

# OTAVA PARTNER PROGRAM

## Selling Cloud Shouldn't Be Hard. At Otava, We Make It Easy.

Otava's collaborative, partner program makes it all about you, because we believe that's the way it should be. Whether you're a managed service provider interested in white labeling, a reseller, or an agent, Otava offers compliant, customizable solutions that your clients demand, and the resources you need to make cloud easy.



### Exclusive White Label and Wholesale Options

**Brand our cloud as your very own.**

Worried your clients will buy cloud straight from the source? When you white label with Otava, you can sell your cloud under your company name - as your very own - to your end client.

#### Your Brand. Your Cloud:

- Use your logo and your branding to enhance your reputation as a market leader.
- 150 co-brand-able assets.

#### Preserve Your Valued Relationships:

- Maintain 100% ownership and full control of your clients.

#### Pricing and Profit Margin Control:

- With full margin control as a white label partner, you have control of the results and revenue that impact your business.

#### First Call Level-Support:

- We remain completely invisible to your client, while powering our world-class cloud solutions behind the scenes.

## Certified Compliance, At No Extra Cost

You and your customers can trust in our certified compliant data centers AND cloud solutions against HIPAA, HITRUST, PCI-DSS, ISO 27001 and SOC 1, 2 & 3 guidelines.



“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 Ehrich

CEO of HILL COUNTRY TECH GUYS

## What Makes Otava Different?

We treat our partners like our customers and promise to deliver an outstanding experience that supports and nurtures your growth.



### Hands-On Consultation and Live, Over-The-Top-Support

**Resources that serve as an extension of your team.**

Tired of online resource libraries and chatbots when in-person support and advice is what you really need? With Otava you get live, tech-savvy personnel dedicated to your account for training, sales, and marketing. They're an extension of your team and focused on your success.

- Dedicated trainers who train your sales teams on how to identify and qualify leads. As well as price and sell deals.
- Dedicated success manager; Your Otava evangelist will deliver training and tools to empower your team so you can sell cloud like a pro, and coordinate events and activities that drive exposure and deals.
- A marketing team that acts as your own dedicated marketing department to build campaigns and go-to-market programs that help you promote and generate leads to build your pipeline.
- Dedicated sales and solution architects serve as an extension of your team - under your corporate brand to help you close deals easier.



### Partner Ecosystem Community That Facilitates Mutual Growth

**Let's grow together.**

We're only interested in thriving along-side our partners. We all work together to foster a community of support and teamwork to propel us all forward.

- Access to Otava's network: Promotion and lead generation of YOUR products to partner peers, Otava clients, and prospects.
- Win together. Grow together. Succeed together. We're stronger when we work and collaborate with one-another. Resell your eligible solutions across the Otava partner ecosystem, and earn added incentives when you bring new SPs into the Otava network.



### Zero Conflict Channel Promise

**Guaranteed deal protection and security.**

Any customers of yours are just that — yours. To put it simply, we will never compete with you in any way. Period. When you register your deals, you're guaranteed full protection, plus dedicated sales and solution architects to help you close the business quickly.



### Profitable, Money-Making Commission Structure

**Compensation programs that reward both your organization and your sales team.**

Want a portfolio your team will truly get behind that puts real dollars in their pockets sooner? Earning more money is something we can all agree on. Enjoy a competitive compensation structure that rewards not just your organization, but also your sales team with needle-moving SPIFFs, kickers and incentives. When your team signs a new deal, we reward your organization AND your sales team. Because we won't accept anything less than a win-win-win.



### Tools and Training to Empower You for Success

**Easy to use online Partner Portal, exclusively for our channel partners.**

Get up to speed fast with an array of tools and resources at your fingertips.

- Hundreds of co-branded assets and marketing development funds.
- Learning tools to prospect, position and overcome objections. Product education and technical training curriculum ensure you sell like a master.
- Guaranteed deal protection and sales assistance via Otava's registration module.
- Access to the latest events, news and updates.

## Award-Winning Partner Experience

**We don't just talk-the-talk, we walk-the-walk. Our commitment to our partners has not gone unnoticed.**

Otava is consistently recognized in the industry as a leading cloud provider for the service provider community. Within the past year, the company has been recognized as a strong performer in the Forrester Wave™: Hosted Private Cloud Services, North America, Q2 2020 and named to the CRN MSP 500/Elite 150, CRN Solution Provider 500 and CRN Fast Growth 150 lists as well the Channel Futures MSP 501 ranking.

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**Otava's solution will be of great interest to SMB customers, especially to service providers.**

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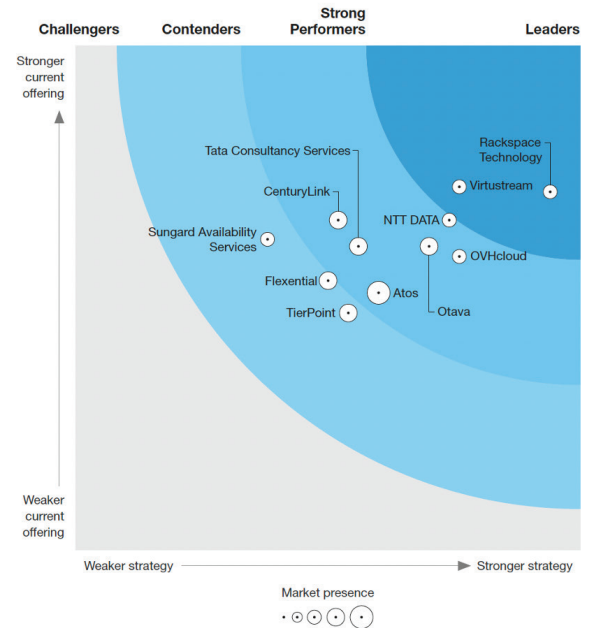
Forrester

FIGURE 1 Forrester Wave™: Hosted Private Cloud Services In North America, Q2 2020

### THE FORRESTER WAVE™

Hosted Private Cloud Services In North America

Q2 2020



## Successful Market Leader in Compliant and Fully Customizable Hybrid Cloud

Our history and track record speaks for itself. Otava is in its 27th year of operation, and its parent company has been family owned and operated since 1872. We're one of the most financially sound and resilient cloud investments you'll ever make. With nearly 50% of Otava's base comprised of Partners, we're the providers' provider.

Sell any combination of our hybrid private and public cloud, colocation, security, DR, and backup solutions worldwide, with 100% guaranteed SLAs. Sell cloud the way you want it with your choice of self-managed solutions versus turnkey Otava-managed, and usage-based billing versus contract-based. You choose. When you partner with Otava, you can expect your cloud experience to be nothing short of exceptional.

“

**When you strip everything away, we essentially rely on Otava to support mission-critical systems for Fortune 500 clients.**

”

**Jeff Walter**  
CEO of LATITUDE CONSULTING



# Partnering with Otava Means Much More Than Growing Revenue - It Means Growing Your Business

Our program is structured around serving your evolving business demands and driving expansion for your organization. We've put all the tools, experience, and support in place to help you achieve your business goals. With three unique ways to partner, it's Otava Easy to team up with the market's compliant cloud experts.

## Sell cloud services under your own brand

Improved brand reputation and complete client control

## Pricing and margin control

You set your own prices and control your own profit margins

## Client contracts, proposals and invoices

Under your brand for complete control

## Tier 1 client support

## Tier 2-3 client support

## Zero conflict channel promise

## Access to the Otava Partner Portal

Deal registration, MDF, co-branded collateral, news, and events

## Sales enablement support

Solution architects serve as dedicated extensions of your team to accelerate the sales cycle

## Dedicated marketing

Personnel and resources (co-branded assets, joint campaigns, promotions, MDF and event assistance)

## Featured ecosystem partner on Otava.com and the Otava Partner Portal

## Otava will re-sell your qualified services to its ecosystems

## Competitive compensation for your organization and sales teams

## Compliant solutions and centers

HIPAA, HiTrust, SOC1,2,3, PCI-DSS, ISO27001

## Customizable, flexible solutions

Available worldwide - backed by 100% availability SLA

## Partner Advisory Board

Optional participation

 <b>WHITE LABEL</b> YOUR BRAND. YOUR CLOUD.	 <b>RESELLER</b> YOUR BRAND. OUR CLOUD.	 <b>AGENT</b> OUR CLOUD. YOUR REVENUE.
Your Cloud	Otava Cloud	Otava Cloud
X	X	Otava Priced
Your Contracts	Your Contracts	Otava
Your Tier 1	Otava	Otava
Otava	Otava	Otava
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	-
X	X	X
X	X	X
X	X	X
X	X	X

## What To Expect When You Partner with Otava

The ongoing partner life-cycle.



Repeats with roll-outs of new products, portals, employees, markets, and strategies

“ We white label Otava’s cloud solutions as our own which gives us the ability to maintain the full control we need to be successful with our clients. Otava’s partner flexibility, dedicated training, sales, and marketing support are invaluable as we continue to grow our business. ”

**Greg Fielding**

Director of Professional Services  
at **MYITPROS**



At OTAVA, we’re focused on one goal: delivering exceptional client results. This passion for excellence fuels us to explore new solutions and bring them to life with our partners and clients. Through innovation and collaboration, we overcome every regulatory and security challenge and execute with fierce dedication. We provide secure, compliant hybrid cloud solutions for service providers, channel partners and enterprise clients. By actively aggregating best-of breed cloud companies and investing in people, tools, and processes, Otava’s global footprint continues to expand. Learn more at [www.otava.com](http://www.otava.com).

**READY TO PARTNER WITH  
THE MARKET LEADER IN EASY,  
COMPLIANT CLOUD SOLUTIONS?  
TALK TO A SALES REP TODAY.**

