

certero.

Partner Program Overview



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Delivering profitability to our Partners and successful outcomes for customers is at the heart of the Certero Partner Program. We look forward to working with Partners, both new and existing, bringing our innovative and transformational solutions to customers.

— Joshua Shields
Director of Strategic and Channel Partnerships

About Certero



Certero has a unique ability to develop, sell and deliver a suite of products, SaaS provisioned solutions and Technology-Led Services in the ITAM, SAM, SaaS, Cloud, and ITOM markets. Operating globally across EMEA, North America and APAC, we are strategically positioned to provide comprehensive support to our Partners, and their diverse customer base, worldwide.

The Certero Partner Program exemplifies our unwavering dedication to fostering authentic partnerships. Offering market-leading margins, simple and effective enablement processes, and targeted marketing initiatives, the Program reflects our core ethos of being a business that is easy to work with.

Partnering with Certero equips you with the support and expertise to deliver best-in-class products, solutions, and services to your customers. Using our proprietary technology architecture, you'll stay ahead in the market, fuelling your growth and success.

we think
{ and do }
IT differently

Our Philosophy and Commitment to You

Our Partner Program is the manifestation of our commitment to working with Partners to drive mutually beneficial business opportunities.

This is underpinned by four key program principles:

Clear and Simple

Our Partner Program has been designed from the ground up, with simplicity at the forefront of our thinking. Our benefits and pricing models are clear and there are no onerous, resource-heavy requirements placed on our Partners.

Collaborative

Certero are easy to work with. We are responsive to requests, highly proactive in our support for Partners and our 100% in-house development philosophy means we are agile, and in full control of our own technology. This allows us to make necessary decisions quickly and, crucially, to deliver precisely when we say we will.

Profitable

We offer a high margin for our Partners and, with all Certero solutions being powered by the Certero Platform, there's plenty of opportunity to up-sell new solutions and strategically grow accounts. Activating new products is as simple as inputting a new license key.

Channel-Focused

Real value for our mutual customers comes through a commitment to working closely with our Partners and building trust. From pre-sales to delivery, development to marketing - we collaborate with integrity and transparency and ask our Partners to reciprocate.

Partner Program Overview: Program Tiers



For Partners that have a referral relationship with Certero. There is no commitment required from either party for opportunity generation, training, or marketing. You simply notify us of the opportunities, we run the pre-sales, sales and implementation processes with the customer, and you receive a referral incentive when the deal closes.



For Partners that have a transactional relationship with Certero on an opportunity-by-opportunity basis. There are no commitments from either party regarding sales or marketing activities. Engage Partner status is a starting point for Partners who aspire to achieve Advance or Elite Partner status.



For Partners who have agreed and committed to a strategic approach and objectives with Certero but have no service delivery capability. An Advance Partner will have committed to the agreed criteria around opportunity generation, enablement, and marketing. Advance Partners will utilize Certero's own in-house services team to deliver technical pre-sales, implementation and software management-related services.



For Partners who have agreed and committed to a strategic approach and objectives with Certero and have their own service delivery capability. An Elite Partner will have committed to the agreed criteria around technical training, opportunity generation, enablement, and marketing. Elite Partners will utilize their own services team to deliver technical pre-sales, implementation and software management-related services. Our SMEs are still available to supplement skills or resources, if required.

Training, Enablement, Certifications

Sales Track

Sales Enablement



Partners can request a Sales Enablement session, allowing representatives to get a high-level overview of our key markets and products. This is an interactive and tailored session and is a chance to ask questions and understand how to unlock sales opportunities within the Partners' customer base.

Certero Certified Sales Specialist (CCSS)

Our Engage, Advance and Elite Partners can become a CCSS in several distinct markets such as ITAM & SAM, SaaS, Cloud and more. This course enables Partners' internal sales teams to perfectly position Certero's solutions to solve customer challenges and build a quality qualified pipeline.

Pre-Sales Track

Certero Certified Pre-Sales Specialist (CCPS)



A CCPS certification is available to Elite Partners. This course enables the Partners' pre-sales team to showcase Certero's innovative features in line with our tried and tested demonstration processes. With this certification, Partners will create better relationships with customers by tailoring demonstrations and providing examples of how Certero technology can overcome customer challenges.

Technical Track

Certero Certified ITAM & SAM Technical Specialist (CCTS)

A CCTS certification is available to Elite Partners. This course empowers Partners to navigate and manage several Certero solutions, as well as understanding core functionality on the Certero Platform—inclusive of, but not limited to, policies, dashboards, reporting, and navigation. Upon completion, our Partners will be in a position to drive further value and help customers with support enquiries.

Certero Certified ITAM & SAM Technical Implementation Specialist (CCTIS)

A CCTIS certification enables Elite Partners to provision, install and configure Certero products, providing our Partners with a full delivery capability.

Services Track

Certero Certified Services Delivery Specialist (CCSDS)

A CCSDS certification is available to Elite Partners. This course enables the Partners' services teams to deliver Certero's innovative Technology-Led Services, reducing operational overhead and delivering greater business value to customers.

Marketing Support

As part of the Partner Program, Certero can provide support with various marketing activities,* such as:

Co-Branded Collateral

From social posts to data sheets and sales decks, we'll discuss the value of co-branded collateral and support Partners on an agreed approach on a case-by-case basis.

Case Studies

Build credibility and trust by showing the value of solutions and services through written and rich-media format case studies.

Partner Page on the Certero Website

Take advantage of our market-leading presence with a dedicated section on our website. Here Partners will benefit from increased exposure and valuable back-links.

Webinars

Run dual-hosted webinars for increased exposure. We'll discuss the hot topics that are pushing the envelope in the world of IT, technology value-optimization and software licensing.

Social Campaigns on LinkedIn

We'll support Partners with brand and capability awareness through dedicated LinkedIn campaigns, designed to maximize audience exposure.

Partner Account Manager

Certero Advance and Elite Partners will be assigned a dedicated Certero Partner Account Manager (PAM). The PAM will act as a first point of contact for the Partner and will be responsible for the day-to-day relationship between Certero and the Partner. The PAM will work with the Partner to identify and execute the overall business strategy, marketing plan, support the generation of sales opportunities, and track financial performance and key metrics.

The PAM will manage opportunity pipeline data for the Partner's Certero opportunities and set up a regular cadence with designated Partner contacts to review the data and any other business.

An overall performance and strategy review meeting will also be arranged at the end of the year.

The PAM will not necessarily own individual sales opportunities. Each opportunity is assigned a Certero Sales Representative who will support the Partner throughout the pre-sales engagement.

Terms of Note

As the Certero Partner Program evolves and matures, Certero reserve the right to amend the terms of the Partner agreement with 30-days' notice.

The Partner discounts detailed in this document, and provided as part of the Certero Partner Agreement, are applicable to opportunities sourced post program-launch.

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**To discuss the next steps and
how to become a Partner,
please contact us today.**

Fill in a Form



www.certero.com/partners



partners@certero.com



+44 1925 868970 (UK)



About Certero

Certero deliver [software-as-a-service] IT Hardware, Software, SaaS and Cloud Asset Management solutions and services, to help enable organizations to digitally transform their IT. We do this by challenging the traditional delivery method of disappointing, point-in-time solutions, and instead deliver true unification of live IT asset intelligence across all platforms, from mobile to mainframe to cloud. All of this can be delivered securely as SaaS, in weeks – not months or years. Combined with our self-service solutions, we support organizations to drive digital transformation agendas through increased clarity, efficiency and automation. With businesses in the UK, USA and Australia, Certero is a customer-first company with a passion for customer success, earning the trust of some of the leading global brands across the finance, manufacturing, health, retail and technology sectors. That's why Certero has more five-star reviews on Gartner Peer Insights than any other vendor, and higher scores for both product capabilities and customer service, proving now is the time to digitally transform with Certero.