

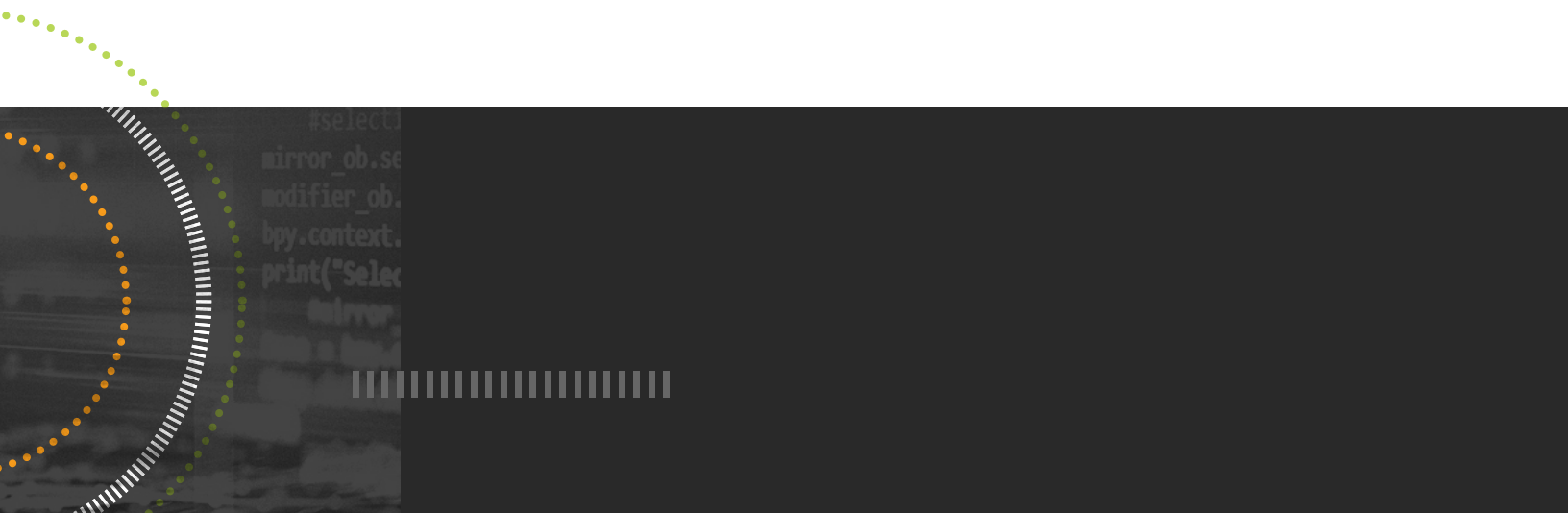


WHITEPAPER

Generate Predictable Revenue and Repeat Business as a SolarWinds Partner

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Generate Predictable Revenue and Repeat Business as a SolarWinds Partner

The best salespeople don't push products, they solve problems. With SolarWinds, our Partners have an advantage; not only do we offer easy-to-use, affordable, and connected solutions to address technology professionals' toughest IT management challenges, we enable, train, and help our Partners go to market. We eliminate complexities for end users and Partner teams, freeing everyone to do their most important work.

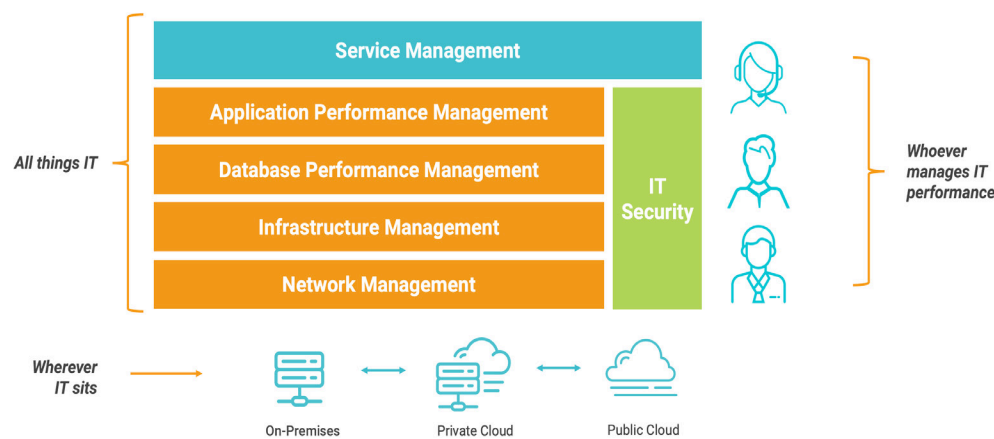
IT SOLUTIONS MEAN PREDICTABLE REVENUE AND REPEAT BUSINESS FOR PARTNERS

For tech pros, this work includes monitoring, managing, and securing applications, servers, data, infrastructure, and networks across on-premises, cloud, and hybrid environments. The dependence on ever-changing technology to maintain organizational stability and drive business success complicates management needs. More tools, more vendors, more dashboards, and more troubleshooting means more problems to solve. As complexity increases, so does the need to optimize resources.

We know this because we listen to tech pros to understand their needs. SolarWinds serves organizations from the SMB market to the Fortune 500® by making it simple to try, buy, and use powerful IT operations management (ITOM) software and maximize the impact of IT budgets without sacrificing enterprise functionality or scalability.

Feedback from over 320,000 customers in 190 countries and input from over 150,000 members of our THWACK® community have helped shape new products, additional features, and how we do business. For example, in answer to a call for increased flexibility, we created a subscription-based pricing model as an alternative to our standard perpetual licensing.

SolarWinds IT Operations Management (ITOM) Portfolio



Customers often start with one product and add what they need, when they need it. The product modules work together to build ITOM solutions for today's environments and tomorrow's challenges. A short, predictable sales model makes it easy for Partners to increase revenue and benefit from the loyalty of the SolarWinds® customer base.

PARTNER RESOURCES: ENABLEMENT, TRAINING, AND MARKETING

At SolarWinds, we see our Partners as an extension of our team. We seek industry-leading technology distributors, resellers, service providers, and integrators. Our Partners are an important part of our go-to-market strategy, and we provide the resources you need to grow your business. We listen closely to understand what you need and create enablement initiatives, provide dedicated technical support, and offer ongoing training.

We've structured our Partner program to reflect our intent to help you succeed. For one, our sales and presales teams support you from the initial customer conversation to closing the deal. The SolarWinds Partner Portal keeps you connected with our team and helps ensure you have the all resources you need to sell.

The portal contains marketing, sales, and technical resources, including out-of-the-box campaign assets for emails, social, web, and in-person events. "Battle cards" arm teams with competitive positioning and presentation-ready sales decks.

Training You for Success

Training with product experts through our [SolarWinds Certified Professional®](#) (SCP) program—available online and in-person—is free for our Partners and is a great way to differentiate yourself in a competitive landscape. The process takes three simple steps you can do at your convenience from anywhere in the world.

By becoming an SCP, you gain the technical expertise to effectively use, maintain, and sell the suite of products in the [SolarWinds ITOM portfolio](#). This empowers you for greater success.

Similarly, you can become a [SolarWinds Sales Expert](#) (SSE) to reach new target groups with our solutions for network and system management and security monitoring, opening cross-selling and up-selling opportunities. The training course offers the opportunity to learn from highly experienced IT professionals, such as our [Head Geeks™](#). As a SolarWinds Sales Expert, you can achieve a higher Partner status as part of our extended Partner program.

Unlike other vendors, SolarWinds does not have a minimum deal size. Our channel Partners have extensive experience across regions, enhancing our coverage in various markets and helping us reach a broader audience of potential customers. Our mantra is truly one vendor, endless opportunity. Your success is our success.

Find out more about becoming a SolarWinds Partner [here](#).

ABOUT SOLARWINDS

SolarWinds (NYSE:SWI) is a leading provider of powerful and affordable IT infrastructure management software. Our products give organizations worldwide, regardless of type, size, or IT infrastructure complexity, the power to monitor and manage the performance of their IT environments, whether on-prem, in the cloud, or in hybrid models. We continuously engage with all types of technology professionals—IT operations professionals, DevOps professionals, and managed service providers (MSPs)—to understand the challenges they face maintaining high-performing and highly available IT infrastructures. The insights we gain from engaging with them, in places like our **THWACK** online community, allow us to build products that solve well-understood IT management challenges in ways that technology professionals want them solved. This focus on the user and commitment to excellence in end-to-end hybrid IT performance management has established SolarWinds as a worldwide leader in network management software and MSP solutions. Learn more today at www.solarwinds.com.



For additional information, please contact SolarWinds at 866.530.8100 or email sales@solarwinds.com.

To locate an international reseller near you, visit http://www.solarwinds.com/partners/reseller_locator.aspx

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