

# Online Tech Partner Program

## Three tracks. Zero Conflict.

Online Tech'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.

### ✓ 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.

### ✓ 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.

### ✓ Profitable platforms

Increase revenues and business overnight with a profitable cloud practice powered by Online Tech. 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.

# 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	Online Tech
Pricing and margin control	Yours	Yours	Online Tech
Client contract and invoice control	Yours	Yours	Online Tech
1st call client support	Yours	Online Tech	Online Tech
Tier 2-3 client support	Online Tech	Online Tech	Online Tech
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

# Exceptional Sales and Marketing Experience

Why is Online Tech'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.

## 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



Ready to join one of the most rewarding and competitive partner programs?

**SIGN UP TODAY!**

(877) 740-5028  
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[solutions@onlinetech.com](mailto:solutions@onlinetech.com)

Online Tech is the leader in secure, compliant hybrid and multi-cloud solutions for service providers, channel partners and enterprise organizations. Their industry-leading portal, OTPortal®, enables clients to view and manage all of their IT systems in a single pane of glass. Backed by independent HIPAA, PCI, EU-US Privacy Shield and SOC 2 audits, Online Tech delivers exceptional experiences for businesses seeking a fully managed IT-as-a-service provider.