**The 2023 CRN Partner Program Guide**

**Application Form**

**Deadline: December 30th, 2022**

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.](https://www.crn.com/partner-program-guide/ppg2022.htm)

**APPLICATION FEE:**

Your application must be submitted on or before **11:59 PM PST on the deadline of December 30th, 2022**, **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 Sam Auer**[sauer@thechannelcompany.com](mailto:sauer@thechannelcompany.com).

**Please submit your completed application by 11:59 PM PST on December 30th, 2022 to be considered.**  
  
**ALL APPLICATIONS FOR CRN's 2023 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](https://www.crn.com/partner-program-guide/ppg2022.htm).

CRN’s 2023 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 December 30th, 2022**

**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.**

**APPLICATION CONTACT INFORMATION**

Name of the company applying for the CRN 2023 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 2023 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?\* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CHANNEL CHIEF INFORMATION**

Worldwide Channel Chief (If applicable)

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

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

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): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### YOUR COMPANY PROFILE

#### 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

#### Which category best describes your company's ****Total Annual Corporate Revenue**** for 2022?  This is used for categorization purposes only and will not be reported.\*

( ) Greater than $10B

( ) $1B - $10B

( ) $100M - $1B

( ) Less than $100M

( ) Can’t Disclose

#### Which of the following ranges best represents your company's ****indirect revenue**** as a percentage of total annual corporate revenue for 2022?\*

This is used for categorization purposes only and will not be reported.\*

( ) 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

#### What percent of your company’s annual revenue in 2022 do you expect to be ****Cloud focused****? (Please include any cloud offerings (public, private, hybrid) plus any technology being sold to build cloud solutions, including but not limited to SaaS, IaaS, PaaS, DaaS, etc)\*\*

This is used for categorization purposes only and will not be reported.\*

( ) 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 indicate the product(s) and/or service(s) in which your company specializes and are included in the scope of this core program.  Please check all product categories that apply.\*

### Cloud

* Cloud: Hybrid Cloud Infrastructure
* Cloud: Public Cloud

### Data Center

* Data Center: Converged/Hyperconverged Infrastructure
* Data Center: Infrastructure Management & Monitoring
* Data Center: Power Protection and Management
* Data Center: Servers

### Edge Computing

* Edge Computing: Internet of Things

### Hardware

* Hardware: Displays
* Hardware: Laptops
* Hardware: Printers
* Hardware: Processors
* Hardware: Smartphones/Tablets

### MSP RMM Platforms

### Networking

* Networking: Connectivity
* Networking: Enterprise
* Networking: Performance Management
* Networking: SD-WAN
* Networking: SMB
* Networking: Wireless LANs

### Security

* Security: Cloud Security
* Security: Data Security
* Security: Email Security
* Security: Endpoint Protection
* Security: Extended Detection and Response
* Security: Identity and Access Management
* Security: Network Security
* Security: Secure Service Edge
* Security: Security Management

### Software

* Software: Application Development/DevOps
* Software: Application Integration/Middleware
* Software: Application Performance Monitoring
* Software: Artificial Intelligence
* Software: Automation
* Software: Big Data
* Software: Business Intelligence & Analytics
* Software: CRM/ERP
* Software: Office Productivity
* Software: Unified Communications and Collaboration
* Software: Virtualization

### Storage

* Storage: Cloud
* Storage: Data Protection & Management
* Storage: Network Storage
* Storage: Software-Defined

### Other

#### For each of these product or services categories in which you specialize (selected above), please  indicate the licensing or pricing models you offer today that are available to your channel partners.  Choose all models that apply for each product/service.

|  |  |  |
| --- | --- | --- |
| On prem HW and/or SW (one-time purchase) | Subscription based pricing on premise (HW, SW, and/or services with fixed pricing over an annual or multi-year contract period) | Consumption based HaaS (metered, flexible consumption based on an annual or multi-year contract period) |

#### Please estimate what your ****company spent in 2022 for all channel investments**** as a percent of your ****indirect revenue for 2022.**** *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.*\*

#### This is used for categorization purposes only and will not be reported

( ) 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) and operating expense (training and certification, automation, demand generation/MDF funds, partner communications)

( ) This includes only operating expense elements

#### What areas of your channel investment do you expect to have the greatest investment/focus in the next 12 months.

***Please rank in priority order, minimum of 3***

|  |  |
| --- | --- |
|  | Rank |
| Deal-level incentives, (Deal reg) |  |
| Back-end performance incentives, (rebate) |  |
| Certification & training, |  |
| Automation tools, including partner portal |  |
| Program and other partner marketing, |  |
| Partner communications |  |
| Demand gen/MDF/co-marketing funds, |  |
| Infrastructure and operations |  |
| Other (specify) |  |

**PARTNER TYPES AND ENGAGEMENT MODELS**

**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.\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Is this partner program your applying for organized around partner primary business models (VAR, SI, Consultant, MSP) or around generalized partner roles or functions not tied to a specific business model (reselling, building solutions, delivering services)?  Check one\***

( ) By business model

( ) By role or function

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

**Which of these partner business model type(s) is the core focus of this program ?**

**(check all that apply)**

* VAR (Value added reseller)
* Consultant
* Systems Integrator
* Commercial ISV
* Managed Service Provider
* Hosting Services Provider
* Application Developer
* Service Provider Agent
* Retailer/etailer
* IT & OT Distributor
* Cloud Aggregator/Marketplace
* Other (please specify):\_\_\_\_\_\_\_\_\_\_

#### What is the total number of Worldwide partners and North American partners by type formally enrolled in this core program?  Numeric characters 0-9 only.  No commas

#### *Indicate for each business model selected above.*

|  |  |  |
| --- | --- | --- |
|  | **North America** | **World Wide** |

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 |  |  |

#### 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? 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

#### By what ****criteria are partner tiers**** for this partner program determined? Select all that apply.\*

[ ] Sales/Revenue volume total

[ ] Recurring revenue or cloud services sales volume

[ ] Revenue growth (YoY or QoQ)

[ ] Amount of new business generated (customers or projects)

[ ] Sales skills / certifications

[ ] Technical skills / certifications

[ ] Solutions or architecture specialization

[ ] Vertical market specialization

[ ] Customer satisfaction or NPS

[ ] Repeatable solutions built and vendor-verified (applications, services)

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

#### What are the major ****transactional models**** you use with your partner types through this program?  Select all that apply.

[ ] Resell with discounts

[ ] Co-selling with influence rewards or finder’s fees

[ ] Sell-to for partners’ own infrastructure (partner takes title)

[ ] Sell-through for partners’ service delivery (customer takes title)

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

#### In which of the following ways does your company engage with Channel partners to ****promote your Cloud-related technologies or services****? Select all that apply.

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

[ ] We have our own Public Cloud service or SaaS applications – 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 sell this technology to service providers and MSPs to build out their own infrastructure which supply Cloud capacity to customers

[ ] 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 (please describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

#### In what areas does your company currently have a fully-managed XaaS offering?   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)

[ ] Vendor Cloud Offering (HPE Green Lake, Dell Apex, etc)

[ ] Other (please specify)::

**PARTNER PROGRAM SPECIFIC QUESTIONS**

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

**PARTNER TRAINING & ENABLEMENT**

#### Which types of ****business model development or practice-building support**** does your program offer partners?  Please select all that apply.\*

[ ] Business transformation consulting or planning

[ ] Help building a managed services (infrastructure or applications) operational capability

[ ] Help building vertical market or industry specialization capabilities

[ ] Help building cloud sales or management capabilities

[ ] Help building pre-sales assessment or consulting Professional services skills

[ ] Help building post-sales deployment or integration services skills

[ ] Marketing concierge services

[ ] Staffing or talent recruitment services

[ ] We do not help partners expand their business model or services

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

#### 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

[ ] Testing out to exhibit existing technical skills acquired without requiring completion of the curriculum (based on existing industry or vendor-specific skills)

[ ] Digital Marketing skills training and/or certification

[ ] We do not offer training to partners

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

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Free for all partners** | **Free for top partner tier only** | **Partner pays a percentage (discount off full price)** | **Partner pays full price** | **Do not offer this to partners** |
| Basic sales training | ( ) | ( ) | ( ) | ( ) | ( ) |
| Formal sales certification | ( ) | ( ) | ( ) | ( ) | ( ) |
| Basic technical training | ( ) | ( ) | ( ) | ( ) | ( ) |
| Formal technical certification (entry level) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Formal technical certification (advanced level) | ( ) | ( ) | ( ) | ( ) | ( ) |

#### 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

( ) Less frequently than every 2 years

( ) Re-certification/renewal not required

( ) Not Applicable

#### What, if any, specific activities do you have in place to ****help partners increase their services delivery skills or scale?**** (can apply to Prof. Svs., Managed Svs. Or Support Svs.)  Please select all that apply.

[ ] Formal service delivery certification training

[ ] Field training or mentoring with our services staff

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

[ ] Solution architectures, reference guides, blue prints or other vendor services IP

[ ] Benchmarking data on best-in-class services attach rates

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

[ ] A multi-tenancy management tool and reporting to help managed service providers manage their customers cloud or managed services assets

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

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

[ ] Not applicable

#### Which of these support elements does your program offer to partners ****wanting to build their Customer Success/Lifecycle Services capabilities?**** Select all that apply.\*

[ ] Customer Success Manager training or certification

[ ] Guidance on hiring and organizing Customer Success staff

[ ] Customer journey maps and sales planning models

[ ] Data and analytics about customer level adoption, expansion and renewal

[ ] Incentives based on partners driving adoption, expansion or renewal

[ ] Use cases or marketing materials to drive a Lifecycle Services conversation

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

#### 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

**PARTNER SALES SUPPORT**

### 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

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

#### What kind of incentive programs does your program offer to encourage partners ****sales efforts****?  Choose all that apply.\*

[ ] Deal registration for new customers or projects – incremental discount

[ ] Deal registration for solution or multi-product deals – incremental discount

[ ] Deal registration for partner protection and co-selling support – no discount or incentive

[ ] Back-end rebates based on overall revenue growth

[ ] Back-end rebates based on sales growth in certain products or services

[ ] Incentives for on-time or certain %’s of renewals

[ ] Incentives for expanding IT services within the customer lifecycle (for Adoption, Activation or Expansion)

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

#### Does your partner program ****compensate partners for deals registered**** for their sales influence or pre-sales activity but transacted by another partner?\*

( ) Yes

( ) No

( ) Not applicable

#### If yes, how much does your partner program compensate ****compensate partners for deals registered**** for their sales influence or pre-sales activity but transacted by another partner?

* Fixed fee: \_\_\_\_\_\_
* Percentage: \_\_\_\_\_\_\_\_\_
* Do not wish to disclose

#### Does your partner program ****compensate partners for deals registered**** for their sales influence or pre-sales activity but transacted by the Vendor?\*

( ) Yes

( ) No

( ) Not applicable

#### If yes, how much does your partner program compensate ****compensate partners for deals registered**** for their sales influence or pre-sales activity but transacted by the Vendor?

* Fixed fee: \_\_\_\_\_\_
* Percentage: \_\_\_\_\_\_\_\_\_
* Do not wish to disclose

#### Which of these ****sales support activities**** does your program offer channel partners?  Choose all that apply.\*

[ ] Special promotion pricing and bundles

[ ] Non-standard pricing for larger, more strategic, or competitive take-out deals

[ ] Sales scripts and prospecting guides

[ ] Pre-sales training and certification

[ ] Sales playbooks based on use-cases

[ ] Sales rep-level SPIF or reward programs

[ ] Access to sales specialists in the field (by product, solution, partner type, etc.)

[ ] Product demos, NFRs or trial licenses (for specific customer use)

[ ] Discounted or limited use license for internal labs, NOCs or SOCs

[ ] Lead qualification and sharing programs (based on corporate demand gen. ac tivities)

[ ] Formal field (direct) sales coverage, teaming and co-selling methodologies

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

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

[ ] NOT APPLICABLE

#### For your partners who resell your products or services, how does your program ****dictate pricing or discounting****? Choose all that apply.\*

[ ] The program does not dictate pricing; it’s determined outside of the program

[ ] Program tiering drives discounting (combination of functional requirements)

[ ] Program sales volume requirements drive discounting (not tied to tiers)

[ ] Program training & certification requirements drive discounting

[ ] Business Model drives discounting (VAR resale vs. MSP sell-to)

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

[ ] Not Applicable

#### What kinds of ****field sales engagement**** does this program include or promise as benefits to participating partners? Please check all that apply.\*

[ ] Clearly defined customer segmentation and direct sales rules of engagement

[ ] Escalation procedures for rules of engagement problems

[ ] Access to dedicated technical staff

[ ] Access to dedicated product specialists (sales or technical)

[ ] Partner of record or incumbency preference in accounts via Deal Registtration

[ ] Field collaboration mechanisms (teaming agreements, etc.)

[ ] Focused or dedicated field Channel Account Manager coverage

[ ] Executive sponsor or field leadership oversight

[ ] Preferential treatment for local sales & marketing support over other partners

[ ] None of the above

**PARTNER MARKETING SUPPORT**

#### Which of these types of ****communication**** does this program include, to inform and educate your partners?  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

[ ] Advertisements on channel websites

[ ] We attend 3rd party channel events

[ ] Conducts regular email marketing

[ ] Conducts regular meetings with individual partners

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

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

[ ] Do not offer

#### Thinking about your channel partners’ marketing activities in 2022, estimate what percentage of partners’ marketing activities were addressed by this program in each of these ways

\_\_\_\_\_\_\_\_Vendor Managed - Activities based on vendor and/or partner materials, but managed as a complete campaign on an ongoing basis by vendor; (can be by the vendor’s own marketing staff or an outsourced agency)

\_\_\_\_\_\_\_\_Vendor Supported - Vendor supports partner planning, materials development and/or execution; partner leads

\_\_\_\_\_\_\_\_Partner Self-Serve - Templated materials and content available for partners to customize & create campaigns around (no other vendor role)

#### What type of ****marketing support**** does this program offer your partners?  Please check all that apply.\*

[ ] Digital marketing training

[ ] Digital or next-gen. marketing formal certification

[ ] Joint marketing planning through field or assigned Partner Marketing Mgrs.

[ ] Proposal-based MDF

[ ] Accrued MDF (based on revenue)

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

[ ] Marketing content and templates for (non digital) demand generation

[ ] Syndicated content for digital marketing

[ ] Access to email or digital marketing automation systems

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

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

[ ] We don’t offer our partners any of this marketing support

#### 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

#### 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

#### Which of the following criteria must a partner meet in order to qualify for ****access to MDF funding?**** Please select all that apply.\*

[ ] It’s tied to tiers in our channel program (combination of criteria)

[ ] Sales volume

[ ] Number of certified engineers

[ ] Business plan and/or marketing plan

[ ] Discretionary based on specific product focus

[ ] Discretionary based on markets segmentation/territory/vertical

[ ] Discretionary based on channel account manager approval

[ ] Be at a certain tier of your program

[ ] Partner type/business model

[ ] ROI requirements

[ ] Have specific marketing staff

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

[ ] Not Applicable to our business model

#### On what kind of activities does this partner program allow partners to spend MDF?  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

#### How does your partner program ****address marketing staffing to engage partners in MDF planning**** and ****lead generation execution?**** Select all that apply.\*

[ ] We assign field marketing managers to partners receiving MDF

[ ] We assign inside marketing support staff to assist partners receiving MDF

[ ] We use outsourced pre-approved agencies who can help partners from planning through to execution and reporting

[ ] We let partners engage their own agencies to do planning and execution and reimburse them through MDF

[ ] 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 allocated**** and made available to your partners for ****co-marketing funds**** (either proposal-based MDF or accrual based funds)?\*

( ) Less than 1%

( ) 1-2%

( ) 3-4%

( ) 5+%

( ) Can’t disclose

**How does your Vendor’s partner program support its channel partners with leads?**

**For ALL partners and Top Tier only**

* 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

### What are the most significant changes made to your partner program over the past year? (50 words Max) This question's response can potentially be used in online / print editorial features

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### What goals are you setting for your program in 2023? (50 words Max) This question's response can potentially be used in online / print editorial features

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### What element of your program do you wish more partners took advantage of and what are its benefits? (50 words Max) This question's response can potentially be used in online / print editorial features

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### What’s your “elevator pitch” to solution providers who aren’t part of your program right now? (50 words Max) This question's response can potentially be used in online / print editorial features

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#### Who in your company is responsible for determining how marketing funds are distributed to partners?

[ ] 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

[ ] Channel Acct. Mgr. assists partner

[ ] 3rd party vendor

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

#### Do you track leads coming from joint marketing or MDF-funded dollars (driven by partners) through to revenue?

( ) Yes

( ) No

( ) Varies by region

#### Compared to 2022, what are your program plans for eligibility to your MDF funding?

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

( ) We plan to make MDF/Co-op funds available to approximately the same number of partners, based on existing criteria

( ) We plan to make MDF/Co-op funds available to more partners, beyond just the top tier or those having received funding in the past

#### Which of the follow metrics does your company use to measure return on investment from partner MDF utilization?  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

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

**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 [sauer@thechannelcompany.com](mailto:sauer@thechannelcompany.com) or [crnresearch@thechannelcompany.com](mailto:crnresearch@thechannelcompany.com)

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