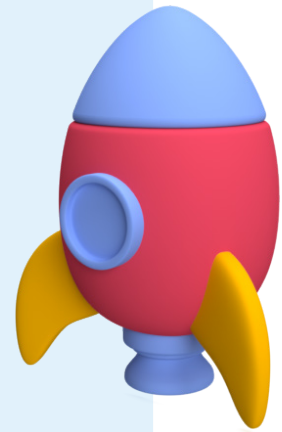**central technology**

CT Channel Partner Program

Selling cloud services should not be difficult. With over 15 years of industry-leading experience empowering partners across the UK, we believe that it should be easy to add secure, scalable, and compliant infrastructure solutions to your portfolio.

What are the benefits and requirements of becoming a channel partner?

Flexible
We provide tailored solutions, unique to you and your customers. We don't operate a 'one size fits all' approach.

Co-brand
Leverage our Marketing department to provide co-branded marketing and product sheets for you to share with your customers.

Co-sell
As a partner, you can lean on us to help sell cloud services directly to your customers.

Simple
We operate a simple to understand billing model (either per Terabyte/per User).

Best in market price
As a Veeam Platinum Partner and a previous winner of Veeam Cloud Partner of the Year, you can have confidence in getting the best in market price.

Transparent
Everything we do is open book and can easily be accessed via your dedicated Account Manager.

How to become a partner

1. Initial contact is made when customers/prospective partners fill out our dedicated form at **ct.co.uk/partners**

2. The customer then receives an automated e-mail acknowledging their request to become a partner.

3. Once we receive this request, a member of our dedicated team gives them a call and talks through their requirements and goals.

- No forms
- No minimum partner level required
- Must have a willingness and ambition to sell our cloud services

Onboarding process

Like all services at CT, we make our on boarding of MSPs/Resellers as seamless as possible.

Firstly, they must show interest in reselling one of our "Cloud Services". From this we arrange a discussion (Normally a Teams meeting) whereby we can access whether any of our services are the correct fit for that partner, by the end of the meeting both CT and the partner will have either agreed to continue discussions or part our separate ways.

If a partner has shown legitimate interest in our services and sees a genuine benefit, we will provide them with our MSP pricing.

The next step would be for the partner provide an opportunity to quote for, this is no different than how we quote for direct customers. From this the customer will either reject or accept our quote.

Once the first transaction has been completed, they are then officially a CT cloud partner.
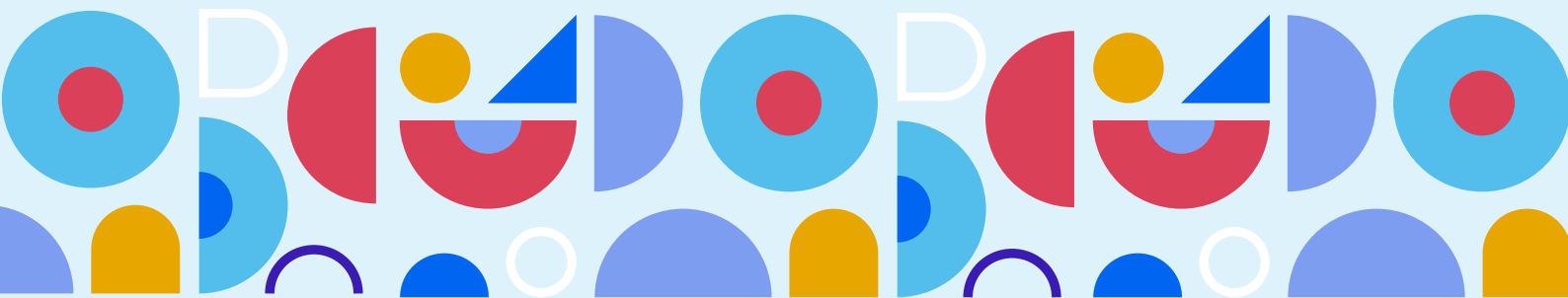
How to sell or go to market

We understand the value of partnerships and spend a lot of time getting to know each partner individually. This gives us the chance to evaluate their existing knowledge of Veeam/Cloud services and build a dedicated training plan which is tailored to their skill level and needs.

During this process, the partner will receive one to one engagement with a dedicated CT account manager who will be their main contact in the case of any problems. Their account manager will go through the ways in which we go to market, and discuss any ways in which we can assist.

Setting up and troubleshooting

We pride ourselves on our simplistic troubleshooting process. We believe that it should be as smooth as possible, and we therefore take the heavy lifting away from our partners by processing any requests on their behalf. There are ways in which we can assist our partners before an issue arises, and this differs based on the service(s) in question.

At the beginning of the sales cycle, the customer is provided with specific setup documentation and/or tutorial videos depending on which service they are selling (CT Secure Cloud Backup, CT Secure Cloud Backup for Office 365 or CT Disastery Recovery as a Service).

CT Secure Cloud Backup

1. The customer is sent a dedicated setup guide from our Youtube Channel.

2. The customer is then also given their credentials and firewall instructions.

3. For any issues, the customer should contact their account manager. We then raise a ticket internally and troubleshoot further, on a 1 to 1 basis until the issue is resolved.

CT Secure Cloud Backup for Microsoft 365

1. The customer is sent multiple setup guides (PDF's) at the beginning of their contract.

2. Once the instructions within the guide have been followed, the customer will provide CT with their Azure credentials in order for CT to set up the service on their behalf.

3. We then send some further documentation for the customer to set up Self Service.

4. Once this has been completed, a CT engineer will contact the customer and run through the process from beginning to end to ensure set up is correct and that the customer is happy. Once agreed, the service is then billed.

CT Secure DRaaS

There are no set up guides as the set up process is performed and completed by CT. There is an up front cost that is incorporated into the DraaS service whereby our infrastructure engineers set up the DR service based on the customers environment.