



Cayosoft Partner Program

Features and Benefits 2020

Partner Program Overview

The Cayosoft Partner Program is a channel program in the medium and enterprise size business space. The program has been designed to provide our partners with the necessary sales, marketing and support tools needed to drive Cayosoft product sales and increase their revenues.

To participate in the Cayosoft Partner Program a Cayosoft Partner Program Agreement must be signed by a duly authorized representative of your company.

Our commitment to our partners is very simple: we deliver products with growth potential, excellent profitability and market leadership, coupled with unparalleled support. The program offers membership for many different types and levels of partner and is backed up by acclaimed solutions from Cayosoft.

Our focus and flexibility on meeting the individual needs of our partners is shown through competitive pricing, flexible licensing and dedicated sales and marketing resources. Our outstanding sales and marketing programs, technical support services, training tools and sales leads will help our partners to compete and be successful in winning business in today's market.

Sales support - Cayosoft's channel sales organization is fully committed to supporting our partners. Gold partners have access to a dedicated Channel Sales Manager to work with on all things Cayosoft-related. Wherever possible, Gold partners will have access to a channel sales team who will be able to assist with business development plans, training, lead qualification and joint sales calls. All partners have access to an internal sales team who can assist with general sales enquiries, support and pricing questions.

Marketing support - The Cayosoft partner marketing team has developed communication tools, promotions, campaigns, sales incentives, sales tools and special programs to support our partners. They can also assist in developing, planning and executing marketing campaigns to promote and drive the sales of Cayosoft products to your customers.

Partner Technical support - Cayosoft's technical support organization offers a number of alternative ways to access and receive product and technical support, and this service is provided free of charge to our partners. The three ways that are most commonly used are the Cayosoft | Knowledgebase, opening a case with the online or opening a case via the telephone.

Cayosoft Partnership Levels

With two levels of membership –Gold and Silver– our partners' rewards and benefits increase as they advance through to the higher levels of the program and ultimately reach Gold Partner status.

Our highest achievement, the **Cayosoft Gold Partner** level is for partners that have superior sales and technical expertise in selling and supporting the Cayosoft product range. Cayosoft Gold partners benefit from the highest level of benefits and discounts and an exclusive direct relationship with Cayo.

The **Cayosoft Silver Partner** level gives all our new partners the opportunity to gain access to online sales, marketing, training and education tools so that they can start developing their Cayosoft knowledge and business. Silver partners are interested in taking the first steps in building their Cayosoft business and have access to immediate discounts and benefits.

Cayosoft Referral, also known as pass-through deals, are deals where the initial contact and quoted were provided by Cayosoft Software, but for some reasons need to be completed through a reseller.

Partner Level Requirements

| Requirements | Gold | Silver | Referrals |
|-----------------------------------|------|--------|-----------|
| Number of Qualifying Transactions | 4+ | 1+ | 1 |
| Sales Staff Trained | 2 | 1 | 0 |
| Technical Staff Trained | 2 | 1 | |

Partner levels are qualified on an annual basis at the beginning of each calendar year. If during a given year a partner reaches the next level of the program, we will move them to the level that they have achieved during the qualifying year in the next full calendar month. They will then be eligible for those benefits (higher discounts) for the remainder of that calendar year and the next year.

Benefits

| SALES BENEFITS | Gold | Silver | Pass through |
|----------------------------------------------------------------|-------------|---------------|---------------------|
| Regularly Run Special Pricing Campaigns and Special Incentives | ✓ | ✓ | ✓ |
| Cayosoft Specific Selling Tools & Electronic Sales Collateral | ✓ | ✓ | ✓ |
| Competitive Information Assistance | ✓ | ✓ | |
| Deal Registration & Protected Leads Program | ✓ | ✓ | |
| Field Sales Support | ✓ | ✓ | |
| Joint Webcasts – Sales, Technical and Marketing | ✓ | | |
| Qualified Sales Lead Program | ✓ | | |
| MARKETING BENEFITS | | | |
| Use of Cayosoft Partner Logos (Level Specific) | ✓ | ✓ | ✓ |
| Customer Reference and Case Study Program | ✓ | ✓ | ✓ |
| TECHNICAL BENEFITS | | | |
| Not-for-Resale (NFR) Key Eligibility | ✓ | ✓ | |
| Evaluation Software Downloads | ✓ | ✓ | |
| Web-based Technical Training | ✓ | ✓ | |
| Classroom-based Technical Training (Region Dependent) | ✓ | | |

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