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Overview

Business Partner

Strategic Partner

Refer & Reward Partner

Programme Overview

Compare Cloudware operates a partner programme to accommodate all cloud providers on the platform.

The programme is open to software-as-a-service, hosted software and cloud services providers who are looking to build their business with contemporary digital channels to market. There are two tiers to the programme, dependent on the level of lead visibility, on-site promotion, performance reporting and member marketing required.

Both levels of partner benefit from a unique sales channel:

- **Always-on** – providing 24x7x365 opportunity, unlike traditional channels
- **Automated** – with efficient and streamlined workflows
- **As-you-go** – delivering performance-based demand generation
- **Active buyers** – appealing to ‘in-mode’ buyers who are in the market for purchase
- **Accountable** – providing a high level of lead transparency

How do partners use Compare Cloudware?

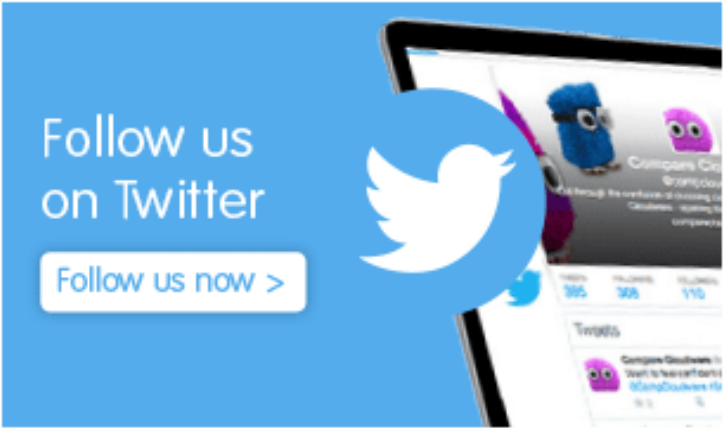
Partners typically use the platform in a couple of different ways:

- **A new digital channel partner.** Cloud providers can use Compare Cloudware as a contemporary addition to their routes to market, driving leads for the business to service themselves (direct model). This works well for brands which have a direct sales team but want to expand their reach and increase their sales funnel.
- **A new way to drive leads for partners.** Cloud providers can use Compare Cloudware to generate leads to pass to their traditional channel partners. This can work well for organisations that are looking to motivate existing sales channels with additional SMB opportunities.

Discover more about becoming a Business Partner, Strategic Partner – or a Refer & Reward Partner

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Business Partner

There are already hundreds of Business Partners that benefit from representation on Compare Cloudware. What unifies them is their desire to target SMBs (the largest addressable market for cloud services) – and the efficiency of an automated platform to drive demand.

Becoming a Compare Cloudware Business Partner requires very little resource overhead to get started. It avoids the cost associated with accreditation, training and sales enablement - let alone the ongoing maintenance and optimisations costs of underperforming partners.

What's more it's free - and involves no risk whatsoever. So why wait any longer? Take a look at the Business Partner presentation to discover more in 3 easy steps:

- 1) The Compare Cloudware Difference
- 2) Benefits of partnering with Compare Cloudware
- 3) How to become a Partner

Register to view the Business Partner presentation now.

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Job Title

Provider/vendor name

Email

Telephone

CAPTCHA

Name

Job title

Company

Email

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Strategic Partner

Compare Cloudware Strategic Partner status gives cloud providers a greater profile and representation across the platform.

Strategic Partners can choose the marketing package that best suits their requirements around lead visibility and frequency of performance reporting. Additionally, this partner level provides enhanced exposure offered through member marketing and social communications.

Year long marketing partnership

Performance reporting

Improved access to in-mode buyers

Lower daily cost than Google Ads, SEO and PR

Minimal resources required (marketing-as-a-service)

Premium content

Site-wide exposure

We'd be happy to do a personalised Strategic Partner presentation, once you've been approved as a Business Partner.

Register for your personalised Strategic Partner presentation.

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Refer & Reward Partner

The Compare Cloudware Refer & Reward Programme is aimed at advisors who see value in increasing the sales opportunity for their cloud provider clients, contacts and partners.

Compare Cloudware recognises the business performance advantages of cloud services - and the transformation opportunities created for the growing business. Our ambition is to drive faster and greater adoption within SMBs.

We have a network of introduction partners who believe in our cause, the value it creates for the entrepreneurial community and the stimulus it generates for the broader environment. We work collaboratively with these partners to convert cloud providers who support us.

This Refer & Reward programme is designed to be easy to understand and use. It's easy to align with partner business needs and resource investments – from ad-hoc referrals to comprehensive sales closure.

Who can join?

- **Advisors and suppliers to cloud service providers**
- **Cloud providers referring fellow ecosystem partner providers**
- **Professionals within cloud providers who are not part of the sales & marketing team**

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