

OPTANIX PARTNER PROGRAM

HERE AT OPTANIX, PARTNERS ARE THE LIFEBLOOD OF OUR COMPANY AND CORE TO OUR GO-TO-MARKET STRATEGY. We greatly value our partners and, with rare exception, 100% of our services are delivered through their sales channels. That's why we have the Optanix Partner Program: to aid and enable our partners through every step of their journey to deliver or resell Optanix services, from initial partner onboarding through the life of their end-client engagements.

Optanix Offerings

Optanix is the leader in intelligent business service assurance. We offer technology and managed services that support the most demanding of businesses and their complicated, fault-intolerant and performance-sensitive technologies.

Our partners use the Optanix Platform to deliver their own managed services or manage their hosted cloud offerings. They resell white-labeled Optanix managed services or augment their managed services with ours to deliver a seamless co-managed solution.

Partner Program Elements

Optanix is driven to provide the best possible partner experience in the industry. That's why we offer our partners a comprehensive partner program – which includes the elements listed to the right – and work side-by-side with them to drive our mutual success.

PARTNER PROGRAM ELEMENTS

DELIVERY & OPERATIONS

- Transition management
- Platform tuning
- Runbook development
- Escalation management process

PLATFORM

- Roadmap
- Platform upgrades
- Platform maintenance

PRICING & PACKAGING

- Deal registration
- Incentive programs

PARTNER PROGRAMS

- Market development funds
- Funded heads for co-selling

PARTNER MANAGEMENT

- MSP operational on-boarding
- Fast Start program
- Demo systems
- Optanix training

GOVERNANCE

- Partner and customer QBRs
- Executive sponsorship program
- CSAT program
- Joint account planning

CO-NURTURE CUSTOMERS & SELL

- Develop joint marketing plan
- Partner lead generation
- Marketing assets

CO-CREATION

- Design sales campaigns / programs
- White-labeled collateral

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