



NORTH AMERICA

PARTNER PROGRAM

GLANCE AT THE MARKET

The SD-WAN market is expected to grow from \$1B to \$4B in the next 5 years, driven by the digital transformation of businesses of all sizes.

The vast majority of the businesses will adopt an SD-WAN solution that is delivered as a managed service.

Learn How Our Partner Program
Can Help You Gain Market Share

OVERVIEW

For 20 years, businesses have relied on edge routers that were manually configured by skilled IT workers combined with costly dedicated access circuits (MPLS) to provide site-to-site connectivity. The high cost for bandwidth and maintenance is unsustainable in today's world of business digital transformation.

Today's businesses require a more agile network designed to connect users with cloud-based services, a network that delivers better speeds, better agility and lower operating cost while remaining secure. A new breed of agile, cloud-ready networks has emerged known as Software-Defined Wide-Area-Network (SD-WAN).

Why Partner with Adaptiv Networks

The value of SD-WAN is compelling, recent surveys by Forrester indicate that almost 100% of IT executives report they intend to deploy SD-WAN. Furthermore, the vast majority of business customers are looking for a service provider who can manage their network to deliver the benefits of SD-WAN-as-a-Service.

As market demand grows for SD-WAN, Service Providers, MSPs and VARS are selecting Adaptiv Networks as their preferred partner to meet their customers SD-WAN requirements.

While dozens of vendors are catering to large enterprise, Adaptiv Networks offers cloud reliability and performance delivered as a managed service tailored toward mid-market and smaller business customers.

The Adaptiv Partner Program forms the foundation for the relationship between your team and ours. Our program is designed to put our partners in a position to succeed through training and support plus digital marketing and sales enablement.

In this guide we have highlighted key partner program benefits and information on how to join our Partner ecosystem.

AGILE CLOUD CONNECTIVITY

Frictionless SD-WAN Service Delivery

Our vision is to remove the barriers of business digital transformation with amazingly simple and effective cloud connectivity.

Our go-to-market program is purpose-built for service providers. We'll get you into the market quickly, with agile, scalable connectivity that adds reliability and efficiency to all your cloud apps and IT services.

Minimal Risk, Maximum Potential

Our licensed-based recurring revenue model ensures partner profitability from day one. We provide the network infrastructure, our CPE device and cloud-based orchestration portal are all included as part of the service so our partners get into the market without any upfront investment.

We combine market-leading broadband QoS and failover with cloud-based orchestration to ensure frictionless service delivery enabling our partners to remain profitable while serving a large number of customers.

Our solutions work with any local broadband access circuits, and any cloud-based services giving you the flexibility to tailor solutions that fit your customers' needs.

We offer scalable solutions with low entry-level price points designed that fit small to mid-sized business customers, plus a digital marketing enablement platform to help you build sales pipeline.

As your customer base grows, we offer service providers additional infrastructure investment options to further increase your profit potential and service differentiation.



PARTNERSHIP BENEFITS

	BRONZE	SILVER	GOLD	PLATINUM
DISCOUNT AGAINST LIST PRICE				
ANNUAL IN-ADVANCE CONTRACT	25%	30%	35%	40%
PROFESSIONAL SERVICES	10%	15%	20%	20%
ADVANTAGES				
ACCESS TO ADAPTIV PORTAL	Included	Included	Included	Included
ACCESS TO ADAPTIV CLOUD	Included	Included	Included	Included
RE-BRANDING ADAPTIV CLOUD	\$	\$	\$	Included
QUARTERLY BUSINESS REVIEWS	Over-the-phone	Over-the-phone	In-Person	In-Person
ACCOUNT MANAGEMENT	Inside Sales Rep	Channel Sales Mgr.	Channel Sales Mgr.	Channel Sales Mgr.
TECHNICAL SUPPORT TIER	Standard	Standard	Standard	Dedicated
SALES TRAINING	Included	Included	Included	Included
TECHNICAL SALES TRAINING	Included	Included	Included	Included
MARKETING DEVELOPMENT FUNDS	-	2%	3%	4%
QUALIFICATION REQUIREMENTS				
ANNUAL IN-ADVANCE CONTRACT	\$0	> \$50,000	> \$200,000	> \$750,000

Adaptiv | SD-INTERNET is geared for digital SMBs who rely on business critical cloud apps, it enables our partners to offer differentiated connectivity solutions for voice and data services at a fraction of the cost of Dedicated Internet Access circuits.

Adaptiv | SD-WAN is built for customers who require secure and reliable connectivity between sites in addition to their business critical cloud apps. Our SD-WAN is ideal for customers who want to replace MPLS without sacrificing quality or reliability.

Our products are sold as annual site licenses that include the CPE device, cloud transport and cloud-based orchestration. Pricing is based on the site bandwidth speed requirement, with licenses ranging from 15Mbps all the way up to 1Gbps.

SMARTER NETWORKS



RETAIL STORES

Non-stop connectivity built for digital retail transformation



CLOUD VOICE

Add quality to cloud voice and video with no dropped calls



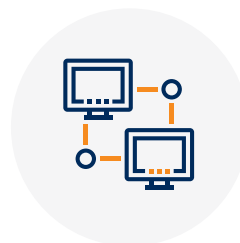
MANUFACTURING

Efficient smart factory networks powered by SD-WAN



CLOUD OFFICE

Easily add reliability and performance to cloud apps



BRANCH NETWORK

Boost productivity and reduce complexity for your sites



DIGITAL SMB

Enhance the cloud experience for any-size business

LEARN MORE

If you're interested in learning more about the Adaptiv Networks Partner Program and pricing model please fill out the form located on our website [here](#).

We will book a discovery call with you and your team to review the market potential, our product capabilities and partner program.

adaptiv-networks.com

