

calero  mds1

Calero-MDSL Partner Program Guide

Thank you for your interest in the **CALERO-MDSL PARTNER PROGRAM**

There has never been a more exciting time to join the Calero-MDSL Partner Program. The momentum Calero-MDSL has built in recent years has surprised even our staunchest competitors. Our reputation is spreading rapidly through delighting our customers, with technology innovations addressing the needs of our customers. Our partnerships are more vital than ever, and we would like your organization to be a part of it.

If you share our passion for excellence and believe that solid work should be rewarded, you will find that you already share a critical philosophy with Calero-MDSL.

You will discover detailed information on the Calero-MDSL partner program on the following pages. You will learn about program tracks, levels, benefits, requirements, and resources available to help your organization partner successfully with Calero-MDSL.

You can reach out to your channel account manager to answer any questions and to support you as you sign up for the program.

We look forward to working together to serve our customers.

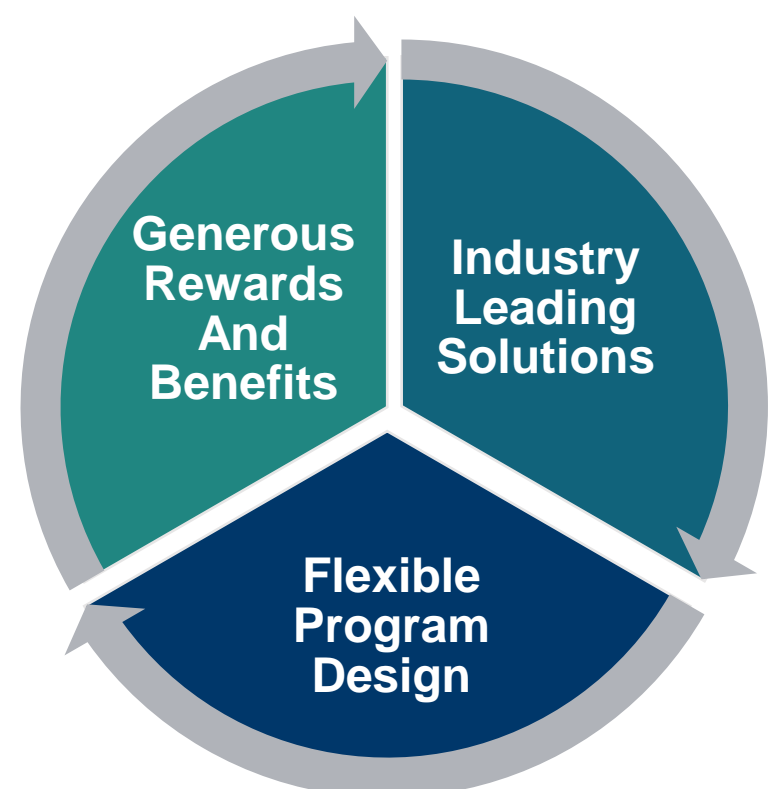
Jason Wieser

Vice President, Channel Sales



WHY CALERO-MDSL

Partnering with the market leader through a simple, rewarding program is the right decision for your organization



PROGRAM TRACKS

Two simple models to support you in the way you go to market

Calero-MDSL Co-Brand:

Partners prospect and sell their services leveraging the Calero-MDSL brand.

The partner sets their margins and bills the end user.

Calero-MDSL provides the client with technical support.

Calero-MDSL Advisor:

The Partner refers their clients to Calero-MDSL and co-sells with Calero-MDSL. We take care of client engagement from solution design to post-sale support.

Partner earns monthly commissions through a recurring commission for the life of the client's contract.



PROGRAM BENEFITS AVAILABLE TO ALL PARTNER TRACKS

- Calero-MDSL Channel Team
- Guided Partner Onboarding
- Calero-MDSL Cloud Products
- Partner Portal
- Online Sales and Technical Training
- TEM Consultation Services
- Co-Sell Assistance
- Pe-Sales Solutions Architects
- Technical Support
- Marketing Program
- Webinars
- Promotions and Incentives

CALERO-MDSL CO-BRANDED PROGRAM TIERS

This model includes three levels, and benefits are tiers based on monthly recurring revenue

	Preferred	Elite	Platinum Elite
Signed agreement	w	w	w
Monthly Recurring Revenue Level	Less than \$100K	\$100K to \$499K	\$500K+
Tiered Benefits			
Launch Campaign	w	w	w
Open Selling	w	w	w
Activity Dashboard	w	w	w
Technical Support Channel Manager		w	w
VIP Technical Support		w	w
Exclusive and Expanded Marketing and Sales Program		w	w
Virtual strategic account planning session		w	w
Dedicated Slack channel			w
Onsite strategic account planning and training			w
End customer lead generation program			w
Calero-MDSL Executive Sponsor			w

ELITE/PLATINUM ELITE CALERO-MDSL CO-BRAND: EXCLUSIVE MARKETING AND SALES BENEFITS

- Calero-MDSL Quote Support for Partner Press Release
- Joint Client Case Study
- Joint Webinars
- Account Mapping
- Deal Registration Incentives
- SWAG Package
- Growth Bonus
- Vertical Specific Marketing Materials
- Use of the Calero-MDSL Logo
- MDF
- Sales Lunch and Learns
- Email Prospecting Templates
- Early Access for Webinar Enrollment
- Volume Based Rebate Opportunity

BECOME A PARTNER



If you have any questions, please connect with the Calero-MDSL Channel team at partners@calero.com or call **+1 (585) 754-9847**

