



Otava Partner Program

Three tracks. Zero conflict.

Otava's collaborative, partner program makes it all about you, because we believe that's how it should be. Our program is built from the ground up to be all-encompassing and tailored exactly to your unique needs. You gain a deeper level of visibility and control over your client relationships. See what it truly means to have an exceptional partner experience by becoming a white label service partner, reseller partner or referral partner.



WHITE LABEL

YOUR BRAND. YOUR CLOUD.

Sell white labeled cloud and maintain full operational, branding and support control. You own and manage the client relationship, pricing and tier-1 client support.



RESELLER

YOUR BRAND. OUR CLOUD.

Sell cloud on your terms but leave the operational management and support to us.



REFERRAL

OUR CLOUD. YOUR REVENUE.

Sell our entire suite of cloud solutions under our competitive, volume-based structure.

- ✓ **No conflict channel promise**
To put it simply, we guarantee that we are not going to compete with you in any way. Period. Any customers of yours are just that-yours. It's our commitment to you.

- ✓ **Sales and marketing support**
We'll help you get whatever you need to reach your goals. If that means joint sales calls, sales training or marketing support, consider it done. Want a one-on-one meeting every quarter? Every month? (Every day?) We're happy to do that. If you need more customized tools to cross the finish line, we'll collaborate with you to deliver what you need.

- ✓ **Partner-centric products**
Our partner cloud portfolio is specifically built for the service provider community, giving you more control and visibility across platforms, combined with plenty of self-service options so you get exactly what you want. Manage your client relationships the way you want to. Successfully.

- ✓ **Profitable platforms**
Increase revenues and business overnight with a profitable cloud practice powered by Otava. Maintain client relationship and pricing control as a white label or reseller. Or, enjoy volume-based discounts and competitive compensation as a referral partner to stay ahead of the game.

“Otava is a true partner. They strive to recommend proactive solutions even before we are aware of the need for change.”

Valerie Wyson

IT Service Manager **KELLY CONNECT**

“Our experience with Otava has been nothing short of exceptional. Their response time, knowledge of our environment and 24/7 support has allowed my IS staff, at Bartech Group, Inc., to sleep better at night.”

Michael J. Franklin

VP of IS **BARTECH GROUP**

“Knowing that we take an important approach to security and that our partner, Otava, takes an important approach to security, that’s a big selling point for our clients”

Gavin Murphy

CEO **ANNKISSAM**

How We Do It

Our recipe for success includes committing to deep-dive consultative sessions – as many as you need. Whether that includes the development of customized tools and calculators or training for our one-stop-shop partner portal, we’re here to help you grow your business through communication, collaboration and teamwork.

Collaborative sales and marketing partnership includes:

- ✓ Dedicated sales resources serve as an extension of your sales team
- ✓ Extensive sales and marketing consultation
- ✓ Customized training, tools and calculators: we’ll help you bring every deal across the finish line
- ✓ Quarterly strategic briefings:
 - Sales and marketing leadership from both companies come together to jointly develop sales objectives and initiatives
 - Develop, execute and manage a sales and marketing plan (programs and metrics)
 - Pipeline and deal review: collaborate on ways to close-win outstanding deals together
- ✓ Executive sponsor assignment: Peer-to-peer communication fast-tracked from one C-level to another
- ✓ Deal registration and protection backed by our zero channel conflict promise
- ✓ Marketing Support:
 - Access to our library of customizable content and collateral
 - Marketing assistance on lead generation programs, events and messaging
 - Training and resources

Exceptional Partner Experience

We treat our partners like our customers and promise to deliver an outstanding experience that supports and nurtures your growth. Our partnerships foster joint collaboration, growth and success, with incentives and opportunities as well as the full support of our marketing, sales, operations and engineering teams. See below to learn more about our partner program.



WHITE LABEL
YOUR BRAND.
YOUR CLOUD.



RESELLER
YOUR BRAND.
OUR CLOUD.



REFERRAL
OUR CLOUD.
YOUR REVENUE.

Branding	Yours	Yours	Otava
Pricing and margin control	Yours	Yours	Otava
Client contract and invoice control	Yours	Yours	Otava
1st call client support	Yours	Otava	Otava
Tier 2-3 client support	Otava	Otava	Otava
Zero conflict channel promise	Yes	Yes	Yes
Partner portal	Yes	Yes	Yes
Marketing support	Yes	Yes	Yes
President's club eligibility	Yes	Yes	Yes
Demo environment	Yes	Yes	Assisted
Sales enablement	Yes	Yes	Yes

PARTNER WITH OTAVA.
C'mon, we don't bite.

Exceptional Sales and Marketing Experience

Our Core Values

Why is Otava's partner program exceptional? It's because we treat every relationship as a true collaboration of partners, dedicating as many strategic resources, consultative hours and tools as it takes for a win-win success. No really, we mean it. It's in our mission statement and the core values by which we live every day. It's simple: If you don't win, we don't win.

Win-Win or No Deal

We believe the best partnerships occur when they're built on a mutual foundation of trust and respect. Those win-win deals are naturally sustainable, serving as a magnet to further client relationships, the key to our recurring growth.

Client Focus

Together with our partners, we get to know clients better and fight harder for them than anyone else. At Otava, we celebrate exceptional client experiences daily.

Great Ideas Win

We know a lot, but we're not afraid to admit we don't know it all. Every challenge presents an opportunity to seek even better answers, so we keep our ears and minds open to new ideas from all sources.

The Highest Credibility

Two words: integrity and transparency. You can count on us to always say what we'll do and do what we say.

Our Data Centers

- ✓ Australia
- ✓ Nevada
- ✓ Texas
- ✓ Indiana



- ✓ Michigan
- ✓ Virginia
- ✓ United Kingdom



OTAVA is a global leader of secure, compliant hybrid cloud and IT solutions for service providers, channel partners and enterprise clients. The company's tagline, 'Expect Exceptional' is a reflection of Otava's mission to deliver clients and partners an experience that truly rises above all others. Their network of 12 data centers and cloud nodes protect mission critical applications to ensure they are always available, secure and comply with government and industry regulations. Backed by independent HIPAA, PCI, SOC 2, ISO 27001 and Privacy Shield audits, Otava delivers exceptional experiences for companies in need of a strategic IT partner.