

# CHANNEL PARTNER PROGRAM

Q3 2017

The Kentik Channel Partner Program is designed to create and foster a profitable, long-term, and mutually beneficial relationship between Kentik and our partners. The program includes two major categories, Advocate and Reseller. Kentik Advocate Partners identify potential client accounts for development and execution by the Kentik sales team, and are compensated on a commission basis after the sale. Kentik Reseller Partners purchase services from Kentik at a discount and resell them to end customers, realizing profit via margins on the final sale.

## PARTNER BENEFITS

- **Lead and Deal Registration:** Partners bringing business opportunities to Kentik can be awarded exclusivity via lead or deal registration.
- **Partner Website:** Resources include product and service collaterals, webinars, product updates, lead and deal registration forms, etc. for sales and marketing use.
- **Product Discounts:** Reseller partners receive discounts based upon their classification. Additional discounts are also provided for specific sales programs and promotions.
- **Joint Marketing Activities:** Co-op marketing funds are available to jointly market and promote Kentik solutions. These funds are currently awarded on an ad hoc, request basis, but will be based on a percentage of sales revenue achieved by each partner in the future.

## PARTNER REQUIREMENTS

Partners must complete either a Kentik Referral Partner Agreement or Kentik Reseller Partner Agreement to be part of the Kentik Channel Program.

- **Sales & Technical Training & Certifications:** Higher levels of product discounts (for Reseller Partners) or commission rate (for Advocate Partners) can be attained by completing various pre-sales and post-sales training milestones. At the present time, this training is informal and is administered by the channel management and customer success teams. Formal training curricula and certifications are planned for 2018.
- **Quarterly Business Reviews:** Partner must work with Kentik regional sales and channel sales managers to review sales activity and to maintain an active market development plan.

## CONTACT

For more information, please visit [www.kentik.com/channel-partners/](http://www.kentik.com/channel-partners/).