



**CLOUDPULSE**  
PARTNER PROGRAM

# Program Guide



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## Program Overview

Let's dive into the OTAVA® CloudPulse Partner Program, designed for partners like you looking to expand their business with a little help from us. The program is tailored to fit the unique needs of your clients. No matter what type of partner hat you wear, we're paving the path to long-term wins together.



“Working with OTAVA, we can offer our clients a scalable cloud environment that allows them to be nimble, flexible, and confident that their systems are available and secure.”

**WHIT ELRICH**  
CEO, HILL COUNTRY TECH GUYS

# Partner Types

We crafted the CloudPulse Partner Program to make it easy and rewarding for you to do business with OTAVA. Our program is focused on increasing your business profitability and success as we grow together.

## Reseller Partner

In the OTAVA Partner Community, reseller partners hold a crucial position. We're all about setting you up for success with comprehensive training, certifications, and guidance to take your sales strategies to the next level. Whether you're a traditional reseller or a hybrid partner organization, there's room for you to sell OTAVA solutions and provide managed services based on our offerings.

## Managed Service Provider (MSP)

For MSPs, OTAVA's solutions are a perfect fit. You have the opportunity to offer OTAVA solutions under your own brand, controlling your client relationships, while we back you up with a white-label platform for cloud, backup, DR, and security services.

## Referral Advisor Partner

As a Referral Advisor Partner, recommend OTAVA and watch the referral fees roll in. You'll earn a fee for every successful referral sale. Start by registering through our Partner Portal and start sending referrals our way.

## Trusted Advisor Partner

The Trusted Advisor Partner Program is for IT consulting, advisory services, and solution architecture pros. It's ideal for those deep in the world of cloud technologies, data protection, and compliance requirements. If you're committed to providing unbiased, expert advice to your clients, our Trusted Advisor Partner Program is your arena.

For additional details about our programs, please reach out to [ChannelTeam@OTAVA.com](mailto:ChannelTeam@OTAVA.com).



## Your Path with OTAVA

As you embark on your journey with OTAVA, starting as a Crescendo partner represents the exciting first step. We're here to empower you with top-notch support and resources, helping guide you through our partnership tiers at your own pace.

As you move through the levels with us, you'll find an array of benefits waiting to be unlocked. From the start, our comprehensive onboarding process is your personal success accelerator, packing all the must-have tools, insights, and resources you need to shoot straight to the top. And, if you need help along the way, our team is on standby. Shoot us an email at [ChannelTeam@OTAVA.com](mailto:ChannelTeam@OTAVA.com) and we'll be there to give you a hand.

We look forward to learning more about you and your business. Let's start this journey to success together.

# Partnership Tiers

Our partnership tiers — Crescendo, Harmony, Symphony, and Maestro — are all about aligning with your growth and celebrating your milestones with OTAVA. Each tier offers specific benefits, encouraging and rewarding your progress.

\* These levels only apply to Resellers, MSPs, and Referral Advisors.



## Crescendo

New partners, this is your starting note once you've signed an agreement. You're officially on board and will have access to our portal resources. We're excited to watch you climb from here and we're all in to help you reach new heights!



## Harmony

You've completed our Sales and Technical Training and started using our on-demand resources. You're in the groove now, using what you've learned to kick off your sales journey with our deal registration dashboard. Keep up the momentum!



## Symphony

Congrats, you've closed some deals with us. Now, it's all about growth. With a few wins under your belt, you're gearing up with strategic go-to-market plans to take your business up a notch. Let's hit that next level!



## Maestro

This one's a bit like the VIP Lounge — invite only. You're knocking it out of the park selling OTAVA's secure and compliant multi-cloud solutions and are as invested in our mutual success as we are. Welcome to the elite, where long-term success isn't just a goal, it's what we do.




























## How to Join

- Apply via Partner Portal.
- Complete NDA and Partner Agreement.
- You'll start as a Crescendo Partner after OTAVA reviews and approves your application.
- Once you're in, you'll have full access to the OTAVA CloudPulse Partner Portal, complete with onboarding information and the tools you need to begin your journey.

# Partner Benefits

We've laid out our partner program to reward you for loyalty and growth. There are four tiers of the OTAVA® CloudPulse Partner Program — Crescendo, Harmony, Symphony, Maestro. There are no minimum sales requirements to be a partner; just enjoy the added benefits to help accelerate your sales achievements and the rewards you get as you level up after hitting milestones.

## BENEFITS

	CRESCENDO	HARMONY	SYMPHONY	MAESTRO
Partner Portal Access				
Co-Branded Marketing Materials				
Marketing Incentives			 	  
Event Support				 
Product & Solution Training				
Dedicated Channel Manager				
Dedicated Channel Engineering				
MDF for GTM				 

# Benefits Overview

## Partner Portal

The OTAVA® CloudPulse Partner Portal is a special corner of the internet just for our partners. It's your all-access pass to everything OTAVA. Want in? Just head over to [partner.otava.com](https://partner.otava.com), hit the "Apply" button at the top right and drop in your email address. We'll take it from there.

## Co-Branded Marketing Materials

In the portal, you'll get access to co-brandable assets, plug-and-play marketing campaigns, and downloadable templates. It's like having a digital marketing toolbox at your fingertips to help jazz up your brand and pump up your sales pipeline.

## Marketing Incentives

If you've made it to the Symphony and Maestro level, you get the VIP treatment with our incentive programs, designed to help you boost your earnings and get even more from selling OTAVA products. Check out the latest promos and incentives, all in the portal.

## Event Support

Pitch your ideas for stellar in-person events. If we feel like it's a good fit, we'll help you make your event a success.

## Product and Solution Training

No matter your partner level, you can tap into our sales and technical training modules. It's a knowledge buffet to help you get smarter about our products and solutions while amping up your sales game.

## Dedicated Channel Managers & Engineers

Think of it as having your own personal support squad. Every OTAVA partner gets a dedicated Channel Manager to be your go-to for everything from strategizing your go-to-market (GTM) plan to crossing the finish line with sales. And, if you need that extra nudge to close a deal, our Solutions Architects are there to help you.

## Proposal-based Marketing Development Funds (MDF)

If you have an awesome marketing idea or GTM plan, you might be eligible for our MDF to give your marketing activities a boost. Submit a request in the Partner Portal and we'll work with you.



# Requirements

## MSPs/RESELLERS

	CRESCENDO	HARMONY	SYMPHONY	MAESTRO
Registered on Portal				
Signed Partner Agreement				
Monthly Opportunity Commitment				
Monthly Billing Revenue Target				
OTAVA Partner Sales Certified*				
OTAVA Partner Technical Certified**				

## TRUSTED ADVISORS

	CRESCENDO	HARMONY	SYMPHONY	MAESTRO
Registered on Portal				
Monthly Opportunity Commitment				
OTAVA Partner Sales Certified*				
OTAVA Partner Technical Certified**				

\* OTAVA Partner Sales Certified: Partner has had all sales staff trained by OTAVA, either virtually through portal or onsite.

\*\* OTAVA Partner Technical Certified: Future technical badge for SE training through partner portal.

# Resources

OTAVA partners get exclusive resources for success and growth.



## OTAVA Support and Services Team

Consider us an extension of your team. We know our partners have unique needs and are juggling different demands depending on bandwidth, expertise, and customer-specific scenarios. That's why we've tailored our services to make sure we're always delivering top-notch experiences for customers

General Technical Support Number: (888) 305-2599



## Monthly Webinar Series

Mark your calendars for the 3rd Thursday of every month. OTAVA will host sales and technical webinars to keep you in the loop with the latest from OTAVA. Our goal is to ensure you've got the knowledge to grow and success. It's a monthly meet-up with insights and tips served up fresh.

Upcoming Events: [OTAVA.com/webinars](https://www.otava.com/webinars)

Watch Past Webinars: [OTAVA YouTube Channel](#)



## OTAVA Brand Guidelines

Being a part of the team means playing by the brand rules. We have all the branding resources you'll need, from fonts and logos to the templates for creating content that shines.



## Technical Toolbox

The OTAVA Technical Toolbox is our personal toolkit for success. Whether your sizing up solutions, giving customers a sneak peek with our Sandbox demo, or making assessments a breeze, these tools are designed to help you demonstrate our solutions effectively and lock in those deals.

COMING SOON: [Technical Content Library](#)



## Have Questions?

Contact the OTAVA Channel Team at [ChannelTeam@OTAVA.com](mailto:ChannelTeam@OTAVA.com).



**Ready to make your mark with OTAVA?**

Let's get this partnership started.

**SIGN UP NOW**