

# STRATUS4UPTIME Partner Program

## Reseller Partners

Multiply your business opportunities – and your profitability.

### Channel your expertise

Tap into the growing availability market as a Stratus Reseller by integrating industry-leading uptime assurance products into your overall solution.

### Grow your business

Stratus rewards two categories of Reseller Partners – based on your level of commitment and success:

- **Aggressive margins.** Earn up to 35% margins with our reseller-oriented sales model.
- **Protected deal registration.** Receive payment on approved deal registrations no matter who closes the deal.
- **High services attach rates.** Grow revenue faster with profitable service options:
  - Sell Stratus service contracts and earn additional discounts.
  - Provide first-call support to customers as a service manager and earn recurring revenue year over year.
- **Lead generation.** Benefit from joint marketing and sales programs developed specifically for your markets: email campaigns to target audiences, trade show support, industry-specific seminars and events, case studies, public relations, and more.
- **Demo/development discounts.** Substantial savings on Stratus® hardware and software platforms make it easy to demonstrate the unique value and features of your solutions.

### Get a rapid start to successful selling

We make it easy to multiply your business opportunities – and your profitability. Partnering with Stratus gives you immediate access to our incentive-based online sales and product certification training, promotional tools and collateral, and co-funded joint marketing programs as well as online access to technical support and our secure partner portal.

### Program Requirements

Stratus gold and silver Reseller Partners are required to complete the following:

- Stratus sponsorship and approval by program management
- Signed partner agreement
- Customized partner business plan:
  - Annual sales revenue commitment
  - Certification training; sales and technical
  - Annual marketing plan
  - Quarterly partner update Webinar
  - Quarterly demand-gen events
  - Monthly pipeline revenue calls



Uptime. **All the time.**  
When you partner with Stratus.



**Ready to get started?  
Take the next step today!**

**Call: 1-800-STRATUS  
Email: [partners@stratus.com](mailto:partners@stratus.com)**

## Stratus4Uptime Partner Program Reseller Benefits / Requirements Summary

Stratus automatic uptime assurance keeps essential IT solutions up and running 24/7.

Annual Revenue Commitment by Partner Level	Silver (\$100K)	Gold (\$500K+)
<b>Product Discounts</b>		
Base	8%	8%
Deal Registration	17%	27%
<b>Total</b>	<b>25%</b>	<b>35%</b>
<b>Services Discount</b>		
Service Seller Discount (one time)	5%	10%
Service Manager Discount (recurring revenue)	10%	15%
<b>Partner Requirements</b>		
Partner Sponsor Form	●	●
Revenue Commitment	●	●
Business/Marketing Plan	●	●
Attendance (2) at Quarterly Webcast	●	●
Training and Certification	●	●
Regular Pipeline Calls	●	●
<b>Benefits</b>		
Opportunity to Expand Services Offering	●	●
Discount of Training Sold to End Users	●	●
Deal Registration Protection	●	●
Demo/Development Discount	40%	40%
Sales Team Incentive Program	●	●
Sales and Technical Training	●	●
Annual Partner Council	by invitation	●
Access to Stratus Center for Fault-tolerant Computing	●	●
Co-funded Joint Marketing Programs	●	●
Access to Technical Support	●	●
Lead Referrals	select	●
Secure Partner Portal Account	●	●
Partner eNewsletters/Email Flashes	●	●
Press Announcements: Joint Wins	●	●

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