



# Ekinops Channel Partner Program (ECPP)

**Deliver High Profitable Services & Solutions and Differentiate  
from Competition**

The Ekinops Channel Partner Program is for business partners who resell, integrate, distribute, develop and service Ekinops solutions. Recognizing that business partners may have multiple go-to-market business models, the Ekinops Channel Partner Program is purpose-built to embrace and support each partner's unique model.

The Ekinops Channel Partner Program (ECPP) empowers Ekinops Channel partners to deliver highly profitable services and solutions to Services Providers and Corporate customers by building capabilities and expertise with Ekinops' open and fully interoperable transport and access solutions.



## ECPP Highlights

ECPP benefits and requirements are based on the Channel partnership level.

Silver, Gold and Platinum are the three ECPP partnership levels:

- **Silver** level is for partners who are reselling and providing entry level services on Ekinops products. They will receive access to the partner portal, webinars and sales collaterals.
- **Gold** level is for technically trained partners providing advanced services on Ekinops products and solutions while getting advanced ECPP benefits including qualified leads and joint marketing activities.
- **Platinum** level is for the most accomplished partners offering solution and services based on Ekinops product portfolio while getting superior ECPP benefits including support for sales, communication & marketing activities and executive sponsorship.



## Why Partner with Ekinops?

Ekinops provides tools to enable Channel Partners to build, sell and deliver value added services to their customers:

- Ekinops sees our partners as more than a reseller role: Ekinops products are enablers for Channel Partners to sell value added services to their customers.
- It is not Ekinops who should enforce which services should be provided by the Channel Partner. Our role is to assist our partners to build a competitive and differentiated offer, and we see services as a great way of doing achieving this goal.

Ekinops enables Channel Partners to differentiate from competition and gain market share.

Channel Partners are encouraged to take the disruptive path and provide an alternative to the incumbents.

## The Partner Program

Channel Partners are empowered with tools and benefit from continuous Ekinops investments. When a Channel Partner joins the ECPP, access is provided to tools and resources that can be used to reach more customers and improve profitability.

## ECP BENEFITS

The ECPP consists in a set of sales, marketing, communication and technical support benefits for Channel partners.

	SILVER	GOLD	PLATINUM
<b>SALES SUPPORT</b>			
Sales & Pre-sales training/webinars	✓	✓	✓
Sales collaterals and presentations	✓	✓	✓
Dedicated Sales / Pre-sales team		✓	✓
Partner price list with discounts	✓	✓	✓
Executive Sponsor			✓
<b>MARKETING SUPPORT</b>			
Support for marketing and sales campaigns			✓
Joint customer case studies/collaterals/press releases		✓	✓
Access to Ekinops qualified leads		✓	✓
<b>TECHNICAL SUPPORT</b>			
Access to Support Portal	✓	✓	✓
Technical trainings	✓	✓	✓
SLA (as per support contract in place)		✓	✓
<b>COMMUNICATION</b>			
Access to Partner Portal	✓	✓	✓
Listing on Ekinops Website	✓	✓	✓
Newsletters	✓	✓	✓

## REQUIREMENTS

To on-board the ECPP, partners have to achieve commercial and technical capabilities on Ekinops products and provide a business plan with sales forecasts, and sign the ECPP contract.

	SILVER	GOLD	PLATINUM
Min yearly sales volume		500 K€	>2 M€
Valid partner agreement	✓	✓	✓
Completion of commercial training	✓	✓	✓
Completion of technical training		✓	✓
Face to face selling	✓	✓	✓
Sales Forecasting	✓	✓	✓
Business plan with quarterly review	✓	✓	✓

Channel Partner must meet all requirements described to be considered for a given Partnership level.

