SentryOne
Global Partner Network

Give your clients breakthrough performance
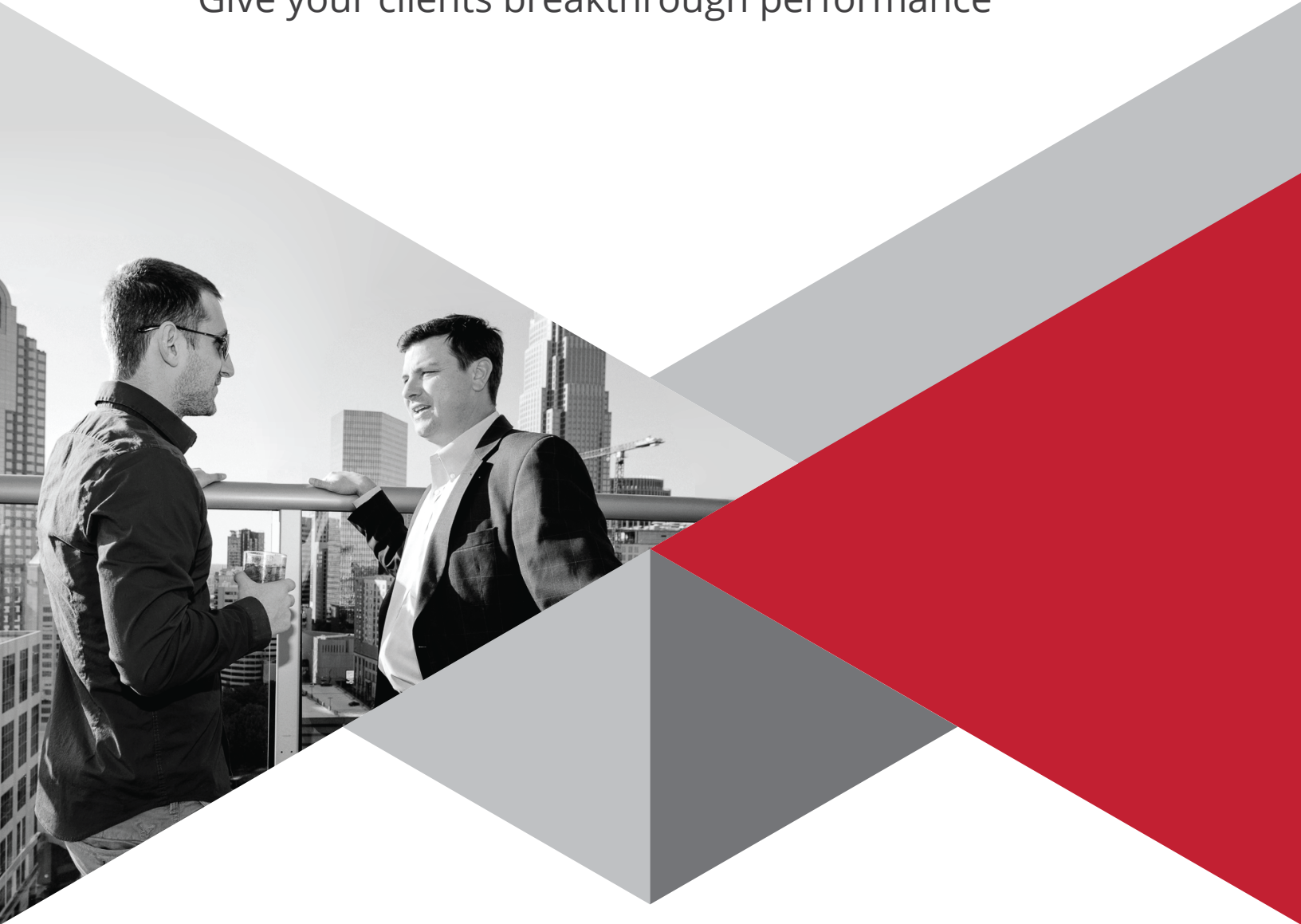
Deliver Breakthrough Performance from a Proven Partner

As your customers continue their journey towards digital transformation, our platform empowers them with breakthrough performance no matter where their data lives. With the SentryOne (S1) Global Partner Network, you can expand your offerings and create new revenue opportunities. SentryOne gives your customers the confidence to diagnose issues and optimize the entire Microsoft Data Platform, regardless of size, location, or complexity.

A Partner Model with Real Shared Success

- Generous margins and pricing
- Fully integrated onboarding
- Sales support and lead sharing
- Training resources and certification learning paths

Results-Driven Co-Marketing

- Market development funds for lead generation activities & events
- End-user templated materials for bundles and special offerings
- Prominent listing on the S1 website and use of Global Partner Network Logo

Partner Success Model

Step 1: Onboarding
Learn about SentryOne and our Global Partner Network through partner welcome calls, referral and margin rate discussion, and a technical demo with our Solution Engineers

Step 2: Sales Team Collaboration
Meet the S1 customer-facing teams responsible for your region. Collaborate on sales strategies to integrate solutions

Step 3: Training and Knowledge Sharing
Develop learning paths for stakeholders in your organization. Build learning paths and gain access to the S1 knowledge bank

Step 4: Customer Success
Learn about the S1 collaborative support model and white glove support for customers and partners. Work side-by-side with our customer success team to delight your customers

Step 5: Account Management Support
Identify opportunities and break into new markets with S1 as a selling partner. Get the most out of monthly account management support and activity check-ins

Step 6: Marketing Collaboration
Access market development funds to help drive your lead generation activities, or co-sell with S1 through a number of annual campaigns

# Elevate Performance Across the Microsoft Data Platform

All the tools you need to achieve breakthrough performance across physical, virtual and cloud environments

- ▶ SQL Server
- ▶ SQL Server on Linux
- ▶ Windows Server
- ▶ VMWare and Hyper-V

- ▶ Analysis Services
- ▶ Azure SQL DB
- ▶ Azure SQL DW
- ▶ Microsoft APS

Win Sentry
V Sentry
BI Sentry
DW Sentry
DB Sentry
APS Sentry
SQL Sentry
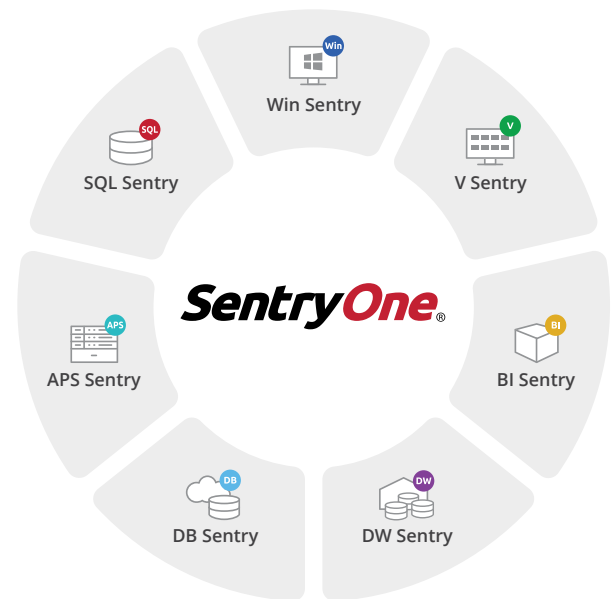
SentryOne

SentryOne is the best-in-class in database monitoring

like you, we purse relentless customer satisfaction
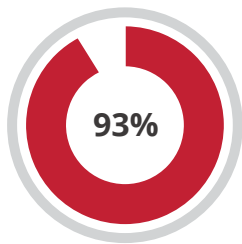
93%
Annual Customer Retention

We work hard to build relationships with our customers. Our support team uses a collaborative model - not a tiered system - so your clients don't need to repeat their issues multiple times to different people. All our technicians can solve complex problems on our platform.
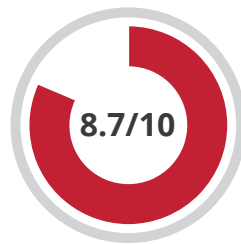
8.7/10
TrustRadius Score

TrustRadius, our industry's leading review site, brings authentic reviews and 3rd party scoring to the S1 platform. We take each review seriously and embed feedback deep into our product and support teams. As a result, we're proud of our consistently high rating.
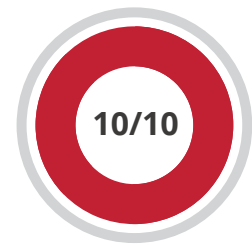
10/10
Customer Satisfaction Score

We respond to every support ticket we receive and pursue solutions relentlessly for our customers. Most tickets are resolved within an hour. We address anything less than excellent and strive to set each customer on the path to proactive database management.

> **"SQL Sentry is the best performance monitoring tool on the market!"**
> – Nick Buckley, Manager Data Services. WageDayAdvance

Choose the right partner model for your business

Profit from the booming performance monitoring market by reselling, referring or building services around the SentryOne Platform. Whether you want to use our products in your services and brand them as your own, or refer us to your clients, we have a business model to suit your needs.

	Reseller	Solution Provider	Managed Service Provider
Description	Reseller sells S1 solutions in addition to other software/hardware products	Solution Providers help customers implement the S1 platform and offer complimentary services and/or training	MSPs offer hosted, cloud, and managed IT services to customers on a monthly, recurring basis
Customer ownership (software)	Reseller shares in providing the software	S1 provides the software	You, as the MSP, execute all services
Customer pricing	S1 provides software at a discount; you set prices and promotions	S1 prices and promotions	Your margins, your pricing
Customer ownership (services)	Typically no services	You provide the services	You own, bill and support
Branding	Partner S1 Branded	Your services. S1 software	White label or "powered by"
Profits	Reseller is the contract holder and pays commission on all transactions		Discounted S1 licenses billed to partner periodically
Customer billing	S1 bills you. You bill the customer	S1 bills customer and pays a referral to you	S1 bills you. You bill your client
Customer support	S1 provides world class technical support to your customers who are currently under an Annual Software Maintenance agreement		You support your clients. We support you
Partner support	S1 provides software at a discount. You set prices and promotions	S1 prices and promotions	Your margins, your pricing

Contact partners@sentryone.com for more information

We provide business development and technical support from both our offices in Charlotte, NC, USA and Dublin, Ireland.

SentryOne®

Monitor • Diagnose • Optimize