



Partner Programme

2020 Tiers & Benefits Guide



Welcome to the Partner Programme

Welcome to the Zedsphere Partner Programme. You're now an integral piece of our expansive ecosystem of IT Providers spanning the UK & Europe, growing and scaling their businesses with cloud technologies.

This year, we've expanded our partner programme to build a diverse network of partners equipped with the tools they need to grow their services and business. I've also joined the team so that I'm able to support partners, being their main point of contact.

Use the resources in our partner programme and product portfolio to help you build on the services you offer to your clients and differentiate yourself as a trusted partner who can serve as the backbone to their strategy. In this guide you'll also find more about the perks and benefits you'll amass as you progress through the program tier levels.

We look forward to watching your growth, we're excited to be partnering with you!

Sincerely,

Wendy Knight
Partner Account Manager

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About Our Tiers



Zedsphere Partner Programme tiers represent your growth path and are a way for you to differentiate yourself, and your discount level on all of our cloud technologies, within the programme.

We determine your tier level based on a combination of metrics, including monthly spend and product engagement.

To see how tier benefits compare at a glance, review the chart on page 5. To scale up and become a partner, there's a different set of requirements you'll need to meet. Once you're a partner, you can begin your growth path up the tiers (gold, platinum and diamond) based on your performance in the programme.

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Tier Requirements

PARTNER REQUIREMENTS	PARTNER	GOLD	PLATINUM	DIAMOND
Credit Check	●	●	●	●
Onboarding Call	●	●	●	●
Monthly Spend	£0	£30	£1000	£3000
Product Usage		2+ PRODUCTS	2+ PRODUCTS	3+ PRODUCTS

CREDIT CHECK

All partners will need to have a credit check prior to on boarding, you can [submit your details online](#). Please allow 24 hours for your credit to be approved.

ONBOARDING CALL

We'll book an on-boarding call with you so that we can get to know your business and tell you a little bit more about Zedsphere and what we offer to our partners.

PRODUCT USAGE

We have a number of products within our portfolio, all of which have been vetted to ensure suitability for IT Providers. For Gold Partner tier and above you will be required to be using at least 2 products from [our portfolio](#).

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Tier Benefits At-A-Glance

PARTNER BENEFITS	PARTNER	GOLD	PLATINUM	DIAMOND
Dedicated IT Provider Sales Specialist	●	●	●	●
Dedicated Account Manager	●	●	●	●
Private Facebook Community	●	●	●	●
Access to NFR Super Bundle	●	●	●	●
Partner Resource Center		●	●	●
Technical Product Specialist		●	●	●
Access to MSP Growth Academy		●	●	●
Discount Level		GOLD	PLATINUM	DIAMOND
Priority Support			●	●
Invitation to MSP Mastermind Events			●	●
Access to Luxury Partner Event			2 TICKETS	4 TICKETS
Eligible to Receive Sales Leads			●	●
On-Demand Product Training			●	●
Merchandise Pack			PLATINUM PACK	DIAMOND PACK
Partner Advisory Council			ELIGIBLE TO APPLY	INVITATION TO JOIN
Annual Site Visit				●

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Tier Benefits Descriptions



IT PROVIDER SALES SPECIALISTS

All partners have access to our team of IT Provider Sales Specialists, they'll provide you with commercial advice on any of our cloud technologies and help you get set up with trials and pricing.

PARTNER ACCOUNT MANAGER

You'll have a dedicated Account Manager, who will be your main point of contact. They'll get to know your business and support you with the right tools. They'll be able to introduce you to new and exciting cloud technologies that are popular in the industry and arrange time with our sales specialists and technical team for demos.

PRIVATE FACEBOOK COMMUNITY

Collaborate with partners across the globe in our Zedsphere Partner Facebook Group. Ask questions and get real-time answers from other IT Providers on anything from technical questions to advertising strategies to tips on the tools. Make sure you fill out the required questions when you request to join the group. Only verified partners will be approved.

NFR SUPER BUNDLE

For in-house use of the technologies we offer, including Untangle and IT Provider Hub we have created an NFR super bundle. All partners will have access to our NFR super bundle at a heavily discounted rate. For more information please [chat to your Partner Account Manager](#) today.

PARTNER RESOURCE CENTER

Consider the [Partner Resource Center](#) your home base for the latest partner news and resources. From this resource center, navigate to product resources, the partner blog and get more details on the benefits noted in this guide. You'll find everything you need to be successful.

TECHNICAL PRODUCT SPECIALIST

Our team of in-house technical product specialists will be able to help you with technical advice on our cloud technologies. You'll be able to book in slots for 1:1 demos and guided tours.

PRIORITY SUPPORT

Platinum tier and above will have priority access to our experienced and specialised technical support team, on the phone and via email or ticketing system. Just press 9 when you call or email priority@zedsphere.com. Please note, priority support is only available in English at this time for all partners.

ACCESS TO MSP GROWTH ACADEMY

Generate more leads and close more deals with the right sales and marketing strategy. These are the topics covered in our exclusive MSP Growth Academy webinars and our IT Provider Show podcast.

MSP MASTERMIND EVENTS

Join our MSP Mastermind Events bi-annually where we'll be hosting a round table discussion about the latest trends in the industry as well as the current challenges facing IT Providers.

ELIGIBILITY TO RECEIVE SALES LEADS

Partners of Platinum status and higher will be eligible to receive sales leads. This will be on a case-by-case basis and passed across to partners who are familiar with the technologies required by the prospect.

ON-DEMAND PRODUCT TRAINING

Platinum and Diamond tier partners can take advantage of on-demand product training for their team, book time in for a guided walk-through of products you've already purchased but need to know more about using, setting up or deploying to clients.

MERCHANDISE PACK

We have two exciting merchandise packs, our exclusive Platinum merch pack includes a hoodie, Chilly's water bottle and notebook whilst our Diamond pack includes all this plus a beanbag for the office.

PARTNER ADVISORY COUNCIL

Zedsphere's PAC (Partner Advisory Council) meet quarterly on topics ranging from new technologies to programme changes. We lean heavily on our PAC to represent the voice of the partner community on major decisions that impact the future of our programme. Get automatically invited onto this council at Diamond tier, without having to partake in the application process.

ON-SITE VISIT

Your dedicated partner account manager will visit you onsite, treat you to lunch and get to know more about you, your business and your team.

So what's next?



Step 1: Start your application process by filling in your details online and book a call with your [Partner Account Manager](#) to get your application processed.

Step 2: Get approved by filling in your details on [our online form](#) so we can complete your credit check.

Step 3: Get access to your partner benefits and transact as an authorised Zedsphere partner. Watch out for regular updates to our partner programme and additional partner perks.