

# Referral Partner Program

Comprehensive Guide to Adeptec's Referral Partner Program



# Referral Partner Program

## Welcome

Welcome to the Adeptec Referral Partner Program.

This guide is intended to provide partners with the information needed to understand the key principles, requirements, value and benefits of the program.

Through this program, partners will profit by introducing new clients to Adeptec. And Adeptec will grow our business with new clients.

This document is part of a series of Adeptec partner documents that are made available on the Adeptec website at <http://www.adeptec.com/partners/>.

## Program Principles

Adeptec's Referral Partner Program is based on the following key principles:

- Adeptec is committed to delivering a simple, transparent, and profitable referral partner program.
- Adeptec is committed to prompt payment of referral fees and provision of partner rewards.
- Adeptec is committed to manage and resolved any conflict with the highest level of prioritization.
- Adeptec is committed to strengthening relationships with our partners to develop and support a strong partner community.

## Why Partner with Adeptec?

We understand you have a choice to make when selecting a technology partner. And so here are a few reasons to choose us over our competition:

### Value for Clients

#### **Superior Consulting, Support, and Training**

Many of our employees came from SolarWinds® so we possess the experience and depth of product knowledge required to build the best solution possible for your clients.

#### **Shorter Time-To-Value**

We deploy competent consultants with far more aggregate experience than our competitors. We will scale up rapidly if needed to meet the demand of more aggressive project deliverables. Your client's implementation will be accelerated by our library of case studies and standard base project plans, so your clients can achieve a greater return on investment.

#### **Increased User Adoption**

We work with clients to identify their needs and objectives. And we employ proven strategies with a focus on increasing user adoption of newly implemented software. These measures analyzing customer interaction and product usage, ensuring technical training meets the proposed needs, and helping users with technical implementation.

### Value for Partners

#### **Sales And Marketing Tools**

In addition to a strong base of knowledge, partners are empowered with sales and marketing tools to help them build and grow their business. These tools enable our partner's success and offers rewards and incentives for those that focus on Adeptec strategic goals.

#### **Dedicated Account And Sales Support**

Adeptec's internal sales team and account managers provide dedicated account and sales support to partners. In summary, we'll do whatever it takes to ensure our partners are successful.

#### **Incentive Based Rewards**

Adeptec's Referral Partner Program is a tiered program that offers committed partners the opportunity to turn experience and dedication into greater profit and reward. Simply put, the more you invest in the program, the more access to tools you will have, and the more rewards you will earn.

# Referral Partner Program

What you can expect from the Adeptec Referral Partner Program:

## **Quality products, services, and solutions**

Partner and Client relationships are critical for profitability, long-term growth, and client retention. That starts with reliable services that fit the needs of clients and a services company that stands behind the products offered.

## **Partners are an extension of Adeptec**

Partners are critical to Adeptec's overall growth and success, so we treat them as a direct extension of our sales force. This includes information sharing such as: early product notification and announcements, frequent and regular sales training, and comprehensive market insights. We know our partners can be our greatest promoters, and so we value and reward them accordingly.

## **Rewards for partner success**

Partners are rewarded for their success including benefits for closing new business, registering deals and driving new sales. Rewards include increased fee share and access to our competitive information, sponsored lead generation program, and technology resources including Adeptec's demo equipment.

## **Investment that drives partner business**

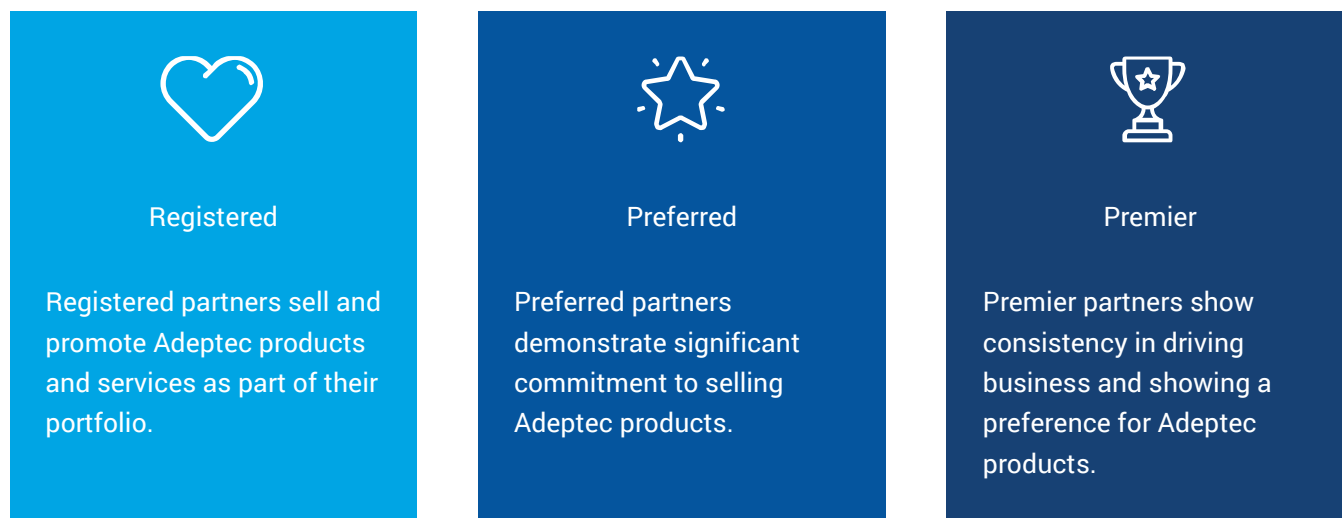
Adeptec continually invests in areas that help our partners to be successful. Some examples include pricing, sales tools, marketing resources, and training to enable our partners with the knowledge and tools they need to be successful. That includes access to Adeptec intelligence, marketing resources, product briefings, training, and presentations as needed for promotion of our products and services.

## **Ease of doing business**

Keeping things simple is our objective, with online pricing, product brochures, network tools, and training documentation to help you get what you need quickly and easily as possible.

## Partner Tiers

Partner requirements and benefits are dependent on partner tiers. Tiers are broken down into Registered, Preferred and Premier:



### Registered Partners

Registered partners sell and promote Adeptec products and services as part of their portfolio. No investment is required to get started.



### Preferred Partners

Preferred partners must demonstrate significant commitment to selling Adeptec products. In return, they receive a richer set of financial benefits, including increased fee shares, and have access to sales support, marketing, and technical benefits.



### Premier Partners

Premier is reserved for the strongest of Adeptec partners who have shown consistency in driving business and showing a preference for Adeptec products and services. In return for high billings attainment these partners enjoy the highest reward incentives across all financial benefits. Plus, they have access to enhanced sales support, marketing, and technical benefits.

# Program Requirements

## Program Requirements:

Registered	Preferred	Premier
<ul style="list-style-type: none"> <li>• Tax ID</li> <li>• Active company website</li> <li>• Email tied to company domain</li> </ul>	<ul style="list-style-type: none"> <li>• Tax ID</li> <li>• Active company website</li> <li>• Email tied to company domain</li> <li>• Revenue threshold applies</li> </ul>	<ul style="list-style-type: none"> <li>• Tax ID</li> <li>• Active company website</li> <li>• Email tied to company domain</li> <li>• Revenue threshold applies</li> </ul>

## Revenue Threshold Requirements:

Registered	Preferred	Premier
\$0	\$500,000	\$1,000,000

## Incentive-Based Rewards:

Registered	Preferred	Premier
10 Percent Share*	15 Percent Share*	20 Percent Share*

\* Incentive-Based Rewards are subject to maximums on a per contract basis.

# Program Benefits

## Program Benefits:

The list below provides a brief description of program benefits for each tier:

Financial Benefits	Registered	Preferred	Premier
Basic Rewards Program	•		
Preferred Rewards Program		•	
Premier Rewards Program			•
Marketing Benefits	Registered	Preferred	Premier
On-Going Partner Communications & Webinars	•	•	•
Listing in Partner Directory		•	•
Demand Generation Programs		•	•
Access to Leads from Adeptec Lead Generation Program		•	•
Sales Support Benefits	Registered	Preferred	Premier
Special Incentive Programs	•	•	•
Competitive Information		•	•
Access to Demo Equipment Program		•	•
Additional Benefits	Registered	Preferred	Premier
Executive Sponsor Program			•
Access to Annual Business Plan			•
Eligible for Participation on Advisory Council			•

Adeptec reserves the right to change the classification of any partner as a result of a failure of the partner to meet the minimum requirements for any given program tier.



## About

Adeptec is a global IT service company delivering innovative solutions that improve the way organizations manage IT. We specialize in SolarWinds IT operations management software consulting, development, product training, and support.

Each day, we leverage our extensive industry expertise to counsel our clients to make informed decisions and to solve their most complex and difficult technical problems.

Headquartered in Seattle, Washington, we serve clients worldwide in the Americas, Europe, Africa, and the Middle East. Adeptec consultants operate across 14 sectors and in 70 countries with clients that include Fortune 500 companies, government, and private organizations.

## More Information

For additional information, please contact Adeptec at 844.534.0324 or e-mail [partner@adeptec.com](mailto:partner@adeptec.com).

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