EXPERT ADVANTAGE PARTNER PROGRAM GUIDE

Introduction

Welcome to the Expert Advantage Partner Program (EAPP) for the Broadcom Software services partners. At a time when cybersecurity threats loom and digital-first strategies are the new normal across industries, we recognize that partners play a critical role in helping customers achieve their goals. The EAPP allows customers to choose the partner best suited to facilitate their unique end-to-end digital transformation journey.

In this guide, you will find:

- An overview of the EAPP
- An overview & description of services partner types in EAPP
- Information regarding the EAPP application and partner requirements
- Where to find additional information

Overview

Driving Broadcom Software solution adoption and customer success together with our partners.

Designed to deliver simplicity, scale and choice, the EAPP aligns with your business model so you can optimize profitability and solve your customers' unique business needs.

Simplicity: Clear paths to profitability with specialized services programs

Scale: Easily extend services and sales across our portfolio with access to the resources you need to help you and your customers scale and succeed.

Choice: Providing you the freedom to choose where you focus and how to best grow your business by solving the challenges of tomorrow and leading the industry with innovative service offerings throughout your customers' journey.

Overview

Broadcom Software recognizes that certain partners want to focus on services delivery capabilities and business models. The EAPP enables these partners to invest in professional and implementation services offerings, technical support and managed services through the EAPP services program path, and is centered on our partner's service capabilities, local expertise, customer relationships, ties to Broadcom Software product management.

The EAPP services path provides partners with an opportunity to commercialize services investments in Broadcom Software solutions alone or in combination with their resell business.

The EAPP program and training provided is designed to equip partners with the skills and tools to drive Broadcom software adoption and deliver exceptional customer experiences.

To become an EAPP services partner, partners must be at least a Registered Partner of the Advantage Partner Program. Partners are eligible for and retain all benefits of their Advantage Program tier, as well as those benefits provided under their specific EAPP type including: Technical Support, Professional Services, and Managed Services EAPP programs. The EAPP is a private, by invitation program with specific requirements depending upon the type of services you will provide.

Upon successful application and admittance to the EAPP, you will gain access to an array of benefits specific to your services focus which may include: participation in customer facing tools and listings on Broadcom.com, Not for Resale Software licenses, enablement and certification programs, customer leads, access to product roadmaps and Broadcom engineering teams, special discounts and other financial benefits.

For more information on the specific partner requirements and benefits, please review the Expert Advantage Services Program flyers available on the Broadcom Software Partner Portal:

- EAPP for Technical Support Partners flyer
- EAPP for Professional Services Partners flyer
- EAPP for Managed Services Partners flyer

Professional Services Partners

The Expert Advantage Program for Professional Services partners is designed to extend professional services, including IT consulting, implementation and delivery services, across the Broadcom Software portfolio.

Managed Services Partners
(Continuous Testing Only)

The Expert Advantage Program for DevOps MSP partners is designed to grow our best-in-class continuous testing platform while building stronger relationships with our valued partners.

Technical Support Partners

The Expert Advantage Program for Technical Support Partners is designed to reward partners that are committed to delivering the highest standard of Level 0 and Level 1 technical support services to End Users.

Knights Partner

The Expert Advantage Knights Program has been created to recognize and develop partner technical professionals who demonstrate consistent technical expertise on Broadcom Software solutions. The Knights program is an invitation-only program open to nominated technical professionals within the Broadcom Software partner community.

Structure

The EAPP sits under the Advantage Partner Program involves the following memberships and agreements for all partners. Please review the specific EAPP services program flyers for any additional agreement requirements:

- Membership as a Strategic, Premier, Select or Registered partner in the Advantage Partner Program

- Broadcom Software (or CA) Regional Partner Agreement terms and conditions + Expert Advantage Appointment of Rights document

For more information on joining the Advantage Partner Program or the EAPP please contact your Partner Account Director or the Broadcom Software Partner Help Desk for more information.

EAPP Changes

Broadcom reserves the right to modify the EAPP, including all partnership tiers, requirements, and benefits, at its sole discretion. Although Broadcom attempts to assure the accuracy of the information contained in this Program Guide, occasional corrections or updates may be made. Broadcom reserves the right to make such corrections or updates on an as-needed basis by posting such updates to the Broadcom Software Partner Portal. Partners agree that they are responsible for compliance with the terms of the EAPP Guide and Partner Agreements. Broadcom may withdraw or terminate the EAPP at any time and without notice.

EAPP Membership Renewal

EAPP membership is by invitation only and reviewed annually. For partners maintaining good standing within the program and compliance with program requirements, membership will be automatically renewed.

Broadcom Software Partner Helpdesk

Contact the Partner Helpdesk for questions regarding the EAPP, partner opportunities, or information on the Broadcom Software solution portfolio.

Partner.Helpdesk@Broadcom.com