**The 2020 CRN Partner Program Guide**

Application Form

**Deadline: Friday, January 31st, 2020**

CRN's Partner Program Guide and CRN's 5-star Partner Program Designation represent a **definitive** list of vendors who either have programs that service **solution providers** or provide products to the **indirect IT channel**.

**The CRN Partner Program Guide**
The CRN Partner Programs Guide recognizes those vendors who either have developing **solution provider** channel programs or offer products and services through the **indirect IT channel**. In order to qualify for participation in CRN's Partner Program Guide, vendors need to derive some portion of their sales through the **indirect IT solution provider channel**.

If you company has multiple partner programs that you would like to submit, a separate application is required for each one.

**The fee for each application submitted is $495.**

**The CRN 5-Star Partner Program Designation**
The CRN 5-Star Partner Program Designation recognizes an elite subset of those vendors participating in the CRN Partner Program Guide who give **solution providers** the best partnering elements in their channel programs. **There is no additional fee for any vendor listed in the CRN Partner Programs Guide to be awarded the CRN 5-Star Partner Program Designation.**

[Click here to see last year's coverage.](http://www.crn.com/partner-program-guide/ppg2017.htm)

**APPLICATION FEE:**

Your application must be submitted on or before **11:59 PM PST on Friday, January 31st, 2020**, the fee is **$495 per application**.

**Please note that a payment is required for each individual Partner Program Guide application that is submitted.  Payments must be made at the end of the application in order to successfully submit your application.  The payment tool is built directly into this application.**You may use **any major credit card** to make your payment.

**Questions?: Please email Joe Ambrogio****jambrogio@thechannelcompany.com** **or** **Megan McKenna** **mmckenna@thechannelcompany.com**.

**Please submit your completed application by 11:59 PM PST on Friday, January31st, 2020 to be considered.

ALL APPLICATIONS FOR CRN's 2020 PARTNER PROGRAM GUIDE MUST BE SUBMITTED ONLINE.**

Please do not submit your entry until your answers are final. Before completing the **online application**, please print out a copy of the application form so that you may review the information required and collect your answers offline (Word Version or PDF Version).  If you need a copy of your application from last year, you can review your data in last year’s feature by clicking [**here**](http://www.crn.com/partner-program-guide/ppg2017.htm).

[**CLICK HERE FOR THE WORD DOCUMENT**](//surveygizmolibrary.s3.amazonaws.com/library/245197/2017PartnerProgramGuideApplication.docx)

CRN’s 2020 Partner Program Guide application does **not** need to be completed in one session. Click the save button that appears at the top of each page so that you many save and review your entry.  You will be asked to supply an email address and will be sent a unique link that will enable you to return to the place that you left off within the application.

No new submissions or corrections will be accepted after **FRIDAY, JANUARY31ST, 2020**.

**PLEASE BE SURE TO ANSWER ALL QUESTIONS ON THIS ENTRY FORM IF YOUR COMPANY** **WOULD LIKE TO BE CONSIDERED FOR CRN's 5-STAR PARTNER PROGRAM DESIGNATION.**

**Contact Info**

**APPLICATION CONTACT INFORMATION**

Name of the company applying for the CRN 2020 Partner Program Guide\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Company Name (if PR firm, enter your PR firm name here)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of the person filling out this entry form\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your E-mail\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Telephone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension (if applicable): \_\_\_\_\_\_\_\_\_\_

**COMPANY INFORMATION**

If you are a PR firm representing the vendor, please be sure to enter the vendor's name and details for these questions, unless otherwise noted.

Name of the company as it should appear in the CRN 2020 Partner Program Guide\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address Line 1\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address Line 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address Line 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

State\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Zip\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Worldwide HQ Address (if different): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Web Site URL\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

U.S. HQ phone number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CEO Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year Company Founded (Must be a 4-digit number, such as 1990) \* \_\_\_\_\_\_\_\_\_\_\_

If applicable, when was your division created? (Must be a 4-digit number, such as 1990): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In what month does your fiscal year end?\* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2020 Partner Conference Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(if applicable)*

**Which of the following best describes your company's primary business model?**

*Please select one of the options below. This is for categorization purposes only and will not be published.\**

( ) Hardware Manufacturer (Derive at least 60% of revenue from developing, selling and supporting your own branded IT products or components - may also provide software as well)

( ) Software Publisher (Derive at least 60% of revenue from developing, selling and supporting your own branded, commercially available software products and applications)

( ) Service Provider (Derive at least 60% of revenue from delivering contractual recurring services on-site, hosted or remotely managed)

( ) Company sells hardware and/or software and/or services through the channel and no one category dominates the overall revenue mix

**CHANNEL CHIEF INFORMATION**

Worldwide Channel Chief (If applicable)

Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Validation: Using custom RegEx pattern

Date began serving in this role (MM/YYYY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

North American Channel Chief (REQUIRED)

Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date began serving in this role (MM/YYYY)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

North American Channel Chief (THIS FIELD IS OPTIONAL - ONLY FILL OUT THIS FIELD IF YOUR COMPANY HAS MULTIPLE NORTH AMERICAN CHANNEL CHIEFS)

Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date began serving in this role (MM/YYYY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

North American Channel Marketing Leader

Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date began serving in this role (MM/YYYY)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SPECIFIC CHANNEL PROGRAM INFORMATION**

IMPORTANT NOTE: Separate applications must be submitted for each individual channel program. A $495 application fee is required for each entry.

Name of North American Channel Program (Please list the formal name of the Channel Program)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year this Channel Program was established (Answer must be 4 digits, such as 1990\*): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of North American Channel Program Manager\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program Manager Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Validation: %s format expected

Program Manager Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program Manager Telephone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Market Segment(s) Specialization**

Please indicate the product(s) and/or service(s) in which your company specializes and the sales models that apply. Please check all that apply.



AI (Artificial Intelligence) [ ] [ ] [ ]

Application development services [ ] [ ] [ ]

Blockchain [ ] [ ] [ ]

Business intelligence and analytics [ ] [ ] [ ]

Business Process as a service (BPO) [ ] [ ] [ ]

Cloud hosting [ ] [ ] [ ]

Cloud tools and management [ ] [ ] [ ]

Collaboration software [ ] [ ] [ ]

Converged infrastructure [ ] [ ] [ ]

CRM and SFA application software [ ] [ ] [ ]

Data and information management [ ] [ ] [ ]

Disaster recovery/business continuity [ ] [ ] [ ]

Digital signage [ ] [ ] [ ]

Enterprise data center servers [ ] [ ] [ ]

Enterprise external storage hardware [ ] [ ] [ ]

Enterprise file sync and share [ ] [ ] [ ]

Enterprise networking infrastructure [ ] [ ] [ ]

Enterprise wireless LANs [ ] [ ] [ ]

Hyper-converged infrastructure [ ] [ ] [ ]

Infrastructure as a service (IaaS) [ ] [ ] [ ]

Managed services (PSA/IT automation) [ ] [ ] [ ]

Managed services software: RMM [ ] [ ] [ ]

Middleware [ ] [ ] [ ]

MFP/printers [ ] [ ] [ ]

Network connectivity [ ] [ ] [ ]

Notebooks [ ] [ ] [ ]

Office productivity software [ ] [ ] [ ]

Platforms as a service (PaaS) [ ] [ ] [ ]

Power protection and management [ ] [ ] [ ]

Processors [ ] [ ] [ ]

SD-WAN [ ] [ ] [ ]

Security – application and code [ ] [ ] [ ]

Security – data loss prevention [ ] [ ] [ ]

Security – network security appliances & software [ ] [ ] [ ]

Security – endpoint protection [ ] [ ] [ ]

Security - Identity & access management [ ] [ ] [ ]

SDDC - Software defined Data Center [ ] [ ] [ ]

SDN - Software defined Networking [ ] [ ] [ ]

SDS - Software defined Storage [ ] [ ] [ ]

SMB external storage hardware [ ] [ ] [ ]

SMB networking hardware (includes wireless) [ ] [ ] [ ]

SMB servers [ ] [ ] [ ]

Solid state drives [ ] [ ] [ ]

Systems management/network management [ ] [ ] [ ]

3D printers [ ] [ ] [ ]

Unified communications [ ] [ ] [ ]

Video conferencing [ ] [ ] [ ]

Virtualization – desktop [ ] [ ] [ ]

Virtualization – networking, server, storage [ ] [ ] [ ]

WAN optimization/WAN acceleration [ ] [ ] [ ]

**REVENUE**

**YOU MUST FILL IN THE REVENUE SECTION TO COMPLETE THIS APPLICATION.**

**There are options to indicate if your company does not wish to disclose.**

**Which category best describes your company's Total Annual Corporate Revenue for 2019?** This is used for categorization purposes only and will not be reported.\*

( ) Greater than $1B

( ) $100M - $1B

( ) Less than $100M

**Which of the following ranges best represents your company's indirect revenue as a percentage of total annual corporate revenue?\***

( ) 1% to 10%

( ) 11% to 20%

( ) 21% to 30%

( ) 31% to 40%

( ) 41% to 50%

( ) 51% to 60%

( ) 61% to 70%

( ) 71% to 80%

( ) 81% to 90%

( ) 91% to 100%

( ) Do not wish to disclose, however, indirect revenue is 1% or more

( ) Unsure, however, indirect revenue is 1% or more

**Please estimate what your company spent in 2019 for all channel investments as a percent of your indirect revenue for 2019.**

*This should include all spending, including these specific categories; headcount, deal-level incentives, back-end performance incentives, certification & training, program and other partner marketing, MDF and co-marketing funds, and infrastructure and operations.*

( ) 1% to 10%

( ) 11% to 20%

( ) 21% to 30%

( ) 31% to 40%

( ) 41% to 50%

( ) 50% +

( ) Do not wish to disclose

**In reference to the above question, please choose the option which best describes your answer.**

\_\_\_ This includes all spending, including headcount, contra-revenue elements (Deal Reg. incentives, rebates, discounts) and operating expense (training and certification, automation, demand generation/MDF funds, partner communications)

\_\_\_ This includes only operating expense elements

**The Channel Co. also tracks and analyzes trends in vendors’ channel staffing models, indirect revenue mix and channel spending models.  Because of the sensitive and detailed nature of this data, we typically gather and discuss this data with vendors through our IPED Consulting and research division.   To set up a 1:1 interview around these topics with one of the IPED consultants, please identify the right person within your organization’s channel team below, and we will contact them directly.**

**Note:  All organizations who conduct a 1:1 interview with our IPED team will be invited to join a webinar to review our unique and in-depth analysis and trends around partner programs, enablement models, and channel staffing and spending.  This webinar will be held in late Q1 2020.**

**Name:**

**Title:**

**Company:**

**Email:**

**Phone:**

**PARTNERS**

**If you do not want the following information to appear in your public profile, please check the boxes below, otherwise, skip to the next question.**

[ ] Total number of All North American Partners

[ ] Total number of NEW North American partners

[ ] Total number of All North American Partners by Tier

[ ] Total number of All Worldwide Partners by Tier

**Total number of ALL North American partners** Numeric Characters 0-9 only. No Commas.\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Total number of NEW North American partners added within the past 12 months** Numeric Characters 0-9 only. No Commas.\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

19. Starting with your "Top" Partner Program/"Top" Tier and moving down, please enter the Partner Program/Tier name and Current Number of Partners.

If your program has fewer than 7 tiers, please leave the unused Partner Program Name rows blank.

If your program does not have tiers, please include in "Top" Tier.

|  | **Name Of Partner Program/Tier** |
| --- | --- |
|
|  |
| Top Tier **\*This question is required** |  |  |  |
| Tier 3 |  |  |  |
| Tier 4 |  |  |  |
| Tier 5 |  |  |  |
| Tier 6 |  |  |  |
| Tier 7 |  |  |  |

20.

|  | **Current Number Of North American Solution Provider Partners** | **Current Number Of WW Solution Provider Partners (including North America)** |
| --- | --- | --- |
| Top Tier **\*This question is required** |  |  |
| Tier 2 |  |  |
| Tier 3 |  |  |
| Tier 4 |  |  |
| Tier 5 |  |  |
| Tier 6 |  |  |
| Tier 7 |  |  |

**CLOUD OFFERINGS**

**Please select the statement below which best describes your corporate position regarding service providers:**

( ) We sell traditional on prem. products (no direct service delivery or sales to service providers)

( ) We deliver cloud and/or managed services directly to end-users

( ) We sell our direct-delivered cloud and/or managed services through our resellers

( ) We sell to and support service providers, who take our products to market as a service

**Does your existing partner program support your company's Cloud products/services?\***

( ) Our existing partner program supports our cloud products/services

( ) We have a separate partner program that supports our cloud products/services

( ) We are launching a Cloud Products and Services program within the next 12 months

( ) Do not have a separate partner program to support our cloud products/services

( ) Our company does not have any Cloud Offerings / Not Applicable

**Would you like to respond to a few additional questions at the end of the application regarding your Cloud Specific Partner Program? Answers would not be included in scoring. They will be used in additional coverage around Cloud Specific partner programs. The Cloud Partner Program listing doesn't appear in CRN or online until October.  We will reach out to you prior to ensure that the information is still accurate and has not changed since time of submission.\***

( ) Yes

( ) No

**PARTNER PROGRAM SPECIFIC QUESTIONS**

**FROM THIS POINT FORWARD, ALL QUESTIONS PERTAIN SPECIFICALLY TO THE PARTNER PROGRAM FOR WHICH YOU ARE SUBMITTING THIS APPLICATION.**

**THE FOLLOWING GROUP OF QUESTIONS EXAMINES SALES SUPPORT FOR THIS PARTNER PROGRAM.**

**Does your partner program offer extra points of margin/discount/rebates for registered deals?\***

[ ] Yes, depending on the product

[ ] Yes, depending on the partner type or tier

[ ] Yes, depending on deal size

[ ] Yes, depending on monthly revenue

[ ] Yes, when we have time sensitive incentives

[ ] Yes, on all deals registered

[ ] We offer deal registration, but do not offer extra points of margin/discount for registered deals

[ ] We do not offer deal registration

[ ] Deal registration NOT APPLICABLE to our business

**Does your partner program require you to communicate approval or denial of a deal registration within a certain amount of time?**

( ) Yes, in less than 24 hours

( ) Yes within 48 hours

( ) Yes within one week

( ) We offer deal registration, but do not commit to communicate to partners within a specific time frame

( ) We do not offer deal registration

( ) Deal registration NOT APPLICABLE for our products/services

**Does your partner program compensate partners for deals that are registered by partners, but closed by direct sales?**

( ) Yes

( ) No

( ) Not Applicable

**Does your partner program compensate partners for deals registered by one partner but closed by another?**

( ) Yes

( ) No

( ) Not Applicable

**How does this channel program motivate/support its resellers?**

Please check all that apply.\*

[ ] Automation systems & partner portal development

[ ] Awards for innovation

[ ] Awards for sales

[ ] Development of training & certification programs/curriculum

[ ] Direct deposit funds

[ ] Discount promotions

[ ] Eligibility to sell vendor services

[ ] Field Channel account manager coverage

[ ] Financial rewards

[ ] Incentive programs

[ ] Inside Channel account manager coverage

[ ] Joint marketing planning

[ ] Low-interest financing

[ ] Loyalty programs

[ ] Points based reward programs

[ ] Marketing resources

[ ] MDF/Co-op

[ ] Online tools

[ ] Partner Communication & Recruitment Materials

[ ] Price protection plans

[ ] Product demo program

[ ] Qualified leads

[ ] Rebates

[ ] Referral programs

[ ] SPIFFs

[ ] Sales enablement

[ ] Tiered discounts

[ ] Do not have programs in place to motivate/support our resellers

[ ] NOT APPLICABLE

**THE FOLLOWING GROUP OF QUESTIONS EXAMINES PARTNER PROFITABILITY FOR THIS PARTNER PROGRAM**

**Is it possible for a Solution Provider to attach services to your product/service beyond typical maintenance and/or break-fix?\***

( ) Yes

( ) No

**Thinking about a typical sale in which a Solution Provider is able to attach services to your product/service, is the amount they are able to attach:**

( ) Attach services that are typically less than the profit partners derive from your solution

( ) Attach services that are about the same profit partners derive from your solution

( ) Attach services that are typically more than the profit partners derive from your solution

**What, if any, specific programs do you have in place to help partners increase their services attach and/or profit?**

Please select all that apply.\*

[ ] Technical Certification Training

[ ] Partner Services/Solution Selling Training

[ ] Case Studies demonstrating the value of a total solution sell

[ ] Statistics on Best In Class Services Attach Rates

[ ] Subscription or consumption-based pricing to buy products and sell them as services? Pay as you go purchase option

 [ ] Services-automation automation tool to help with billing and user provisioning

[ ] Partner Incentive Programs

[ ] A program track to authorize partners for pre- or post-sale professional services

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

[ ] None

[ ] Not Applicable

**Does your partner program offer a residual revenue program (maintenance, software or professional services), recurring revenues or annuity streams that enable partners to create a long-term year after year revenue stream?\***

( ) Yes

( ) No

( ) Not Applicable

**What does this program typically charge your partners for demo units or evaluation licenses?\***

( ) 25-50% off list

( ) 51%-75% off list

( ) More than 75% off list

( ) Free

( ) Determined on a case by case basis

( ) We do not offer demo units or evaluation licenses

( ) Not Applicable to our business model

( ) Other alternative (Please explain): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

**THE FOLLOWING GROUP OF QUESTIONS EXAMINES PARTNER ECOSYSTEM DEVELOPMENT FOR THIS PARTNER PROGRAM**

**Which of the following partner-types are eligible to join your partner program which you are applying for? Please select all that apply.**

* VAR (Value added reseller)
* Consultant
* Systems Integrator
* Commercial ISV
* Direct Market Reseller
* Custom Systems Builder
* Managed Services Provider
* Hosting Services Provider
* Cloud Broker
* Application Developer
* Digital Marketing Agency
* Service Provider Agent
* Retailer/etailer
* IT Distributor
* OT Distributor
* Cloud Aggregator/Marketplace
* Other (specify)

**By what criteria are partner tiers for this partner program determined?**

Please select all that apply.\*

[ ] Joint business plan

[ ] Sales/Revenue volume

[ ] Sales skills / certifications

[ ] Technical skills / certifications

[ ] Solutions expertise

[ ] Vertical market expertise

[ ] Market or industry Specialization

[ ] Partner program does not have multiple tiers

**How are partner (resale) discounts determined? Please select all that apply.\***

[ ] Quarterly revenue attainment

 [ ] Annual revenue committed/sold (higher discounts for higher revenue volumes)

[ ] Based on program tier

[ ] Business Model (i.e. Distribution-VAR resale discount differs from DMR resale discount, etc.)

 [ ] Case by Case Determination

[ ] Growth rate attainment level

[ ] Certifications

[ ] Deal Registrations

[ ] Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\*

[ ] No partner discounts offered

[ ] Not Applicable

**Which of the following does your partner program offer to partners in an effort to help expand their businesses?** Please select all that apply.\*

[ ] Business transformation training

[ ] Information to help horizontal VARs break into vertical markets (ie Healthcare)

[ ] Provide VARs with training and advice so that they better understand how they may incorporate Cloud Solutions into their current offerings

[ ] Provide training in order to simplify the concept of hosted and managed services for VARs

[ ] Eligibility to sell vendor services

[ ] Technical training

[ ] Sales training

[ ] Sales tools

[ ] Vertical market case studies

[ ] Tools to identify selling opportunities

[ ] Marketing concierge services

[ ] New hire assistance

[ ] Solutions selling

[ ] MDF

[ ] Post-sales services enablement training

[ ] Leads

[ ] Referrals

[ ] Joint marketing planning

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\*

[ ] Do NOT help partners expand their business

**What types of training and education types does your partner program offer?**

Please select all that apply.\*

[ ] Self-paced sales on-line training

[ ] Hands-on sales training, including whiteboarding instruction

[ ] Virtual instructor-led training

[ ] Classroom based technical training that ends in certification tests (including sharing of any services-delivery IP and methodologies)

[ ] Virtual technical labs

[ ] Hands-on technical labs

[ ] Business Model Transformation (BMT) training specifically – the training used to accommodate the business transformation to recurring revenue services and selling to line-of-business decision makers

[ ] Testing out to exhibit existing technical skills acquired without requiring completion of the curriculum

[ ] Certification fast-path curriculum and/or exams targeted at another vendor's complementary or competitive certified individual that with nominal amounts of your curriculum could prepare the individual to pass your certification exam

[ ] Marketing skills training and/or certification

[ ] Do not offer training to partners

[ ] Not Applicable to our business model

**Is there a cost to partners for technical training and/or certification?\***

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Free for all partners | Free for top partner tier only | Free for top and 2nd tier only | Free for top, 2nd and 3rd tier | Partner pays a percentage (discount off full price) | Partner pays full price | Do not offer training/certification to partners | Not Applicable to our business |
| Basic Training |  |  |  |  |  |  |  |  |
| Advanced Training |  |  |  |  |  |  |  |  |
| High Level Certification |  |  |  |  |  |  |  |  |

**Is there a cost to partners for sales training and/or certification?\***

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Free for all partners | Free for top partner tier only | Free for top and 2nd tier only | Free for top, 2nd and 3rd tier | Partner pays a percentage (discount off full price) | Partner pays full price | Do not offer training/certification to partners | Not Applicable to our business |
| Basic Training |  |  |  |  |  |  |  |  |
| Advanced Training |  |  |  |  |  |  |  |  |
| High Level Certification |  |  |  |  |  |  |  |  |

**Do you accept competitive certifications to satisfy technical requirements in your program? Select all that apply**

( ) We accept competitive certifications to satisfy technical requirements as is

( ) Option to test out based on competitive certifications

( ) We provide gap training based on their certifications

( ) We don’t accept competitive certifications at all

**How often does your partner program require re-certification or renewal for partners?\***

( ) Less than one year

( ) Once per year

( ) Once every 13 to 24 months

( ) Once every 25 to 60 months

( ) Less often than once every 5 years

( ) Re-certification/renewal not required

( ) Not Applicable

**Are partners required to meet revenue requirements in order to join the minimum or basic level of this partner program?\***

( ) No revenue commitment necessary

( ) Annual revenue commitment

( ) Quarterly revenue commitment

( ) Monthly revenue commitment

**Please indicate which of the following requirements must be met in order for a partner to join the minimum tier or basic level of this partner program?**

Please select all that apply.\*

[ ] Technical certification requirements

[ ] Certified/accredited sales staff

[ ] Executive sponsorship by vendor senior management

[ ] Business planning requirements

[ ] Marketing plan

[ ] Territory coverage

[ ] Sales Volume

[ ] Revenue commitment

[ ] Reseller certificate

[ ] Valid website

[ ] Actively transacting partner

[ ] Technology specialization

[ ] Signed Partner Agreement

[ ] Other (please specify): \_\_\_\_\_\_\*

[ ] There are NO REQUIREMENTS to join this partner program

**Does this channel partner program offer:** Please check all that apply.\*

[ ] Pre-sales support

[ ] Post-sales support

[ ] Post-sales services support

[ ] Technical support

[ ] Local account/field reps

[ ] Escalation procedures for rules of engagement

[ ] Dedicated account team

[ ] Clearly defined division between accounts for direct and indirect sales

[ ] None of the above

**THE FOLLOWING GROUP OF QUESTIONS EXAMINES PARTNER COMMUNICATION/MARKETING FOR THIS PARTNER PROGRAM.**

**How much time in advance of their customers are solution provider partners briefed on new or upgraded product launches?\***

( ) Less than one month before solution provider customers

( ) 1 month to less than 4 months before solution provider customers

( ) 4 months to less than 7 months before solution provider customers

( ) 7 months to less than 1 year before solution provider customers

( ) More than 1 year before solution provider customers

( ) Solution providers not briefed before their customers

**Does your company's partner program portal/web site provide:**

Please select all that apply.\*

[ ] A catalogue of trusted, 3rd party marketing agencies

to support partner marketing

[ ] Searchable product/pricing database

[ ] Downloadable marketing materials

[ ] Online training resources

[ ] Database for peer partnering

[ ] Automated rebate processing

[ ] Account management

[ ] Portal with customizable dashboard based on profiles

[ ] Ability for partners to syndicate your content to their website

[ ] Managed services community

[ ] Ability to claim and submit performance for MDF

[ ] Deal Registration

[ ] Configuration/installation tools

[ ] Troubleshooting tools

[ ] Partner performance and profitability calculator

[ ] CRM

[ ] A selection of marketing campaigns partners

can order and have executed for them

[ ] Responsive design for mobile access

[ ] Other (please specify): \_\_\_\_\_\_\_\*

[ ] No portal/website

**Does your partner portal require credentials to be accessed?**

( ) Yes

( ) No

**Which of the following types of marketing support does your partner program provide?**

Please check all that apply.\*

[ ] One to one marketing planning with internal partner marketing managers or channel account managers

[ ] One to many marketing support via internal partner marketing managers or channel account managers

[ ] Partner self-serve tools, templates and marketing assets

[ ]Access to an automated marketing platform

[ ] Full service marketing concierge services via 3rd party providers

[ ] MDF management and operational support (submitting proposals, ROI reporting, etc.)

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] Do not offer marketing support

**How does your partner program inform and educate your partners? Does your partner program provide any of the following:**

Please select all that apply.\*

[ ] Hosts a conference specifically for partners

[ ] Hosts a sales conference for direct sales and partners together

[ ] Conducts online webinars and conferences

[ ] Provides funding to partners to attend

industry conferences

[ ] Publishes regular newsletters

[ ] We advertise on channel websites

[ ] We attend 3rd party channel events

[ ] Conducts regular email marketing

[ ] Conducts regular meetings with individual partners

[ ] Our Channel Account Managers are responsible for educating and informing partners

[ ] Channel Account Managers and Marketers communicate with partners through Social Media

 [ ] Other (please specify): \_\_\_\_\_\_\*

[ ] Do not offer

**THE FOLLOWING GROUP OF QUESTIONS EXAMINES DEMAND GENERATION FOR THIS PROGRAM**

**How would you characterize your Marketing Development Funds (MDF) or their equivalent (i.e. Joint Marketing Funds - JMF)? Select one.**

* Accrual-based
* Proposal-based
* A combination of both
* Do not offer MDF funding

**Do you require partners to provide matching funds in order to receive MDF dollars?**

( ) Yes

( ) No

( ) Program does not offer MDF/Co-op marketing

**Which of the following criteria must a partner meet in order to qualify for access to MDF funding?**

Please select all that apply.\*

[ ] Sales volume

[ ] Number of certified engineers

[ ] Business plan

[ ] Discretionary based on specific product focus

[ ] Discretionary based on markets segmentation/territory/vertical

[ ] Discretionary based on channel account manager approval

[ ] Tier-based

[ ] Partner type/business model

[ ] ROI requirements

 [ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

 [ ] Not Applicable to our business model

**What does this partner program allow partners to spend MDF on?** Please select all that apply.\*

[ ] No restrictions, partner can spend MDF as they see fit

[ ] Appointment setting

[ ] Print advertising

[ ] Digital advertising

[ ] SEO

[ ] Sales Training

[ ] Technical training/certification

[ ] Sales head count

[ ] Technical head count

[ ] Marketing head count

[ ] Customer seminars/road shows

[ ] Online webinars

[ ] Demo equipment

[ ] Market research

[ ] Events: industry conferences,

workshops, etc.

[ ] Telemarketing/ outbound sales calling

[ ] Product catalogues

[ ] Newsletters

[ ] Email marketing

[ ] Co-branded merchandise

[ ] Content development (case studies, social

content, blogs, solution briefs, etc.

[ ] Direct Mail

[ ] Public relations

[ ] Website development and management

[ ] Social media enablement

[ ] Syndication

[ ] Website audit and development

[ ] Activities that generate leads

[ ] Branding and thought leadership campaigns

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\*

[ ] Program does not offer MDF/Co-op marketing

[ ] Not Applicable

**Does your partner program have Partner Marketing Managers assigned to partners that qualify for MDF to plan and execute demand generation campaigns?\***

( ) Yes

( ) No

( ) Not Applicable

**What percentage of your MDF /Co-op goes unspent on a quarterly basis?\***

( ) None

( ) 1-10%

( ) 10-25%

( ) 25-50%

( ) More than 50%

( ) Program DOES NOT OFFER MDF/Co-op marketing

( ) Not Applicable

**What percent of your indirect revenue is made available to your partners for MDF/Co-op?**

* Less than 1%
* 1-2%
* 3-4%
* 5+%
* Can’t disclose

**How does your partner program support its channel partners with leads?\***

(Rows)

Generates leads and initiates sales, which are turned over to partners

Generates leads which are turned over to partners

Works cooperatively with partners to drive demand directly to them through MDF and other marketing programs

Provides tools on portal for partners to drive their own demand

(Drop Down Box Answer Options for each row item)

* All partners
* Top Tier Partners Only
* Top Tier and 2nd Tier Partners Only
* 2nd & 3rd Tier Partners Only
* Top tier, 2nd and 3rd tier only
* Not Offered

**Do partners need to meet specific lead management criteria or training in order to receive and continue to receive leads?**\*

( ) Yes

( ) No

***The next couple of questions are not part of the scoring calculations, but we would greatly appreciate your responses.***

**53. Who in your company is responsible for determining how marketing funds are distributed to partners?** Select all that apply.

( ) Sales

( ) Marketing

( ) Finance

( ) Operations

( ) Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

**Does your company require partners to upload leads generated via marketing campaigns?**

( ) Yes

( ) No

**Who is responsible for uploading the leads?**

( ) Solution provider partner

( ) CAM assists partner

( ) 3rd party vendor

**Do you track leads (driven by partners or by you) to revenue?**

( ) Yes

( ) No

**How often do you track leads all the way to revenue?**

Always

10-25%

25-50%

50+%

Unable to track

**Does your MDF program currently offer solution provider partners to use third parties (marketing services agencies) to execute campaigns?**

( ) Yes

( ) No

**Will you have more or less MDF or Co-op dollars ($) available for partners in 2020?**

( ) Plans to increase by more than 50%

( ) Plans to increase by 21%-50%

( ) Plans to increase by 11%-20%

( ) Plans to increase by 1%-10%

( ) No plans to increase/decrease

( ) Plans to decrease by 1%-10%

( ) Plans to decrease by 11%-20%

( ) Plans to decrease by 21%-50%

( ) Plans to decrease by more than 50%

**Compared to 2019, will you be making MDF and/or Co-op funds available to more or fewer partners in 2020?**

( ) We plan to make MDF/Co-op funds available to more partners

( ) We plan to make MDF/Co-op funds available to approximately the same number of partners

( ) We plan to make MDF/Co-op funds available to fewer partners

**Does your company use any of the following data points to measure MDF ROI Please select all that apply.**

( ) Digital Metrics (downloads/content consumption, social engagement, form capture, etc.)

( ) Customer requests for information

( ) Sales pipeline

( ) Sales closed / won (Revenue)

( ) Marketing Qualified Leads

( ) Sales Qualified Leads

( ) Net new customers acquired

**Do you have a channel sales and marketing team that is separate and distinct from your overall organizations sales and marketing efforts?**

Yes

No

**IF YES ONLY**

**What kind of training do you provide to your channel employees?**

Grid

Rows

Sales

Marketing

Technical

Columns:

We train in house

3rd party training on site

Online distance learning

**Do you provide training for the following levels of channel employees?**

* Entry
* Mid-level
* Senior level

**Would you be interested in an online subscription to channel training for the following roles/levels? If interested, please indicate in the grid below.**

Rows – Sales, Marketing, Operations

Columns – Entry level, mid level, senior

**Would your company be interested in any of the following sponsorship opportunities to highlight your Partner Program Guide listing or 5-Star ranking (if eligible)? Please select all that apply.**

[ ] Channel Chief Video Message (supplied by your company or recorded at The Channel Company event )

[ ] Digital promotion (we will create your banner ad and run alongside Partner Program Guide coverage on CRN.com)

[ ] Print Advertorial in CRN Magazine – circulation of 100,000 subscribers

Other

***This page will only show when: Question "Would you like to respond to a few additional questions at the end of the application regarding your Cloud Specific Partner Program? = ("Yes")***

**Specific Cloud Computing Channel Program Information - This information will be used for the 2020 Cloud Partner Program Guide, which receives its own coverage in print and online.**

Name of North American Cloud Channel Program or Tier/Track\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of North American Cloud Channel Program Manager\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program Manager Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program Manager Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program Manager Telephone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year Cloud Channel Program was established \*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please provide a brief overview of the company's cloud partner program or describe the components of your company's overall partner program that specifically pertains to cloud computing. Please include a description of program requirements and program tiers (if applicable). (300 words max).\***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please outline as many as 3 of the top benefits that specifically pertain to cloud computing that channel partners gain from joining this partner program. (300 words max.)\***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How many of your partners are currently enrolled in your Cloud partner program or are utilizing the cloud portion of your overall partner program?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What percent of your company’s annual revenue is Cloud focused?**

*(Please include any Public Cloud offerings plus any technology being sold to build Private, Hybrid or Public Cloud solutions.)\**

( ) 1% to 19.9%

( ) 20% to 49.9%

( ) 50% to 74.9%

( ) 75% to 99.9%

( ) 100%

( ) We have cloud-focused revenue but do not wish to disclose

**Please identify those areas in which your company actively promotes its technology components to encourage customers or service providers to build a cloud offering (public, private or hybrid).** Please check all that apply.\*

[ ] Backup/Disaster Recovery

[ ] Cloud Applications/SW

[ ] Cloud Hosting

[ ] Cloud Infrastructure (IaaS)

[ ] Cloud Management

[ ] Cloud Platforms (PaaS)

[ ] Cloud Migration

[ ] Cloud Security

[ ] Cloud Storage (SaaS)

[ ] Other (please specify):

**In what areas does your company currently have a Public Cloud Service?**

Please check all that apply.\*

[ ] Backup/Disaster Recovery

[ ] Cloud Applications/SW

[ ] Cloud Hosting

[ ] Cloud Infrastructure (IaaS)

[ ] Cloud Management

[ ] Cloud Platforms (PaaS)

[ ] Cloud Migration

[ ] Cloud Security

[ ] Cloud Storage (SaaS)

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\*

[ ] Do not offer a Public Cloud Service

**In which of the following ways does your company engage with Channel partners to promote your Cloud-related technologies or services?**

Please check all that apply.\*

[ ] We have our own Public Cloud service or application – we use partners as agents

[ ] We have our own Public Cloud service or application – we use partners as resellers

[ ] We have technology components that are used to build Private or Hybrid Cloud infrastructure; we engage integrators or Cloud Builders

[ ] We have technology components that are used to build Private or Hybrid Cloud infrastructure; we engage Cloud Service Providers to build datacenters which supply Cloud capacity to other entities

[ ] We have software components and tools that are used by ISVs and developers to build SaaS applications, either for Public, Private or Hybrid Cloud environments

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\*

**In which of the following types of Channel training and enablement activities does your company invest to assist your Cloud focused partners? Please check all that apply**.\*

[ ] Specialized technical training (face to face)

[ ] Specialized technical training (on-line, ILT)

[ ] Technical certification (for Cloud)

[ ] Specialized sales training (face to face)

[ ] Specialized sales training (on-line, ILT)

[ ] Sales certification (for Cloud)

[ ] Business transformation training or consulting (focused on financial, organization or sales/mktg. changes required to succeed with the Cloud)

[ ] Sales transformation training

[ ] Field sales mentoring or coaching (between your direct sales

[ ] Sharing of service delivery methodologies or IP around Cloud solutions (pre or post-sale)

[ ] Cloud specific ROI or TCO calculator tools to be used with end-users

[ ] Sales playbooks or prospecting guides for Cloud solutions

[ ] Authorized training center authorization or status for your Cloud-focused curriculum

[ ] Other: \_\_\_\_\_\_\_\_\_\*

[ ] Do Not Offer Channel Training/Enablement

**In which of the following ways does your company invest money to assist partners specifically with their shift to selling and /marketing cloud solutions?**

Please check all that apply.\*

[ ] Customer Events

[ ] Offer them qualified Cloud-specific sales leads

[ ] Partner Branding assistance (materials and/or funds)

[ ] Partner Demand Generation assistance (materials and/or funds)

[ ] Specialized local staff to help partners with marketing planning and/or execution

[ ] Partner Events

[ ] Partner Marketing Training

[ ] Co-selling assistance from local cloud-specialist sales or business development staff

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\*

[ ] Do not invest unique resources or funds to assist partners with Cloud solutions

 **What elements of support does you company offer in your Cloud channel program/tier to motivate and support your Cloud partners financially? (These elements must be uniquely focused at Cloud partners and their solutions.)**

Please check all that apply.\*

[ ] Deal Registration

[ ] Demo program/Trial Keys

[ ] Consumption or subscription based pricing models

[ ] Special financing or leasing of equipment for Cloud Builders or Service Providers

[ ] Internal-use product or licenses (discounted or free)

[ ] Loyalty programs or SPIFs

[ ] MDF/CO-OP

[ ] Rebates (specific to cloud sales or deployment success)

[ ] Referral programs (for Cloud Agents or influencers)

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\*

[ ] Not Applicable

**Does your company offer VARs assistance in compensation of their sales teams on recurring revenue services?**

( ) Yes

( ) No

( ) Not Applicable

**Are partners required to pay a fee to join your the basic or minimum tier of this Cloud Partner Program?\*\***

( ) Yes

( ) No

**Are partners required to meet specific minimum revenue requirements in order to join the basic or minimum tier of this Cloud Partner Program?\***

( ) Yes

( ) No

**Which of the following requirements must partners meet in order to join the basic or minimum tier of this Cloud Partner Program?**

Please select all that apply.\*

[ ] Actively transacting partner

[ ] Business planning requirements

[ ] Certified/accredited sales staff

[ ] Executive sponsorship by vendors senior management

[ ] Marketing plan

[ ] Reseller certificate

[ ] Revenue commitment

[ ] Technical certification requirements

[ ] Technology specialization

[ ] Valid website

[ ] Cloud certification or training from a related vendor’s program

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\*

[ ] There are no requirements to join this cloud partner program

**THESE INSTRUCTIONS ARE FOR THE LIVE APPLICATION ONLY:**

Please note that a payment is required for each individual Partner Program Guide application that is submitted.

You must submit your payment below by clicking the "Pay Now" button. All major credit cards are accepted. If you need to return to this page at a later point to submit payment, please click the save now button at the top. The application will not be submitted until a valid payment has been made.

After submitting your payment information, a successful payment message will appear below. Once you have seen this message, YOU MUST CLICK SUBMIT at the bottom to finalize your application. You will receive an email receipt for your payment within a few minutes of successful submission.

For payment inquiries, please send an email to crnresearch@thechannelcompany.com.

If we have any additional questions we will let you know.