

# CROSSBEAM AUTHORIZED PARTNER PROGRAM

## BENEFITS:

- Single level of partnership
- Exclusive partner community
- Deal registration programs with increased margins
- Free online portal with sales tools and online sales training
- Accelerated path to certification
- Pipeline and market development activities

## PARTNERING SIMPLIFIED

Crossbeam's Authorized Partner Program (CAPP) is different. We know you've heard that before, but at Crossbeam we believe teamwork can be simple. There are no partner levels here, all partners are treated equally. That's why partners are empowered to sell all of our products and services. Our partners are a select group of companies across the globe, and if your business model fits our partner profile, you'll become an authorized partner. It's that easy.

We believe in selecting resellers who want to further our mission; delivering customers a network that is always adaptable, high-performing, reliable and secure. If you agree with us then read on.

## A FEW GOOD PARTNERS

Our perfect partner is one that already works with our best-in-class application partners and understands the software delivered on our platform. Crossbeam believes that selling training, support and services is the key to customer satisfaction. We look for partners who believe that too. Selling services is a vital component of our partners business and an important part of selling Crossbeam.

Expertise is a key component of enterprise level selling. Our partner's sales organizations consist of well trained sales people, sales engineers and security specialists. A Crossbeam partner understands how to sell an entire solution to protect their customer's network. They act as trusted security advisors.

## PARTNERING FOR RECURRING REVENUE

Partnering with Crossbeam means being part of an enterprise sale, with help from Crossbeam every step of the way. It means recurring revenue quarter after quarter from each Crossbeam solution sold. Crossbeam delivers the world's most optimized network to those enterprise level organizations that need

exceptional performance, want trusted security, and are looking to lower their total cost of ownership. Hundreds of enterprise level customers around the world trust Crossbeam. If your customers fit our profile, we should talk.

## THE REWARDS OF PARTNERSHIP

Since we only partner with a select number of companies, and our goal is quality not quantity, we can offer partners more than many other vendors.

Being a Crossbeam partner means being a member of a select group of companies. Not competing with many other resellers for the same deal. Our deal registration programs also ensure that you are rewarded with additional margin for finding a deal.

Access to Crossbeam's Partner Portal is free for all of our partners. The portal contains quotation tools, data sheets, white papers and TCO calculators, along with all of the same tools our own sales people use to help sell Crossbeam.

Ready set sell. Crossbeam's Partner Online Sales Training gives sales people downloadable web-based modules for accelerated sales certification. Crossbeam's technical training requirement can be satisfied by taking one three-day course given either at a Crossbeam site, a training partner site, or, using our remote training lab, at your own office. Crossbeam also gives partners a dedicated channel manager who works with your company to help accelerate your path to success.

We're in this together. Many programs require partners to pay for access to lead generation programs or ask for a share in the cost of marketing events. Not Crossbeam. Crossbeam actively engages our partners in participating in our marketing events and lead generation programs, at no financial cost.

## MORE COMMITMENT. MORE MARGIN

While we do believe all our partners are all created equal, we also realize that some may want the option of taking their partnership to the next level. A deeper commitment to Crossbeam means larger margins for our partners.

Interested CAPP partners may be eligible to become a Crossbeam Accredited Service Partner (CASP). Being a CASP means a partner can add Crossbeam services to their existing menu of training, support or professional services offerings. For more information, please refer to the CASP program brochure.

## CAPP BENEFITS AND REQUIREMENTS



Technical Training Requirements

Sales Training Requirements

Business Plan Requirements

2 trained XOS Specialists

4 online sales trained specialists

Annual Go To Market Plan

Account Mapping Sessions

Marketing and Lead Generation Activities

Contracts

Signed Agreement for Direct or Indirect Business

Signed Non Disclosure Agreement

Benefits

Partner Portal login and password

Online Sales Training

Online Sales Tools

Deal Registration Programs

Monthly Partner Newsletter

Marketing and Lead Generation Programs

## ABOUT CROSSBEAM

We improve the sophisticated networks of enterprises, government agencies, and service providers by architecting platforms that are more adaptable, high-performing, reliable, and secure.