

Partnership & Program Benefits @ a Glance



The ProModel Partner Program is designed to provide channel partners with everything they need to succeed. There are three types of no-cost partnerships:

VAR (Value Added Reseller) – **Resells** Products and offers some or all Services

SI (Solution Integrator) – **Refers** Products and offers some or all Services

RR (Referral Reward) – **Refers** Products and offers no Services

Within the VAR and SI types there are three levels: Silver, Gold, Platinum. The table below lists the requirements and benefits provided for each program type and level.

Benefits	Referral Reward	SI Solution Integrator	VAR Value Added Reseller
Marketing Resources			
Logos	X	X	X
Marketing Collateral	X	X	X
Partner Locator	X	X	X
Lead Referral		X	X
Co-Marketing Programs		X	X
Preferred Press Release		X	X
Dedicated Page in ProModel Partner Locator		Gold/Platinum	Gold/Platinum
Sales Tools			
Inside Sales/Support	X	X	X
Dedicated Account Manager	X	X	X
Margin	RR Rate/Level	SI Rate/Level	VAR Rate/Level
Access to Partner Portal		X	X
Training and Certification			
Web-Based Training Modules	X	X	X
Live Webinars	X	X	X
Live Classroom Training	X	X	X
Not For Resale Licences		X	X
Beta Program Participation		X	X
Exclusive Technical Previews		X	X
Eligible for Annual Conferences		X	X
Requirements			
Contracts			
NDA	X	X	X
Signed Preferred Partner Agreement	X	X	X
Certifications			
ProModel Certified Technical Professional		X	X
ProModel Certified Sales Professional		X	X
Sales Requirements			
Annual Sales Volume		Yes	Yes
Forecasting		Yes	Yes