquiring new customers by combining their account knowledge with Check Point Software and third part data sources. Check Point Software offers partners the best enablement assets, which optimize customer experience and value. Our new training and certification programme offers partners



**MANISH ALSHI**  
Sr. Director, Channels (India & SAARC) - Check Point Software Technologies

best in class training courses to assess, sell, deploy and support security solutions. In India, Check Point Software aims to be the most preferred and profitable cybersecurity solutions vendor for its partners. Check Point is, and will continue to be a 100% focused channel-driven company - it’s been that way now for 28 years.”

## FORTINET WANTS ITS PARTNERS TO BE VALUED BY ITS CUSTOMERS AS TRUSTED ADVISORS

“Fortinet’s channel partners play a critical role in helping customers address and navigate some of today’s biggest cybersecurity challenges. We have transformed our partner program so partners can untap new opportunities and rising markets, including SD-WAN. Fortinet’s Engage partner program provides greater flexibility on partner engagement, offers support to partners’ business models and allows partners to specialize in emerging areas through tailored training and certifications.

### Fortinet’s channel strategies & plans

Fortinet helps partners be recognized and valued by current and potential customers as trusted partners who have the expertise, services, and technologies they need to fulfil their business needs. Furthermore, Fortinet’s holistic approach to security with Fortinet Security Fabric allows partners to significantly expand their business and revenue opportunities. Partners are leveraging Fortinet’s broad portfolio of integrated solutions and tools through a platform approach available in any form factor. Partners can also develop managed services for endpoint, SD-WAN, cloud, SOC, and more powered by the Fortinet Security Fabric.

The introduction of the new consumption models for Fortinet’s end point solutions enables MSSP and SP partners to offer their customers new security services that can meet their needs for flexibility. By leveraging the Fortinet Security Fabric, MSSP and SP partners can build services and grow their businesses with new consumption models for FortiSIEM, FortiEDR, FortiClient, FortiSOAR, FortiAI and FortiDeceptor.

We have outlined three key areas on why partners should engage with Fortinet and grow their business -

Profitability Through Technology Differentiation as Fortinet’s breadth of products are tightly integrated into one highly automated, high-performing platform.

Business Success with Proven Credibility as Fortinet’s innovation is superior with hundreds of patents and industry-leading threat intelligence.



**JITENDRA GHUGHAL**  
Director Channels, India & SAARC - Fortinet

Long-Term, Sustained Growth as we have no direct sales team and are a 100% partner driven business, and we offer sustained sales, marketing, and executive support to grow productive, predictable, and profitable relationships.”



## D-LINK'S PROGRAMS HELP ITS PARTNERS ADAPT TO THE CHANGING MARKET DYNAMICS

“There is no denying that Partners/ System Integrators play a crucial role in business growth, be it expanding sales-foot print, enhancing brand value or growing revenue. It has been at the core of D-Link’s business values to ensure partner engagement and partner profitability. That is why we have always been investing in building a strong partnership with our partners/ system integrators PAN India.

### Core elements of D-Link’s Partner Program

D-Link Partner Programs are designed to engage with our partners/ system integrators, motivate them to do better and support them to grow business. At present, D-Link’s distribution and channel network consisting of over 80 Business distributors, 5,000+ resellers and 800+ System integrators are its core strengths. Most of our partners/ System Integrators have been associated with us for more than 15 years and continue to be our key propagators.

We have always believed in the power of collaboration. So, our partner program framework provides for better SI engagement, maximize profitability, and encourages mutual success.

At D-Link, we acknowledged the role of partners in our growth and have always endorsed a partner-centric business approach. Through our well-structured and well-defined Partner Program, we offer special incentive programs on Half-Yearly / Yearly basis, while focusing on ease of doing business with us. Our incentive program with different slabs allows partners/ SI’s to achieve higher level of proficiency & profitability. We also support our partners with Marketing development funds, periodic training & certification programs, along with access to our marketing reservoir to help them drive business & revenue. All this is further complimented with D-Link’s best post-sales support infrastructure.

While we are aligning partner strategy with our organizations business goal, it is also essential that we are mindful of our partners’ business objectives. Also, one of the core objectives of partner program is to ‘Enable partners do business better’. So, D-Link



**ROHIT PURUSHOTTAM**  
VP – Enterprise  
Sales, D-Link (India) Ltd

Partner program entails ample resources/ guides to help partners/ SIs adapt to the changing market dynamics, while keeping them abreast with technology updates and providing them with lucrative business opportunities. Mutual success is another significant factor that makes partner programs successful.”

## PARTNER PROGRAMS ARE CRUCIAL FOR WINNING THE LOYALTY OF A PARTNER TOWARDS A BRAND

“Partner (Channel partner) is the backbone of the fourth ‘P’ of the marketing ie. “Place”. A channel partner ensures the proper reach and penetration of products of a brand, thus contributing in building up the brand. A partner is basically an extended arm of a company to promote its products and services to end customers.

Technology partners are an integral part of the Solutions world. These partnerships augment the sales teams, broaden the reach, and provide the customers with a complete solution if the technology is vetted, tested, and adds value to your ecosystem.

Thus partner programme is very important to give comfort level and win their loyalties towards a brand. A partner program is a business strategy vendors use to encourage channel partners to recommend or sell the vendor’s products and associated services.

Every company does and invest 1% -4% of their revenues in bringing innovative partner programmes. The idea is to take the relationship to next level and hone the skills of partners to sell the brand. These programmes can be -

- Dealer meets and get together
- Foreign travel schemes
- Designing training programmes for their teams
- Additional turnover discounts
- Appreciating most valuable partners and grading them (Silver, Gold, Platinum etc)
- Rendering marketing assets and demo equipment
- Partner’s news bulletin to encourage partners write on their experiences and share with others
- Helping in online promotions and many more

While designing any partner program, the idea is to take the relationship to the next level and win their loyalties amidst such throat cutting competition. The program and



**VINEET MAHAJAN**  
Director-India Business –  
Unilumin

brand equity should be strong enough to make partner feel proud of the association. While designing any program for Unilumin partners, we ensure that the partner feels confident on selling our product in his designated domain area and earn decent profits.”



## YOTTA ENSURES THAT ITS CHANNEL STRATEGY LEVERAGES THE PARTNERS' STRENGTHS AND OFFERINGS

“Being on the frontline and exposed to the market dynamics, partners bring immense value to both customers and technology companies. We have always emphasised a 'partner first' approach, and a partner program is a crucial step in this direction. Partners are our extended sales team, facing the customers first, and it's essential to enable them with the correct information, tools, training, and support to build a value proposition for customers. It must be noted that just having a partner program is not enough; it must be seamless, transparent and must provide trust and immense opportunities to the partner ecosystem.

### Core Components of Yotta's Partner Program

From day 1, our Partner Policy has included direct incentives for the Partner Sales representatives for every new transaction closed by them. Secondly, our partner's avail commission for the entire duration of the customer contract and have options for a one-time pay-out.

We have also designed Yotta Innovators Club (YIC) Program. Partners signed up for this program get monthly cloud vouchers and access and support to Cloud Partner Portal, listing on the Yotta Technology ISV Program Page on the Yotta website, training support, online training for sales and specific programs, and exhibitor opportunities at Yotta conferences and events.

To enable the sales teams of our partners, we launched a certification program called Yotta Horizon, which covers basic to advance training on data center and cloud services. The objective behind establishing partnerships is to ensure that we jointly provide our customers more value to help them achieve success. One of the key focus areas of any partner ecosystem strategy should be leveraging partners' strengths and offerings.

Trust, Transparency and Teamwork have always been the key pillars of our Partner Program, and we ensure that we try to keep improving on the same lines via continuous feedback.



**BHAVESH ADHIA**  
Head – Partner Ecosystem,  
Yotta

Another important step to forge stronger alliances is to recognise the efforts of partners for creating new opportunities and delivering superior customer experience. On the same lines, Yotta's Golden Circle Awards reiterate our commitment towards the partner ecosystem and recognise their contribution to technology innovation, leadership, and growth of Yotta.”

## SIMPLICITY IS A KEY INGREDIENT FOR FORCEPOINT WHILE DESIGNING A PARTNER PROGRAM

“Partner program is a very important framework under which the partners and the channel teams can engage and build their GTM activities. Our partner program is designed to encourage deeper engagement and early engagement where the rewards are designed in proportion to the level of engagement. We are a 100% channel company and we strongly encourage our partners to understand and embrace the program. One of the key considerations we have while designing the program is -‘simplicity’. We recognize that simple and easy to understand programs have a wider reach.

### Benefits from Forcepoint's Partner Program

- Partners get a variety of benefits from the program –
- Creating stickiness with customers – we would encourage customers to continue the partner incumbency during every renewal and significant milestone of the product lifecycle.
- Enhanced MDF that is directly proportional to early and deeper engagement
- Attractive Rebate programs
- Appreciation program through partner certificates which are very popular in the social media

We have built consensus on some of the local initiatives that we do and the partner management is on-board with us. This helps in deeper acceptability of the program which is effectively co-owned. The programs that we conduct for building awareness and lead generation are co-hosted by the partner. This gives an opportunity for the partner to participate the program with their point of view as well.”



**AJAY KUMAR DUBEY**  
Country Head - Channels,  
Forcepoint



## TABLEAU TAKES PRIDE IN MAKING BOTH ITS CUSTOMERS AND PARTNERS SUCCESSFUL

“Partner Programs are the foundation for any thriving partner business. The Tableau partner program is built on four fundamentals - Capacity, Capability, Commitment, Customer Success.

### Key components of Tableau’s Partner Programs

The Tableau Partner Network (TPN) runs across three tracks - Reseller, Services and Technology - and the partners are tiered based on measurable performance metrics. Recently in India, we have also launched Value Added Distribution (VAD) to create touch points across a large and vastly diverse region.

Our Partner Program has been the driving force for our partners and customers. We have a number of programs we drive with our partners which are broadly categorised under two heads -

- Demand Generation: Partner Marketing Funds, Proof Of Concept, Partner Demand Center, and the Partner Concierge Service.
- Partner Engagement: Partner Bootcamp, Partner Advisory Council (PAC), Partner Executive Kick Off & Global Partner Summit.

At Tableau we listen to our partners' feedback and promote open dialogue on ways to deliver value for customers. Further, partners provide strategic guidance on future Tableau initiatives such as product evolution, program policies, and engagement needs. The proof of a successful partner program reflects in the business almost immediately. Our partner business has been thriving and we see a huge headroom for growth in the years to come.

We are a data company and proudly use our products across the ecosystem. On transparency, we have live dashboards for our partners to see their progress and performance. Our program has simple and quantitative measures for our partners in order to track themselves and move up the ladder in tiers thereby unlocking greater benefits and discounts.



**PANKAJ GAUBA**  
Senior Director, India & SEA Partners, Tableau

On the fairness front, our program is aligned by country clusters which has helped accommodate more partners to join our business and help their customers adopt our technology. At Tableau, we take pride in making our customers successful and our partners are joined at the hip with us in our mission to help our customers see and understand data.”

## CHANNEL PARTNERS HAVE PLAYED AN IMPERATIVE ROLE IN STRENGTHENING CANON’S BRAND CONNECT

India is a dynamic market with immense potential across regions. In order to continue reaching out to customers across the length and breadth of the country, it is imperative to leverage every possible medium to market ourselves. Thus, channel partners play a critical role in the success story of any business to enhance their marketing outreach programs.

We, at Canon India, have a strong channel partner ecosystem that has helped us strengthen our foothold in the industry and reach out to a diverse range of customers. With a strong network of 100 distributors and 3000 channel partners across the length and breadth of the country, we endeavour to further consolidate our regional presence.

### Key components of Canon’s Partner Program

The Canon Partner ecosystem has been infused with strong fundamentals and over a period of years, we have consistently nurtured the partner program management which has given immense bonding. The longevity of our partner association has been consistently growing which itself is a testimony to signify our strong mutual engagement.

As one of our essential stakeholders, our channel partners have played an imperative role in strengthening brand connect, reaching out to customers through CIS stores, PIXMA Zones, and OIC shops. We are helping our B2B channel partners build both scale and competencies in new technologies, for our SOHO/SME/Government customers. Additionally, we are also continuously reviewing the distribution and retail structure as well as actively helping them with personalized retail coverage and customized campaign support to help them expand their business. While we are ensuring easy and quick access to Canon products and services for our consumers, we are also mindful of our channel partners’ profitability and long-term sustenance. Therefore, we are actively exploring new business opportunities from complementing products and brands, which will help our channel partners expand their product portfolio.

Canon’s Partner program management philosophy has been well acknowledged by



**C. SUKUMARAN**  
Director, Consumer System Products & Imaging Communication Business, Canon India

the partner fraternity. Our partners would know the seasons when these programs would be operated and the criteria of these programs. We maintain simplicity and transparency to avoid complexity in program management. Hence, we are proud to share that our partner program fulfilment has been the best in the industry.”



## VERSA NETWORKS BUILDING ITS COMPETITIVE EDGE WITH ITS INNOVATIVE PARTNER PROGRAMS

“The Versa ACE Partner Program, a 5-Star CRN rated Program, was created with the goal of enabling partners to -

- Accelerate time-to-revenue by building SASE competency and expertise
- Captivate and retain market attention through the delivery of differentiated customer value with Versa SASE
- Engage with customers to build trust, foster customer loyalty, and preference for Versa SASE solutions

Partners are looking for vendors that will help them to differentiate themselves from other competing solutions. According to Gartner, Secure Access Service Edge (SASE), worldwide, over the next five years, will grow at a CAGR of 36%, reaching almost \$15B by 2025. The ACE Program was created to enable partners to capitalize on the market opportunity.

### Key components of Versa Partner Program

Versa ACE partners are rewarded for achieving competency and expertise in their areas of specialty. Partners are eligible for financial (discounts, rebates, etc.) and marketing benefits to uncover new revenue opportunities, unlike the traditional MDF program, where partners are reimbursed after the activity has been completed. At Versa, we offer joint marketing funds where the funds become available upon approval. We believe that this approach fosters a collaborative and genuine partnership between Versa and its partner ecosystem.

When it comes to partner recruitment, we are looking for partners who truly want to foster a highly collaborative partnership to uncover new opportunities. At Versa, our strategy is not to recruit 1000's of partners where 20% of the partner ecosystem brings 80% of the revenue. We believe when all partners win, we win! Earlier this year, Versa SASE



**VENKATA SR DATLA**  
Channel Sales Head – India & SAARC, Versa Networks

won in the ‘Best Emerging Technology Breakthroughs’ awards category, while the Versa ACE Partner Program was honored in the ‘Channel Program of the Year’ awards category for the value we bring to the channel. With Versa SASE, our partners have a competitive advantage that enables them to deliver unique customer value.”

## SOPHOS HELPS ITS PARTNERS TURN SECURITY ADVISORS TO ITS CUSTOMERS

“For any business to be successful, structured programs are necessary. For organizations that operate through channel business model, partner programs give necessary structure and growth path, to both vendors and its partners. It helps to create an ecosystem where roles and responsibilities of all the stakeholders are designed and executed.

### Key initiatives for Sophos Partners

Our partner program rewards commitment to Sophos. The more partners are committed, more profitability they can achieve. Partners can attain profitability under three aspects of our partner program -

- **Tiered Discounts:** We provide tiered discounts aligned to respective partner tiers: authorized partner, silver partner, gold partner, platinum partner and sub-distributors. These discounts help partners built consistent profitability.
- **Margin Retention Opportunities:** ‘Deal Registration’ and ‘Incumbency’ are the arrangements to provide margin retention to our partners.
- **MDF and Rebates:** We regularly run MDF and Rebate programs to support our partners to capitalise on various opportunities. It helps them to maintain their profitability as well as to provide more value to their customers.

Sophos is committed to its core values as an organization. The core values of Sophos are: Simplicity, Empowerment, Passion, Innovation and Authenticity.

The Sophos Global Partner Program is comprehensive, but simple. It is transparent and clearly defines and informs our channel partners on the registration process, enablement tools, trainings, and growth path opportunities available through the program. Sophos helps its partners to truly be security advisors who are up to date with the fast-changing threat landscape and knowledgeable about how Sophos’ next-generation security products, services and technology to better prevent, detect and stop cyberattacks. Our partners are also empowered with Sophos’ ecosystem as we create products with innovative features designed specifically



**SUNIL SHARMA**  
Managing Director - Sales (India & SAARC), Sophos

for partners, such as the Sophos Central-Partner dashboard that allows partners to centrally manage their customers’ endpoints, firewalls and other Sophos security products from a single dashboard. With our channel strategy, we make sure to maintain the passion of our partners through authenticity of Sophos ecosystem of products, people and processes.”



## CRAYON HAS IN PLACE A CUSTOMISED PARTNERSHIP MODEL FOR EVERY PARTNER

“Partners are the extended sales arm of an organization, who drive the incremental business through market reach.

Every organization should have a program that clearly defines how to engage with them and detail out the benefits and levers that are available for the partners to accelerate their business and increase the profitability.

Crayon Partner program is all encompassing for ISVs and Partners. It is the right combination of strategy, technology, and people to ensure we support partners in the area that are key for their growth. We have built IPs like “Cloud IQ” that ensures that our partners can get greater insights in form of BI reports of onboarded customers and this paves the path to offer new services as upsell to existing customers. New workload means possibility of higher rebate and earning opportunities.

We support partners with POC funds and migration Funding along with GTM guidance and execution.

The Partnership model for each partner is customised. It is extremely important to understand their strength, current need of business, delivery capabilities, expansion plans etc.

This knowledge gives us a fair understanding of the model suitable for mutual growth. Partners with own IP, with Solution or LOB application have unique requirements. We ensure that we work closely enough to create the most suitable plan.”



**VENKATARAMAN D**  
Executive Director – Sales & Strategy, Crayon

## VEEAM BUILDING AN EXTENSIVE PARTNER NETWORK THAT CONSTITUTES A STRONG ECOSYSTEM

“The pandemic has pushed many organizations into an uncharted territory, several Indian organizations are now adopting hybrid cloud strategies to fuel rapid digital transformation. To sail-through this transition a strong partner program is paramount for an organization to drive critical business benefits such as revenue increase, brand awareness, and customer retention. We at Veeam are firm believers that the success of our partners, in turn, reflects on our success as an organization. We continuously strive to bring constant innovation to our partner programs to stay relevant. Partner programs allow us to scale our business across markets (Tier 1, Tier 2 and Tier 3) and various verticals. Over the years Veeam has built an extensive partner network to constitute a strong channel ecosystem across markets.

### Salient features of Veeam’s Partner programs

We are a 100% channel company. Our partner programs are aimed at empowering all our partners to thrive in the evolving business landscape and better respond to customer demands. We have strengthened our Partner Perks program which has been especially developed to increase partner engagement, reward them, encourage focused solutions adoption, and to drive business growth. Veeam also offers a variety of other network programs –

- Veeam Technology Alliance Program (VTAP) - designed to drive higher market share and profitability for our alliance partners
- Veeam ProPartner Network – allows our global ecosystem of partners to work directly and indirectly with one another
- Veeam Accredited Service Partner (VASP) – enables partners to differentiate their offerings and achieve value realization to drive customer success.

These programs will enable us in identifying partners serving both elements of our business which will allow us to recognize the revenue they bring in and treat them as platinum, gold, and silver based on the overall business they are doing with Veeam.



**AMARISH KARNIK**  
Director – Channel Sales, Alliance (India & SAARC), Veeam

If we are keen on onboarding a partner, we discuss the best options and discuss how the partnership can move forward. We leverage our partners to take the solutions to the market and when they need any help at the back end, we are always there to support them.”



## TRUST AND PROFITABILITY ARE THE PILLARS THAT DRIVE SONICWALL'S RELATIONSHIP WITH ITS PARTNERS

“Investing resources in a channel partner program can be an overwhelming process for companies across all industries even though there are long term benefits of strategic partnerships that far outweigh the cost. A big factor that could lead to benefits would be to choose the partners wisely and establish strong relationships that are guided by the company’s culture and business goals.

### SonicWall's channel strategies & programs

SonicWall is a 100% channel partner organization where trust and profitability are the pillar that drive this strong collaboration. We work with more than 17,000 channel partners worldwide and more than 2500 partners within India region, continuously building partnerships based on trust, loyalty and mutual success.

SonicWall lays great emphasis on knowledge sharing. We provide equal opportunities to both its employees and partners to gain specialized skills from time to time; Weekly Sprint is one such program for the partners wE3to enhance their knowledge and skill set.

SonicWall Secure First program offers great opportunity to earn Rebate without any ambiguity. Partners are also eligible for Market Development Fund which is tried to business growth planning and activities.

This program’s ongoing success is due largely to its philosophy of partnering to win. In addition it also offers a number of perks. These include competitive margins, deal registration protection, technical training, sales enablement, marketing and lead-generation support, and more.

SonicWall University another unique initiative, is an online partner enablement platform designed to keep SecureFirst partner sales representatives, pre-sales and support engineers at the forefront of cyberthreats and security solutions. Recently SonicWall launched its SonicWall MSSP program to empower MSSPs with the resources and tools they need to protect their customers while improving operational efficiency and costs.



**DEBASISH MUKHERJEE**  
VP - Regional Sales,  
APAC, SonicWall

SonicWall relies on its expansive base of partners across all regions and is dedicated to continuing to grow programs like these to further meet the needs of our partners in the future.”

## PARTNERS CONTINUE TO REMAIN AS AN EXTENDED ARM FOR NETAPP IN SERVING ITS CUSTOMERS

“Given the geographical spread and diverse nature of Indian market, partners play a critical role on coverage and building customer relationship and extend quality service. Apart from the technical features and price, the customer’s trust on the supplier plays a critical role in decision making. Partners help vendors in covering the last mile and build trusted relationship. NetApp looks at partners as an extended sales arm to reach and service customers.

### Core competencies of NetApp's Partner program

Our partner program focusses on three aspects broadly. One is enabling partners to understand our technology solution and able to serve their customers better. This is done through programmatic sales, pre sales and technical training organised for partner resources. Second is helping the partner to build their business and grow revenue. We invest our MDF through partners to carry our marketing activities to build the funnel. Third is profitability. Our various rebate and incentive programs are built to reward the partner on the investment and efforts they put on our business.

As NetApp continues to evolve, our partners remain an extension of us and play a key role in our go-to-market strategy. We are dedicated to enabling a profitable and focused partner ecosystem that is committed to driving core business growth and to leading customers to the cloud and beyond. NetApp’s partner program, the Unified Partner Program (UPP) is transparent and consistent across all partners.

A partner-first approach is critical to growing our shared business with investments in award-winning programs, tools, training, enablement, incentives, rewards for growth, differentiation, and support for partner-led services strategies. We are committed to working with partners, hand in hand, providing the proactive management, marketplace



**GANESAN ARUMUGAM**  
Director – Channel Sales,  
NetApp

recognition, and open communication that partners need to be successful. The partner management team works with all partners to define joint business opportunities, development activities, and target marketing initiatives and to support their technical needs.”



## SCHNEIDER ELECTRIC'S PROGRAMS HELP PARTNERS IN WINNING NEW BUSINESSES

“The Partner Program is at the heart of every organization and it empowers channel partners to expand their offerings, maximise opportunities and harness potential in driving businesses. At Schneider Electric, we call these our ‘Partnerships of the Future.’ Our vision of propelling business goals and enabling collaborative opportunities to broaden networks, buy, sell and promote digital services empowers greater performance, and builds resiliency at every stage.

### Salient Features of Schneider Electric's Partner Program

Our Partnerships of the Future create a crux for our partners to scale up and leverage simplified, open, digital solutions that help in winning new business in this evolving digital ecosystem.

Our Partner Program presents immense opportunities to expand their networks, increase connectivity, improve performance and transform products from start to finish. We present our partners with solutions and technologies that enable them to navigate through the deluge and forge greater connections in the evolving all-digital and all-electric world. Our streamlined plug and play networks render faster installation, offer collaborative opportunities and provide tangible insights in transforming businesses.

We have a structured Partner Program in place with vert Transparent Performance Based Channel Incentive programs which gives partners opportunity to earn profitability through rebate and utilise MDF to grow their Business. We run things like Pre-Sales Club, Marketing Concierge Service to enable partners for sustainable business growth.

Schneider Electric's ‘Partnerships of the Future’ encompasses a structured and streamlined framework to help our partners reap benefits from projects and businesses. We provide future-focused solutions and opportunities that drive collaboration, offer support at every stage and extend the knowhow to utilise and deploy the right digital tools for successful business outcomes.

The key steps that we undertake while designing a fair and transparent partnership



**SWARUP DAS**  
Director, Channel -  
Schneider Electric India

model include -

- Delivering products for every stage of a project from CapEx to OpEx
- Enabling simple-to-install systems that minimize on-site IT work
- Set business energy and sustainability goals and achieve them.”

## MICRO FOCUS DESIGNS ITS PROGRAMS IN A WAY THAT DRIVE THE GROWTH OF ITS PARTNERS

“The pandemic has accelerated digital transformation with enterprises moving to cloud and hybrid environments at an extraordinary rate. The channel ecosystem therefore also had to evolve faster than the pace of this change to ensure business continuity and operational stability for enterprise customers.

The focus on staying ahead of the curve of the business landscape reflects in the channel strategy. Our global network of authorized Partners is at the heart of what makes Micro Focus successful. Micro Focus ensures the highest level of customer satisfaction which depends on the exceptional product and solution implementation together with the skills and specialization that the partners deliver.

### Core Principles around Micro Focus Partner Program

We have designed our Partner Program around three central principles. We have modernized the processes and structure of our integrated, new Partner Program to make it easier for our partners to do business with us. Access to world-class sales and technical enablement is provided within our extensive product suite. We also motivate the partners by recognizing and rewarding them with in-depth product and solution specialization cross the four pillars of digitization.

The Micro Focus Partner Program has created an ecosystem around sales, marketing, and enablement and in recognition of the skills and specialization that they bring. Our program returns a range of competitive benefits like industry benchmarked competitive and aggressive deal registration tier, sourced and referral rebates to our Platinum, Gold and Authorized partners. In our Marketing stack, we provide co-branded marketing tools and services and added Marketing Development Funds (MDF) eligibility to our Platinum and Gold partners.

Micro Focus pays special attention to aspects like strategic planning, goal settings, communications, tracking & reporting, rewards, rules of engagement, system deal



**JIJU JOSEPH**  
Country Head Channels  
- Micro Focus India

registration process, etc. which are an important part of the cycle. Partners are the essence of Micro Focus' business strategy. Along with our valued partners, we aim to reduce the drama for our customers, delivering a highly differentiated value proposition.”



## KASPERSKY'S CHANNEL PROGRAMS COMPLEMENTS ITS PARTNERS TO DO BUSINESS WITH THE BRAND

“Across the world, Kaspersky is recognized for its innovative security solutions. We have developed an innovative program – Kaspersky United Partner Program that does more to help our partners do business with us. Whether you’re a software reseller, system integrator, managed service provider (MSP) or security service provider – and regardless of whichever vertical you sell, the Kaspersky United Partner Program can help partners to grow profitable, new revenue streams.

### Key elements of Kaspersky's Partner Program

Partner success is pivotal to our success. Some of the elements are –

- Great margins plus clear & transparent schemes for rebates and deal registration discounts
- Expert support including MDF, training and more
- World-leading brand with award-winning products that help partners to win new customers
- Skills transfer with our experts helping reseller to develop its own skills & knowledge
- Market differentiation opportunities via Specializations that help partners to beat their competitors
- Tremendous Growth potential SMBs and Enterprises are setting aside bigger budgets for security

Our MDF program plays a vital role in helping partners to fund and perform joint marketing activities in accordance with identified goals and priorities. Key partners can submit their marketing proposals via the Partner Portal. The Partner Portal is a central hub for everything associated with the program. It provides an easy way for partners to apply for deal registration, submit MDF proposals, access training courses, download marketing materials and more.

We have created special badges for each partnership level so partners can use the relevant badges to show their status within the program. Partners can also access images, icons and more to help promote joint business with Kaspersky to give potential customers an easy way to find a partner that has the skills to help them meet their IT



**SACHIN RELWANI**  
Head of Channel Sales,  
South Asia - Kaspersky

security objectives, and we add details of high-level partners to a Partner Locator tool on the Kaspersky website.

We look at Transparent Business Engagement with Partners and create Business model based on -Partner profitability at the center, Clear & transparent reward scheme, 100% partner focus, Ease of doing business, Unmatched knowledge and Potential for growth.”

## CHANNEL PARTNERS ARE AT THE HEART OF EVERYTHING F5 DOES

“Every sales professional understands that making inroads into a new market takes time and effort. Partnering with the right channel partners can provide you with the necessary foothold to reach out to a wider set of customers. You can make a strong first impression by leveraging your partner's existing customer base. Furthermore, they can provide useful information about marketing regulations, local taxes, targeted messaging approaches, and audience personas. In a nutshell, while entering new markets, channel partners can provide a shortcut to profitability. They increase your overall brand awareness among new audiences, thereby assisting your direct sales.

### Key channel strategies of F5

At F5, our partners are at the heart of everything we do, and they are a critical component of F5's overall growth strategy. F5's partner program, Unity+, is an innovative channel program designed to -

- generate long-term profitable partner growth
- improve partner opportunities and incentives
- capture new revenue streams and
- drive tighter collaboration to assist customers in their technological transformation

Maintaining a healthy partner ecosystem is critical. Our goal at F5 is to form long-term, mutually beneficial strategic partnerships. We accomplish this by maintaining strong relationships with existing partners and onboarding new partners who can successfully navigate new use cases and routes to market.”



**EDGAR DIAS**  
Regional Vice President-  
Channels, APCJ - F5



## WESTERN DIGITAL DESIGNS ITS CHANNEL STRATEGY ON THREE PILLARS – EDUCATION, REWARD, ENGAGEMENT

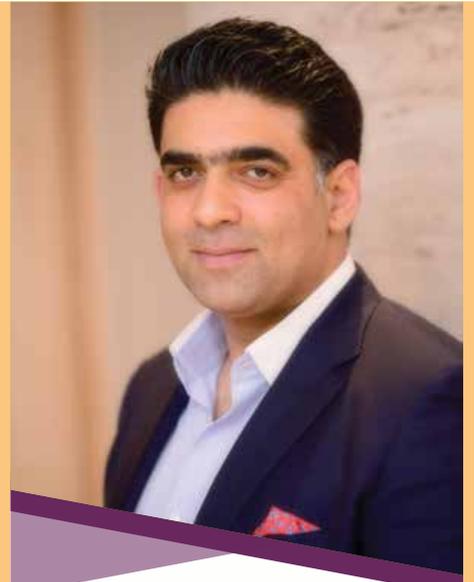
“Our channel partners are strategic assets to us. They help us connect with our customers across geographies and widen our reach. We continuously equip our partners with the right information, products, and tools to identify and reach potential customers and navigate the local market and ecosystem challenges.

### Key Programs for Western Digital Partners

We run various channel partner programs to educate and equip them to leverage diverse market opportunities. We also offer them support to better connect with consumers. For example, our Go Digital Kits allow partners to push relevant product information through social and digital media and connect with customers across platforms. We also run various reward programs. Our channel rewards program is designed to reflect the possibilities of the market and support our channel partners in achieving business goals. We also undertake focused initiatives for our partners to understand the products better, linking the technology to the need and outcome.

We have an integrated channel marketing strategy built on three key pillars - Education, Reward, and Engagement. To train our channel partners, we run regular and robust programs for partners to prepare them against the evolving customer needs, dynamic business landscape, market trends and keeping them updated about relevant solutions and products.

To appreciate and reward the value that our partners bring to the business, we have institutionalized several reward initiatives for channel partners - SanDisk League of Heroes, Western Digital Elite Partner Promo, and myWD Partnership Program, to name a few. We have also aided them with digital toolkits which is helping them adapt to the new reality of digital and offer product collaterals and sales generation resources and connect with prospects across social platforms.



**KHALID WANI**  
Senior Director - Sales,  
India, Western Digital

We offer a variety of programs such as TechTalkApp- a training tool for channel partners, and WhatsApp business platform for engaging with channel partners to take advantage of new opportunities that are emerging in the current environment. Moreover, we are the first to adopt new initiatives to enable partners to run their businesses efficiently after lockdown.”

## NURTURING AND EVOLVING ITS CHANNEL PARTNER NETWORK IS A KEY PRIORITY FOR COMMVAULT

“The contribution and role of partner models have drastically transformed over the years. A strong channel partner ecosystem is the key to visibility and profitability and business must invest in building a robust partner program for optimum productivity and mutual benefits.

Commvault is a channel-led organization, partnering and co-selling our industry leading solutions with a network of 7,000 channel partners globally. We are committed to provide our partner ecosystem with unmatched partner programs and solutions to further aid them to transform their businesses and enhance their core offerings.

### Core elements of Commvault's Partner Program

We are following a three-pronged approach this year for our business continuity and partner growth strategies – Tailored, Transparent, and Trustworthy.

Our global partner network consists of key industry alliances with market leaders, solution and service providers, and technology partners, coming together with a shared goal of helping customers store, protect, manage, and use their data. Our award-winning Partner Program is modern, profitable, and predictable. This includes deal support to close sales and grow, performance rewards, deal registration benefits, and new partner seller incentives, combined with more flexibility across program tiers to increase partner profitability.

The three-tier structure enables partners to do business with Commvault that is simple and profitable. A new partner enters the program at the Authorized tier and may advance to the Premier or Market Builder tier upon achieving specific revenue targets and completing required training, certifications, and accreditations.

Our Partner Program inculcate the culture of innovation and growth and build a strong and content partner community at Commvault. Commvault has further evolved its industry-leading Partner Advantage Program to now offer MSPs and Aggregators.



**ANSHUMAN RAI**  
Area Vice President, India and  
South Asia, Commvault

This will help our partners achieve goals, meet challenges head-on, and future-proof their business. Our solutions are industry-leading, and we provide the tools, benefits, experience, and support that enable partners to help their customers safely protect and manage their data in any environment – on-prem, cloud, or SaaS.”



## DASSAULT SYSTEMES' PARTNER PROGRAM BRINGS THE 3DEXPERIENCE VALUE WITH A LONG TERM GROWTH STRATEGY

“The pandemic has increased the need for organizations for supporting its customers and partners as they prepare for hybrid working model. The “new normal” requires extended set of e-learnings, self-paced training and online certification programs so that partners can enhance proficiency and skills.

### Key elements of Dassault Systèmes partner program

The worldwide network of partners at Dassault Systèmes enables a wider outreach to customers in different segments such as large businesses, mid markets & startups and academic institutes covering entire portfolio of 3DEXPERIENCE Platform powered by the Brand solutions like CATIA, SIMULIA and DELMIA. They also provide local expertise and regional growth in tier 2 and 3 markets across industries such as automotive. The Education Partner Program (EPP) supports the training of resellers through E-learning Solutions developed by Dassault Systèmes and help them to develop the workforce of the future by working closely with academic institutes and skilling related startup companies.

Dassault Systèmes Business Partners resell our offering and complement the same with their professional services as system integration, customization, consulting, training and implementation.

The partner program of Dassault Systèmes brings the value of 3DEXPERIENCE in driving innovation to life with a long term growth strategy. The Partner Transformation program helps partners to grow by establishing and implementing a development plan to build an organization that delivers a profitable, predictable, and repeatable business. It provides a consultative service based on a holistic view of the Partner’s Organization.

With Dassault Systèmes deep expertise and positioning in the core Design engineering, simulation and strong inroads into manufacturing domains, partners can take advantage of the large portfolio of solutions in order to address end to end needs of clients covering all



**TANUJ MITTAL**  
Director – Customer  
Process Experience,  
Dassault Systèmes, India

areas of enterprise value chain right from product strategy to sales and marketing. Dassault Systèmes is also scouting for new partners in the domain of simulation, manufacturing, mining, infrastructure and life sciences in India Sri Lanka, Nepal and Bhutan & Bangladesh.”

## TREND MICRO'S GOAL IS TO CREATE A WIN-WIN SITUATION TOGETHER WITH ITS PARTNERS

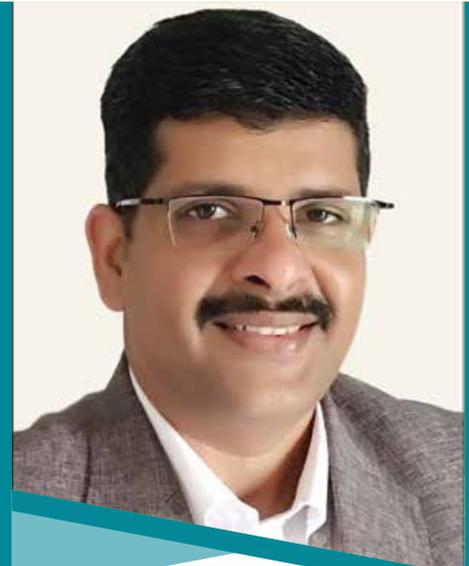
“Partner Programs give us an opportunity to reward as well as to empower our partners to grow alongside us and take our exciting next-gen offerings to the market. As a channel-focused company, we have a structured partner program to enhance the sales and presales competency for partners. The TRENDS CAMPUS Program is a partner enablement and skill enhancement Program that has three parts - Foundation, Advanced and Master Certifications. These programs motivate and support channel partners to drive more business together.

We also have partner tier levels (Bronze, Silver, Gold and Platinum) based on revenue achievement and competency level. The deal registration portal helps our partners to register early in the sales cycle and accelerate the business opportunity.

We encourage partners to maximize business opportunities by providing Not For Resale licenses, for Demo and Proof of Concept. The Silver, Gold and Platinum partners will be supported by our channel team and the rest of the partners will be supported by distributors. Platinum and Gold partners will be eligible for our Rebate program to increase business profits.

Our ‘Partner Ninja’ program is an exciting competency enhancement program that aims to further empower and equip our channel community. Also, our marketing development fund will support our partners to encourage the development activity with customers.

We are 100% partner centric organization and try to deliver all our solutions through the channel. Our channel partners are an integral part of Trend Micro’s success. Transparency in engagement help our partners to conduct business seamlessly with



**TOM CHEERAN**  
Director Channel India &  
SAARC – Trend Micro

Trend Micro. We are trying to build an ecosystem where we leverage our channel partners’ existing capabilities and work together with them to deliver innovative solutions to the customers. Our end goal is to grow together with the channel partners, creating a win-win situation.”



## NUTANIX'S OBJECTIVE BEHIND ITS PARTNERSHIP MODEL ARE SIMPLICITY, CUSTOMER-CENTRICITY AND FLEXIBILITY

“The objective of a good partner programme should be to deliver simplification, profitability, and an accelerated roadmap towards partners’ business transformation, addressing all elements in a channel ecosystem. Channel programmes should empower partners to improve focus on customers by reducing complexity in their engagement, through a single integrated architecture.

### Key Partner Programs from Nutanix

Our main objective for all our partner programs is simplicity, and we achieve this by using a consistent set of tools, resources, and a simple platform for engagement.

Our Elevate program for channel differs from traditional partner programs by providing a unique emphasis on partner capabilities and competencies to sell and support the Nutanix portfolio, rather than revenue targets. Elevate brings a new level of profitability, including front end margins, new mechanisms to help deliver margin-rich services, richer rebate levels for bringing new business.

Additionally, the Nutanix Elevate Service Provider Program empowers service providers to build highly-differentiated hybrid and multicloud services, delivering increased profitability and faster time-to-market. Due to the PSCs and partner programs, we have seen a rise in the number of transacting partners’ quarter on quarter, as well as greater upskilling within our partner ecosystem.

The main intention behind our partnership model, is simplicity. We achieved this through a few key steps- firstly, we had discussions with our partners across the world. Secondly, we focused on customer-centricity. Understanding what the customer needs in the present, and how this may change in the future according to how the industry changes, is a crucial step in this process. The final piece is in bringing all this together while creating simplicity and flexibility in engagement. This allows more focus on innovation and customer needs, and results in growth for us and our partners. Our partner programs thus provide one



**RITESH SYAL**  
Head & Director, Channels & Alliances, India - Nutanix

simplified architecture and removes lock-in and minimum commitment limitations that come with standard contracts and partner programs. This level of focus on support is what drove us to launch our Partner Support Center in Bangalore, as a response to our partner’s needs.”

## PALO ALTO NETWORKS WANTS ITS PARTNERS TO STAY AHEAD OF THE CURVE BY ADOPTING DIGITAL TECHNOLOGIES

“A robust partner program is key to unlocking growth, innovation, and driving customer success for a cybersecurity organization. In the post-covid new-normal, cybersecurity vendors can leverage the strong relationships channel partners have developed in markets to reach millions of new businesses across multiple levels. A collaborative two-way handshake between vendor and partner is key for a cybersecurity company to thrive. Palo Alto Networks’ NextWave Partner Program is designed and built to deliver this.

### NextWave 3.0 - a new enhanced partner program

At the beginning of 2021, the current iteration of our partner program, NextWave 3.0, was kicked off to sharpen our focus on providing incentives and value for our partners. With Nextwave 3.0, we added specialization benefit plans that gave our partners graded benefits based on the resources invested, business growth, and competencies acquired.

When it comes to developing partnerships within the NextWave program, our models are crafted on three key pillars: integrity, flexibility, and adaptability.

We enable partners to adopt our “differentiation with specialization” approach which allows them to deploy every product in our portfolio as per their specialized needs. This was at the core of NextWave 3.0 which allowed partners to build their security expertise through three new Prisma SASE, Prisma Cloud, and Cortex XDR/XSOAR specializations.

Delivery of such a service on a flexible platform is crucial. A flexible structure that provides our partners more ways to maintain their NextWave level means more benefits to the end-user which, therefore, means success for our partners and us.

Finally, seeing how the pandemic forced enterprises to relook at operations on a global scale, adaptability has become a key part of our channel partner ecosystem. As



**KRITHINIWAS NEELAKANTAN**  
Channels & Alliances Leader, Palo Alto Networks

security partners are now fast adopting new digital technologies, staying ahead of the curve by building services that keep them safe for the long term is essential.”



## REDINGTON DESIGNS ITS PARTNER PROGRAMS TO BUILD A STRONG CUSTOMER ENGAGEMENT

In a world where customers expect solutions to their problems rather than specific products, no organisation is going to be able to effectively address these expectations on its own. Partnerships are an integral part of the organisation's offerings. Partner Programs are aimed at solving customers' problems by leveraging network effects and an ecosystem approach. Partner programs are one of the most crucial mechanisms that enable any organisation to bring together the right set of partners, enable this ecosystem to focus on specific outcomes and channel the resources necessary for achievement of these outcomes.

### Key elements in Redington's Partner Programs

Partner programs are designed by Redington in sync with brands and seek to drive emerging technologies / business models such as subscription models, annuities, Hardware-as-Service etc., apart from On-prem offerings. These models bring in newer revenue streams for partners as well as other stakeholders. Incremental resources and benefits are geared towards new technologies as well as promoting Partners' digital maturity and enhancing their revenues. Also, our Programs promote affordability programs to help Partners gain from the shift in consumer spending behaviours. Broadly therefore, our partner programs aim to equip Partners with the specific resources required to tap an identified set of opportunities.

Partner programs are designed to build a strong customer engagement, build solutions to customers' problems, enhance customer retention, lengthen the customers' journey with partners and help build demand generation through referrals. As part of the programs, we seek to offer partners' technologies and skill sets that we invest in, and build Lifetime Customer Value. The key principle is to ensure partnerships are clearly a win-win proposition for all stakeholders (including partners, customers, brands and distributors).



**RAMESH NATARAJAN**  
CEO  
Redington

Therefore, we seek to ensure the objectives are aspirations as well as achievable. The program is to be simple, clearly understood and drive some "quick wins", as far as possible, to build momentum. Also, we try to build on partners' feedback and the learnings from previous programs.

## SEAGATE AIMS TO STRENGTHEN ITS POSITION AS A MARKET LEADER BY ENHANCING ITS CHANNEL PRESENCE

"Partner programs are popular business strategies that organizations use to grow their sales footprint and diversify their network of customers. These program bring in revenue and create important links between vendors and customers. The impact of partner programs on sales, market share, innovation, and even brand recognition can be enormous.

### Core components of Seagate's partner strategies

Seagate's initiatives have always been focused towards empowering our partners and distributors to enable them with the right set of knowledge and tools. We are committed to improving their businesses, and delivering compelling results of Seagate's full suite of enterprise and consumer data solutions.

Our channel ecosystem continues to grow in numbers and reach as we better understand evolving opportunities in the current market scenario and double down on our efforts to engage with our partners and customers more closely than ever. In this regard, we have developed the Seagate's SkyHawk Partner App to empower our partners and customers that enables partners to calculate the storage needs and investment required on the spot.

We connect with our customers and partners in the markets through the Seagate Insider partner program. Through our distributors, we offer lots of training programs to our channel partners which are aligned with the latest IT industry trends and channel practices in India. We organise activities for our partners to address the right audience and customers. Some of the notable programs to name are "Seagate Regional Meets" and "Seagate Surveillance Weeks". Held in multiple cities, 'SkyHawk Surveillance week' is one of our marquee initiative that attracts the highest concentration of partners (at least 340 partner stores) with unparalleled peer insights and expertise on business strategy, innovation, and leadership, as we build a robust partnership network with them.



**SAMEER BHATIA**  
Country Manager, India &  
SAARC - Seagate Technology

We trust that, going forward, these activities and our efforts will continue to help strengthen our position as a market leader in the storage, software and system industries, while enhancing our channel growth rapidly."



## COMMSCOPE'S MODULAR APPROACH TO PARTNERING IS BASED ON CUSTOMER DEMAND AND PARTNERS' BUSINESS MODEL

“CommScope has been pushing the boundaries of communications technology to create the world’s most advanced networks. We design, manufacture, install and support the hardware infrastructure and software intelligence that enable our digital society to interact and thrive. Working with customers, CommScope advances broadband, enterprise and wireless networks to power progress amidst today’s increasingly disruptive world and create lasting connections.

### Key elements of CommScope's Partner Program

The Partner Program forms an integral part of our business and as a channel-oriented organization, we build strategic partnerships and alliances, so that we can broaden our offerings and deliver a more complete set of solutions and expertise for shared customers, and collectively drive greater impact within the wider ecosystem.

Beyond incentivized programs to recognize and reward our partner, sales enablement and engagement for valued partners, CommScope’s PartnerPro Program also looks to provide extensive resources and training for channel partners to elevate their marketing and technical expertise, to help build a trusted and mutually profitable relationship. These resources include technical training and support, and marketing tools that allow partners to keep customers and end-users agile, future-ready and able to respond to any network challenge.

We take a modular approach to partnering based on customer demand and our partners’ business model. This structure allows our partners to select the right relationship with CommScope based on their business model and expertise. We offer access to resources like emerging technology training and education, partner portal and enablement tools; opportunity for our partners to offer CommScope warranties, and participation in incentives programs for authorized partners.

With more than 10,000 partners worldwide, CommScope’s partner program and



**KALYAN DEEP RAY**  
National Channel Manager,  
Enterprise Sales, India &  
SAARC, CommScope

initiatives empower the channel with best-in-class technology along with robust sales enablement and marketing support. Our partner program offers greater profitability and a go-to market engagement model which provides partners with unique insight enablement and demand generation.”

## VIEWSONIC CREATING A WIN-WIN-WIN PROPOSITION FOR CUSTOMERS, TRADE, AND BRAND

“Partners play a vital role and they are the main catalyst between the Brand and its Customers. More & more happy dealers mean more & more satisfied customers. Making partners happy is a brand's primary task.

We at ViewSonic are offering Power Play as a digital app based real time reward program. We have also created the industry first Price parity program on a mobile app, besides giving the facility of 48 Hours replacement warranty in all major cities, quick settlement of credit notes, highest focus on stock movement, best ROI, volume to value-based business by offering 50+ SKUs for different GTM, and introduced innovative products from time to time.

ViewSonic is aiming for those value-added partners who are more technology savvy, understand recent trends and are client facing. Major part of our investment is in creating a value system through the digital way, using AI, machine learning and making our partners resourceful. ViewSonic India has a very clear & transparent channel policy. The positive feedback we have received from major trade association heads is a sheer evidence of how channel friendly our policies are and transparent our Price Priority program is -

*This is a great step towards giving an equal ground to traditional business via large format online market. I am sure more OEMs would follow the noble example set by Viewsonic - Sanjay Chhajer, President, COMPASS.*

*I thank ViewSonic for being the first company in the IT Peripheral category to roll out a price parity program for all T3 partners across India - Devesh Rastogi, Sr. Vice President, FAAITA.*

*ViewSonic's Price Priority program will be a truly game changer in the IT industry of India to protect our members against OLS platforms - Pranav Parikh, Vice President, FITAG.”*



**SANJOY BHATTACHARYA**  
Director- Sales and Marketing -  
IT Business, ViewSonic India