Partner Program
Guide

cPacket™

Dennis Carpio
Head of Global Alliances & Channel

cPacket Partner Program

The **cPacket Partner Program** enables organizations to grow their business thru collaboration, integration, services and co-selling our AI-driven network observability platform for zero-downtime enterprises worldwide.

- Develop and execute on a strategy that drives value, growth and scale
- Build relationships and connect with cPacket experts to expand your reach
- Collaborate with common partners to offer complete solutions

Committed to supporting our global partner network in driving growth and setting their businesses apart, our program offers access to prioritized local sales support, in-person and online training, joint event planning and lead generation assistance.

cPacket

cPacket Partner Program

Channel Partners

Leverage the most powerful, high-performing AI-driven network observability platform that enterprises rely on globally, to help grow your business.

Technology Partners

Our advanced visibility solutions are the ultimate enabler to maximizing the effectiveness of the most sophisticated security and network solutions in the industry.

cPacket

Program **Benefits**

Deal Registration
Earn additional discounts for partner-lead deals and net new accounts.

Demo Capabilities
Obtain cPacket gear to build and showcase the cPacket value in your own way.

Incentives
Get paid throughout the sales process through our SPIFF program.

Training
We will provide training in-person or online to help you be successful

Marketing Funds
Apply marketing dollars for events that can help you grow your business.

Business Review
Work with the cPacket sales team to develop a plan that yields results and growth.

cPacket

Program **Benefits**

The **cPacket Partner Program** enables our partners to co-sell or bundle solutions to complement our field sales teams and extend the capabilities of our products and services into new and adjacent markets. In addition, the program offers a path for interested technology partners to seamlessly integrate (i.e., create interoperability) with cPacket products to unlock new value.

Technology

Leverage the cPacket observability platform to enhance your solution offering

Sales

Align with our field sales teams and partners to extend market reach

Marketing

Develop an effective GTM plan to expand reach into new and existing markets

Alliance

Review and strategize with executives to create new business development initiatives for growth

cPacket

Program **Benefits**

| Partner Benefits	
Business Development	On-going engagement with Alliance Manager to develop and execute on a joint partner strategy that's mutually beneficial
Executive Sponsorship	Access to C-level resources to help reinforce the strategy across cross-functional team leadership to ensure and maintain organizational continuity
Sales Leadership	Align with our field sales teams and system engineers to collaborate on customer opportunities (account map, share customer notes, joint PoCs, etc.)
Product Management	Connect with our PM teams to review technical details of our solutions, discuss integration possibilities and review roadmaps to align our joint initiatives
Technical Benefits	
Product Data Sheets	Access to the latest product specifications and details across the entire cPacket solution portfolio
Deployment Guides	Obtain the necessary step-by-step details to deploy and configure our products successfully
Solution Briefs	Co-author joint solution briefs for so we can highlight the value of our joint solution for customer promotion
API Documentation	Integrate your products with cPacket solutions to create value-add features that meet demanding requirements from our mutual customers
NFR Licenses	Access to cPacket's virtual product suite in order to get familiar with the operation and interoperability between our joint offering
Demo Capabilities	Stand up a working environment of our two products so that we can showcase the architecture in action, and use it for possible troubleshooting
Marketing Benefits	
Digital Collateral	Develop joint solution briefs and/or battlecards to help amplify our joint value
Website Listing	Get listed on our website and gain exposure to visitors of cPacket to expand mindshare
Webinars, Blogs, Videos	Work with our marketing teams on a series of webinars, blogs, videos to further reach audiences thru digital media
Press Releases	Make formal announcements to the industry on relevant and exciting news
GTM Benefits	
Regional Customer Events	Work with our local teams to coordinate events to reach our local communicates
Industry Conferences	Reach an even broader audience by working with marketing on presence within industry events
Channel Events	Identify common channel partners to organize local events and generate more leads

cPacket™

Program **Checklist**

Description	Status
Signed Partner Agreement	
Technical Scope	
• Product Specifications	
• Use Case(s)	
• Internal PoC	
Partner Collateral	
• Solution Brief	
• Technical Deployment Guide	
• Customer Slideware	
• Partner Portal Listing/Logo	
Demo Capabilities	
• Lab set-up/design	
• Shared SW images	
• HW lab deployments	

Description	Status
Sales	
• Field Sales Alignment by Region	
• Sales Training	
• SE Technical Training	
• Channel Alignment	
• Account Mapping	
• Publicly Referenceable Customers	
Marketing	
• Customer Events	
• Industry Conference Promotion	
• Webinars	
• Blogs	
• Press Release	

cPacket™

Alliance Engagement Process
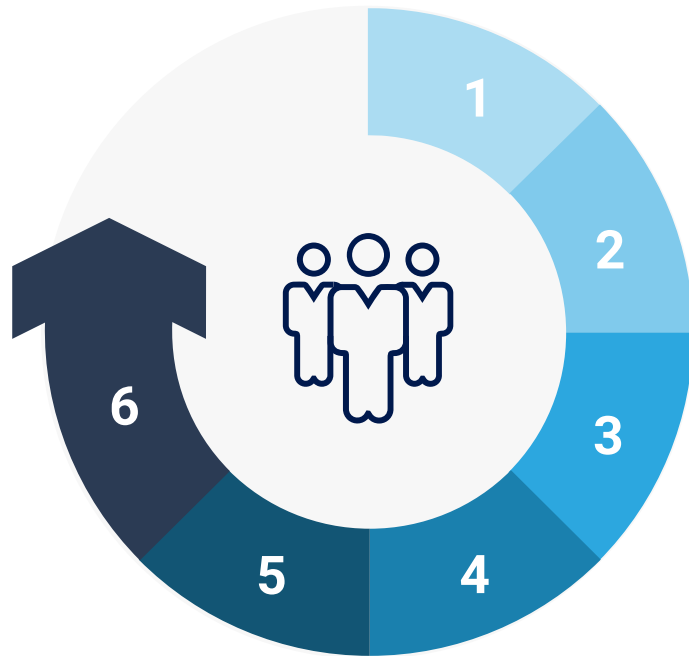
1. Enrollment

Complete review process of our technical synergies. Sign Technology Partner Agreement and initiate onboarding.

2. Solution

Develop joint use cases that address the challenges and needs of your mutual target customers.

3. Messaging

Develop joint marketing collateral and document the reference designs for internal and external promotion.

4. Alignment

Align sales and SE organizations with a define co-selling model, enable common channel partners with resources to act as extended sales force.

5. Leadership

Establish executive sponsorships across different groups to accelerate growth and uphold joint value propositions.

6. Expansion

Explore new opportunities for growth with things like, deeper integrations, new selling models, new target markets, etc.

cPacket

Contact

Dennis Carpio

Head of Global Alliances & Channel

✉ dcarpio@cpacketnetworks.com

📞 408-499-9899

cPacket™