



# Partner Program Guide

FOR RESELLER PARTNER USE ONLY

OCTOBER 2020

# Welcome to the Runecast partner program guide

**Runecast is the perfect solution for resellers who want to open dialogue with existing and new customers.**

Runecast Analyzer is a **unique offering for your customers** who can more easily ensure their systems are operating at optimum performance, all the time, in order to deliver on their business requirements. The only product which is purely on premises and therefore secure, private and **under control of the customer**.

As a trusted advisor you can offer your customer the opportunity to identify, control and resolve the issues they can, as well as offering services to fix those they cannot.

Becoming a Runecast partner enables you to sell Runecast Analyzer to SMBs and Enterprises, and add your own services value too – **with attractive commercial benefits and a range of training and support options.**

- **Learn more** about the details of our program
- **Attain** the needed sales and technical solution skills to progress
- **Sign up** join our program through a simple sign up process



**Offering commercial benefits**



**It's easy to partner with Runecast**



**Added services value for your customers**



**Opening doors for customer dialogue**

*“once the first report is produced for the customer, typically there is a long list of issues which need resolution. Customers can usually fix 50% of these but need a partner to help with the other 50%. These can be prioritised and provide many services opportunities for the partner”*

**Runecast partner**

# Partner Network

Runecast Partner Network offers benefits and rewards to ensure our mutual success

- ✓ Financial benefits
- ✓ Opportunity to add services value
- ✓ Access to MDF
- ✓ Annual Training
- ✓ Sales & Marketing Support
- ✓ Technical Support

## Benefits

|                                |   |     |
|--------------------------------|---|-----|
| <b>Financial Benefits</b>      | NFR<br>(upon request*)  | ●   |
|                                | IUL<br>(Internal Use License, upon request*)                      | ●   |
|                                | Deal Registration<br>(see additional program Terms & Conditions*) | 20% |
|                                | Partner Discount Rate   | 10% |
|                                | Training<br>(online introductory training incl. demo)             | ●   |
| <b>Sales/Technical Support</b> | Technical Assistance  | ●   |
|                                | Assigned Headcount  | ●   |
|                                | Training  | ●   |
|                                | Online Webinar Access   | ●   |
| <b>Marketing Benefits</b>      | Partner Network Logo  | ●   |
|                                | End-User Case Studies   | ●   |
|                                | Co-Branded Marketing Campaigns                                    | ●   |
|                                | Business Planning and Reviews                                     | ●   |
|                                | Joint Campaigns/Events (utilizing MDF on request)                 | ●   |
|                                | Access to Assets, Sales and Marketing Tools                       | ●   |
| <b>General Benefits</b>        | Business Planning and Reviews                                     | ●   |

\*Contact your Runecast Partner Account Manager at [partner@runecast.com](mailto:partner@runecast.com)

# Deal Registration Opportunity

**Deal Registration is opportunity based; Partners awarded a registration from Runecast receive Deal Registration discounted pricing for the time period described on the registered opportunity\*.**

## Who is entitled to register a deal

All signed Runecast Partner Network members

## Discounts

20%

## Term for Deal Registration

3 Months

## Criteria

Deal is not registered by another Partner

## Deal Reg Process

The Partner must request a deal registration from **deal@runecast.com** or from your **Runecast account manager**.

Complete and submit the deal registration form provided by Runecast to deal@runecast.com

See full details of the Runecast deal registration terms and conditions obtained from Runecast and available from your account manager.

\*see Runecast Deal Registration Terms and Conditions

# Training

|                                     | Level             | Cost | Method  |
|-------------------------------------|-------------------|------|---------|
| Introduction to Runecast & Product  | Commercial        | FREE | Webinar |
| Sales Training/Objection Handling*  | Commercial        | FREE | Webinar |
| How to do a Demo (within 1st month) | Tech / Commercial | FREE | Webinar |

\*Contact your Runecast Partner Account Manager at [partner@runecast.com](mailto:partner@runecast.com)

# Requirements

|                        |   | End of | Month 1 | Month 3 | Month 9 |
|------------------------|---|--------|---------|---------|---------|
| Agreements             | Reseller T&Cs Signed & Returned   |        | ●       |         |         |
| Revenue Requirements   | Register a Deal   |        |         | ●       |         |
| Planning               | Business Engagement Planning Session *  |        | ●       |         |         |
| Training requirements  | Commercial/Technical Training   |        |         | ●       |         |
|                        | How to do a Demo  |        | ●       |         |         |
| Marketing Requirements | Web Content Syndication   |        |         | ●       |         |
|                        | Plan a Campaign   |        | ●       |         |         |
|                        | Partner Profile   |        | ●       |         |         |
| Support                | Support Level 1<br>( <a href="mailto:support@runecast.com">support@runecast.com</a> ) |        | ●       | ●       | ●       |

# Get Started

## JOIN RUNECAST PARTNER NETWORK IN 3 EASY STEPS

1

Register your interest at [runecast.com/partner-with-runecast](https://runecast.com/partner-with-runecast)

2

We will reach out to you to learn more about your team, your business and your goals, and take you through the sign-up process

3

Once your partner application has been completed, you will get access to the people, tools and materials you need to get started

For more information, contact your Runecast Partner Account Manager at [partner@runecast.com](mailto:partner@runecast.com)

**We look forward to working with you!**

*Terms and Conditions in this Partner Guide are subject to change.*