

About the Program

The Kentik Channel Partner Program offers profitable, long-term, mutually beneficial relationships between Kentik and our partners. The program includes two major categories, Advocate and Reseller. Kentik Advocate Partners identify potential client accounts for development and execution by the Kentik sales team and are compensated on a commission basis after the sale. Kentik Reseller Partners purchase services from Kentik at a discount and resell them to end customers, realizing profit via margins on the final sale.

Partner Benefits

Recurring Revenues: Enjoy predictable, recurring revenue streams based on Kentik's annual subscription model, either as an Advocate or Reseller partner.

Product Discounts: Reseller partners receive discounts based upon achieved tier, with additional discounts available for specific sales situations, programs and promotions.

Lead and Deal Registration: Partners bringing business opportunities to Kentik can be guaranteed exclusivity via lead or deal registration.

Joint Marketing Activities: Co-op funds are available for field and promotional programs to drive Kentik solution opportunities.

Partner Requirements

Partners are expected to complete either a Kentik Referral Partner Agreement or Kentik Reseller Partner Agreement to be part of the Kentik Channel Program.

Sales and Technical Training: Higher levels of product discounts (for Reseller Partners) or commission rate (for Advocate Partners) can be attained by completing various pre-sales and post-sales training and orientation milestones.

Quarterly Business Reviews: Partners that collaborate with Kentik regional and channel sales managers to review sales activity and to maintain an active market development plan can also enjoy better margins and discounts.

Contact

For more information, please visit www.kentik.com/channel-partners/ or email partners@kentik.com.

