CLOUDGENIX

PARTNER PROGRAM GUIDE

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CLOUDGENIX

NETWORKS WITHOUT NETWORKING

PROGRAM OVERVIEW	HOW TO ENROLL	BENEFITS	FREQUENTLY ASKED QUESTIONS

Welcome to the CloudGenix Partner Program!

Thank you for becoming a valued CloudGenix Business Partner. CloudGenix is 100% channel driven, so we take our partnerships very seriously. We are proud to offer a rich program that provides our partners with the resources they need to generate more revenue, expand their offerings and collaborate with CloudGenix to attract new business. We're excited about how rapidly the SD-WAN market is growing and how CloudGenix has taken the leadership position in this space. We look forward to a long lasting and mutually successful relationship.

Robert Sexton
Vice President of Channel Sales and Alliances, CloudGenix

CloudGenix–The SD-WAN Leader

When you partner with CloudGenix, you are partnering with the software-defined wide area network (SD-WAN) leader and adding a new way to approach networking to your product portfolio.

CloudGenix ION

The CloudGenix Instant-On Networks (ION) product family delivers an application-defined fabric that eliminates the need for hardware routers, bringing a new economic model to networking and radically changing how networks are built and managed.

In stark contrast to traditional or incremental hybrid-WAN-only alternatives, ION delivers the cloud without compromise to the remote office, ensures high performance for transactional and rich media applications over a hybrid-WAN, and virtualizes the branch—truly delivering on the promise of a SD-WAN.

The SD-WAN Opportunity

The SD-WAN market is growing rapidly. According to IDC, the SD-WAN market is expected to hit $1.4 billion in 2017 and $6 billion by 2020.

This provides a tremendous opportunity for our partners to:

- **Differentiate your company** by being able to offer your customers the best solution in an emerging technology
- **Gain a new revenue stream** as enterprises face an insatiable demand for bandwidth driven by cloud hosted applications, software as a service (SaaS), rich media, and unified communications
- **Build a recurring revenue stream** with CloudGenix subscription-based pricing
- **Become a trusted advisor to customers** as you help them eliminate complex networking configurations, reduce WAN costs by over 70 percent, and experience unparalleled performance and availability for data center and cloud applications

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Program Overview

The CloudGenix global program supports a growing ecosystem of channel partners to meet the accelerated demand for the ION product family. CloudGenix is ideally suited for customers who want to:

NDA

RESELLER AGREEMENT

KICKOFF MEETING

SALES/PRESALES ENABLEMENT

TECHNICAL ENABLEMENT

ACCESS TO PARTNER PLATFORM AND CGX LAB

CERTIFICATIONS

From training to incentives to ongoing support–you'll find CloudGenix a collaborative and responsive partner.

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How to Enroll

1   Prospective partners should fill out the form found on the Partners' page on www.cloudgenix.com/partners

2   A CloudGenix Partner Manager will contact you, provide program details and discuss the next steps in the process

3   If approved, partners will sign an NDA and CloudGenix Reseller Agreement

4   The CloudGenix field team will schedule a kickoff meeting and training

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Benefits

CloudGenix offers one of the most competitive partner programs available. Click on the links below to access documentation and details. (Partner login required.)

Financial	Healthy product margin
	Incentive program for POC, new accounts and reference accounts
Sales	CloudGenix generated leads for the partner community
	Access to demo lab
	Partner portal to Salesforce.com
	The SD-WAN Clear Network Assessment
Marketing	Co-branded collateral
	Co-hosted webinars and events
	Support for joint press releases
Training	Sales enablement training
	Pre-Sales Engineer technical training
Certification	CloudGenix Certified Engineer Program
Communications	Partner Survey

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Frequently Asked Questions

Prospective Partners	**1. How do I enroll?** Visit www.cloudgenix.com/partners for more information and to submit an inquiry
	2. How much does it cost? The program is free
	3. How long does it take to hear back from CloudGenix once I've submitted an inquiry? Within 24 hours
	4. How soon can I expect the enablement process to begin after signing up? Within two weeks
Current Partners	**1. How do I get access to the Partner Platform?** Request an account: https://cloudgenix.allbound.com If you have an account, but forgot your password, click "Lost your password?" You can access the Partner Platform from our website: www.cloudgenix.com/partners
	2. Can I give my Sales Managers access to the Partner Platform? Yes, managers can request "Manager" status to review all team activity specific to partner organization
	3. Where can I find the CloudGenix Partner Agreement? Documentation will be shared by your local CloudGenix team. Email partners@cloudgenix.com.
	4. Do you provide Market Development Funds (MDF)? Not at this time

Questions? Visit cloudgenix.com/partners or send an email to: **partners@cloudgenix.com** Note: This program guide is subject to change.

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