

## Skylight 4X Partner Program

# The Unmatched Partnership Experience

Easy – Flexible – Profitable

### Why Skylight 4X Partner Program?

#### It's easy!

With no certification requirements, you realize program benefits from day one! Additional discount incentives are triggered as soon as your investment and commitment to Accedian are met. Plus, easy to use and access world-class online tools support your business pace.

#### It's flexible!

Enjoy a minimal set of requirements that fit your timeframes and particular partnering needs. Because our solutions are delivered through CAPEX lifetime licenses and OPEX subscription-based offers and retainer based services, 4X partners can shorten sales cycles and broaden their end-user customer reach.

#### It's profitable!

Choose from a wide range of discount incentives that reward you from your very first project. Beyond performance and cyber threat detection visibility, our solutions and technologies provide additional revenue streams including auditing, consulting, set-up, troubleshooting, and change management. Our technology enables you with the best margins available in the industry!

### Are you ready to partner, and succeed?

Introducing the Accedian Skylight 4X Partner Program, where network and application performance monitoring drive profitable revenue streams and access to new customers. Where product excellence, proven expertise, and channel experience offer an unmatched partnership experience. "Easy, flexible, and profitable" are the guiding principles behind our innovative partner engagement model.

At Accedian, a global leader in network and application performance monitoring solutions, managed and cloud service providers, systems integrators, and resellers will benefit from a Skylight 4X Partner Program that delivers disruptive incentives for net new business, competitive discounts, lead generation-focused MDF, and world-class sales tools and training.

In addition to these benefits, MSPs and MSSPs will be able to take advantage of our unique Skylight 4X MSP Advantage.

### 4X Partner Program overview

The Accedian 4X Partner Program consists of five engagement tracks.

#### **M4X** 4X Champion MSP partners

Accedian knows that customers are increasingly opting for service-based delivery models. For MSPs that want enhanced benefits and partnership, we created the 4X Champion MSP track. This track helps to develop, support, and reward well-qualified managed service providers capable of delivering our network monitoring and security technologies either as stand-alone service offerings or as an integral part of their managed service stack.

#### **S4X** 4X Champion MSSP partners

The need for cybersecurity is ever-present. We created the 4X Champion MSSP track for partners that have well-defined and highly capable practices for meeting customers' evolving security needs through services. The 4X Champion MSSP track provides partners with the training and support they need to develop new services based on Accedian technology.

#### **C4X** 4X Champion partners

Designed for solution providers and system integrators with proven hunting and lead generation capabilities to feed a joint sales pipeline. Discount-dependent based on partner investment/commitment levels. Discount incentives triggered from the first deal registered through this program.

#### **A4X** 4X Authorized partners

Designed for Accedian resellers with one-off opportunities based on a short-term relationship.

#### **4X** Referral level

Designed for opportunity registration with referral-fee eligibility based on terms and conditions. Note that Accedian is the entity selling to the end-customer identified by the referring partner.

## How the 4X program works

The Skylight 4X Partner Program enables, rewards, and supports partners based on their specific business model and investment in Accedian and our technologies.

Partners enter the program at the level that meets their needs, agreeing to and meeting the Skylight 4X Partner Program requirements. Upon maintaining the requirements for the following year, they then become then eligible to receive specific benefits.

Benefits provide access to deal registration, market development funds focused on lead generation, free training and certification, one free Skylight lab license, as well as marketing tools and support. Each benefit is described in additional detail in the Accedian 4X Partner Program Guide.

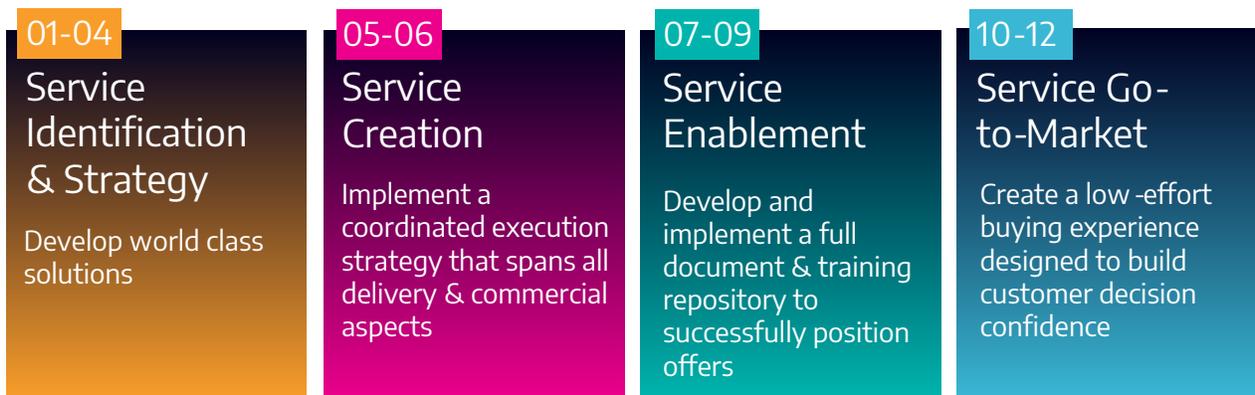
### MSPs, MSSPs, and Cloud Service Providers

Most channel programs still focus on tangible benefits such as margins and rebates that are directly tied to sales. Overlooked are the support and strategic benefits that provide MSPs and MSSPs with the inspiration and guidance for developing new revenue-generating services.

Accedian's MSP Advantage enables 4X Champion MSP and MSSP partners with expert guidance on the development and adoption of new services. This support comes through investments and consulting expertise for MSPs and MSSPs and brings a combination of business development, research and development, and product management to drive new solutions to the market that partners may not have the expertise to do on their own.

The new business opportunities provided through the Skylight 4X MSP Advantage help to propel our partners' business further. Accedian uncovers new opportunities and develops services based on market data and analysis, customer sentiment feedback, and insights from market-leading experts, assisting our partners in taking advantage of this expertise in a consultative manner.

We want to make sure that your business stays ahead of the curve when it comes to market needs and expectations. The MSP Advantage is more than a reward; it's a commitment to our mutual success.



"Accedian partners are essential in bringing our solutions to customers worldwide. The Skylight 4X Partner Program offers an unmatched partnership experience to help our partners grow their business and increase profits utilizing advanced engagement models. It has been uniquely designed and developed for managed services providers, cloud service providers, solution providers, and system integrators."

Sergio Bea  
Accedian VP Global Enterprise and Channel Sales

## Skylight 4X Partner Tiers and Benefits Summary

4X Program	A <sup>A</sup> 4X Authorized	C <sup>C</sup> 4X Champion	M <sup>M</sup> 4X Champion MSP	S <sup>S</sup> 4X Champion MSSP
<b>Engagement benefits</b>				
Partner portal access	Y	Y	Y	Y
Deal registration eligible	Y	Y	-	-
Partner summit	Invitation only	Y	Y	Y
SNAP 4X business consulting	-	-	Y	Y
Analyst session	-	-	\$500K annual sales	\$500K annual sales
Social media tool			Y	Y
Hackathon (CTF) event	-	-	Invitation only	Y
Presenter invitation for security webinar		-	-	Quarterly
<b>Marketing benefits</b>				
MDF-eligible	-	Y	Y	Y
Co-branded collateral	-	Y	Y	Y
Customized collateral	-	-	Y	Y
Lead generation	-	-	Y	Y
Field marketing assistance	-	-	Y	Y
<b>Enablement benefits</b>				
Free self-paced sales & design training	-	Y	Y	Y
<b>Technical benefits</b>				
Access to design experts		Y	Y	Y
Lab access	-	Y	Y	Y
Skylight demo access	-	Y	Y	Y

## Join the Skylight 4X Partner Program

Now's the perfect time to disrupt the market by making the Skylight 4X Partner Program an essential part of your business strategy. Apply now at [accedian.com/become-a-partner!](https://accedian.com/become-a-partner)

## About Accedian

Accedian is the leader in performance analytics, cybersecurity threat detection and end user experience solutions, dedicated to providing our customers with the ability to assure and protect their digital infrastructure, while helping them to unlock the full productivity of their users.

Learn more at [accedian.com](https://accedian.com)

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