

Bright Partner Program

In recent years, Bright Computing has evolved from a provider of pure HPC management technology, to providing industry leading infrastructure management solutions that address the latest IT challenges in HPC, cloud, artificial intelligence, deep learning, and edge computing.

The Bright Partner program aims to enable our partner community to grow their business, improve profitability, and empower their customer base to build dynamic clustered infrastructures. The program is designed to help partners win more business, and to build, recognize, and reward loyalty amongst our partner community.

The Bright Partner program includes a tiering model, ensuring that Bright Channel Resellers and Integrators have access to an easy-to-use and fair program that motivates existing and new partners to be successful with Bright.

Why Partner with Bright Computing

Partners are important to us and to the growth of our business. Our partner relationships are founded on trust, reliability, respect, and value. There are many reasons that companies around the world have chosen to partner with Bright. Here are a few:

- Develop new revenue and margin opportunities
- Offer solutions in AI, Edge Computing and hybrid cloud
- Add value to a larger solution sale by integrating Bright's industry leading technology
- Create upsell and cross-sell opportunities within your existing customer base
- Introduce new services (e.g. training, remote management) and consultancy opportunities
- Offer Bright technology to new customers or retrofit into existing environments
- Bring a new layer of differentiation to competing products and services
- Generate new leads with and through Bright Computing
- Provide a more efficient and profitable managed services offering

What's the Profile of a Bright Partner?

Are you a good fit for Bright Computing? Do you want to address new business challenges arising in the ever-evolving data center by solution selling? Is Bright a good fit for you? Would you benefit from adding clustered infrastructure management technology to your product portfolio? If the answer is yes, then we could forge a successful partnership:

- Track record of providing solutions that are complementary to Bright technology
- Proven revenue growth and good credit
- Strong sales, technical, and support teams
- Marketing, financial, and administrative resources
- Strength in joint business planning
- Industry, application, or product expertise
- Solid foundation of successful customer relationships
- Ability to independently integrate and sell solutions
- Strong desire and ability to grow your business with Bright

Benefits of Being a Bright Partner

The Bright Partner Program rewards companies that do business with Bright through a tiered program that comprises three participation levels. The partners that invest more in their relationship with Bright, receive higher-value benefits and resources across several categories:

- **Premier** partners can demonstrate significant achievements as a Bright Reseller, and are rewarded with a number of exclusive commercial, resource and marketing program benefits.
- **Advanced** partners have achieved success as a Bright reseller and are rewarded with a proportional number of program benefits.
- All new partners join at the **Member** tier; an introduction to the Bright Partner Program which enables partners to get up to speed quickly and easily and rewards them with a number of standard benefits.

Level upgrades (and in some cases downgrades) take place during compulsory twice-yearly reviews.

	Member	Advanced	Premier
Commercial Benefits			
Member, advanced, and premier partners receive margin on licences, support, and renewals. Details of this benefit will be communicated on a case-by-case basis.			
Eligible for special project pricing		✓	✓
Marketing Benefits			
Eligible for co-sponsoring activity			✓
Eligible for marketing support at events (Branding on booth presentations, collateral on booth, etc)			✓
Eligible for lead generation and co-marketing activity (Webinars, email / meeting generation campaigns)			✓
Eligible for content creation and awareness (Press releases, case studies, social media)	✓	✓	✓
Resource Benefits			
Eligible to have Bright assistance for customer demonstrations/complex system configuration, etc.			✓
Evaluation licenses		✓	✓
Access to partner training	✓	✓	✓
Access to partner portal resources	✓	✓	✓

Expectations of Bright Partners



The Bright partner program rewards both volume and value and recognizes partners for their commitment to the program. There is no charge to join the Bright Partner Program, but the benefits you are rewarded with are extremely valuable.

	Member	Advanced	Premier
Technical Competency			
Attend 2-day Bright foundation training or complete the equivalent online training: https://www.brightcomputing.com/training-videos	1	2	2+
Ability to deliver Bright Cluster Manager demo	✓	✓	✓
Ability to provide level-1 support	✓	✓	✓
Ability to provide level-2 support		✓	✓
Business Competency			
Identified Bright solution advisor		1	2
Attend Bright's online positioning tutorial: https://partner.brightcomputing.com/Partner-Presentations	1	2	2+
Completion of Bright partner onboarding	1	2	2+
Competency using the Bright partner portal	✓	✓	✓
Business Planning / Selling			
Opportunity registration *	✓	✓	✓
Quarterly pipeline discussion and business review		✓	✓
Bright participation in Quarterly field sales calls			✓
Twice Yearly Partner Review			
Revenue	✓	✓ **	✓ **
New clients wins	✓	✓ **	✓ **
Renewals	✓	✓ **	✓ **
Pipeline	✓	✓ **	✓ **
Marketing			
Co-branded customer case studies			2
Co-branded customer references		2	4
Customer win press release		✓	✓
Partner agreement press release		✓	✓
Bright presence on website (logo and partner tier)		✓	✓

* Opportunity registration is mandatory to unlock eligible partner discount.

** Bright will review the mutual benefit of our Advanced and Premier partner levels and may introduce qualification thresholds depending on the Territory. These will be discussed with Advanced and Premier partners during twice-yearly reviews.

Next steps

To discuss partnering with Bright, please contact: channel@brightcomputing.com.