MARTELLO

Martello Partner Program

Become a Microsoft 365 Managed Services Industry Leader

As Microsoft 365 services such as Microsoft Teams have become mission critical, the need for 24/7 reliability has never been greater.

To ensure customer retention and to develop their own businesses, Value Added Resellers (VARs) and Managed Service Providers (MSPs) need the right tools to proactively detect and troubleshoot any Microsoft service delivery issue before it affects end users.

MARTELLO'S PARTNER PROGRAM DELIVERS DEEP VALUE

Martello's Partner Program is designed to empower Microsoft 365 Partners to face the constant challenge of guaranteeing stellar service delivery. Partners can access MSP and VAR specific packages, which come with built-in industry best practices to help partners stand apart from the traditional break-fix model, reduce support costs while creating a happier, more productive, and more profitable customer.

Partners can easily extend their lines of service to Azure, AWS and the Google Cloud platform managed service through the Martello's digital experience monitoring's single pane of glass for cloud and hybrid services. Martello also provides you with 24/7 proactive DEM, Microsoft Teams Real User Monitoring (preview) and end-to-end Active Network Path Monitoring built-in our Microsoft 365 service quality management solution.

KEY BENEFITS

DEVELOP NEW TIERS OF SERVICES TO ENHANCE YOUR VALUE PROPOSITION

- ► Ensure Microsoft service reliability 24/7 and become the trusted advisor for any cloud delivery project.

REDUCE SUPPORT AND OVERHEAD COSTS

- ► Don't wait for end users to complain to fix their issues. Identify and fix problems before they impact user satisfaction and decrease productivity.

IMPROVE CUSTOMER STICKINESS

- ► Provide full visibility into service quality with custom SLAs, a real-time service delivery view and advanced Microsoft 365 troubleshooting insights.

EXTEND YOUR LINES OF BUSINESSES WITH CLOUD SERVICE MANAGEMENT

- ► Martello's solutions allow you to easily discover, monitor and manage public cloud services such as Azure, AWS or the Google Cloud Platform on top of Microsoft 365.

MARTELLO

USE CASE: VISMA

Visma IT and Communications, a SaaS provider with more than one million customers, needed to ensure SLA achievement to drive customer retention. They chose Martello to consolidate performance and status data from multiple systems used by Visma, including AppDynamics, Microsoft Azure, Amazon Web Services and Google Cloud Platform, into a single monitoring and analytics platform and are offering it as a managed service.

THE RESULT

"It's a critical advantage for our support team to know when there is a problem that could impact our customers' experience, and to be proactive in addressing it. We also recognize that offering Martello iQ as a service could help our customers and partners better manage their own IT operations."

MARTELLO PARTNER PROGRAM

VALUE ADDED RESELLERS PROGRAM

- ▶ Joint business plan.
- ▶ Sales training.
- ▶ Co-marketing opportunities.
- ▶ Partner demo environment.
- ▶ Business assistance.

MANAGED SERVICE PROVIDERS PROGRAM

- ▶ Joint business plan.
- ▶ Premium support with SLA.
- ▶ Technical training.
- ▶ Product Management and roadmaps.
- ▶ Co-marketing opportunities.
- ▶ Business enhancement.

PARTNER ENABLEMENT PROCESSES

- ▶ Dedicated Partner Manager.
- ▶ Continuous training.
- ▶ Best Practices.
- ▶ Process optimization.
- ▶ QBR.

BUSINESS DEVELOPMENT

- ▶ Joint business development plan.
- ▶ Marketing resources.
- ▶ Direct access to sales and technical resources for your large deals.

Martello Technologies Group Inc. (TSXV: MTLO) is a technology company that provides Digital Experience Monitoring (DEM) & Service Management solutions. Martello's software products include Mitel Unified Communications (UC) Performance Analytics, Microsoft 365 end user experience monitoring and IT service monitoring and analytics. Martello Technologies Group is a public company headquartered in Ottawa, Canada with employees in Amsterdam, Geneva, Nice, Paris, Singapore, Dallas and New York.

Learn more at http://www.martellotech.com