

Pica8 Break Free Partner Program



Introduction

The Pica8 Break Free Partner Program enables our partners to successfully achieve growth and profit, by offering an open networking software alternative to vendor lock-in. Pica8 gives you the resources to grow your business, increase customer satisfaction, and maximize your profitability.

Simple

Our reseller program is simple so that you are not mired with complexity. We work to make our partnership easy and rewarding for our partners.

Training and Enablement

Pica8 offers Reseller training and enablement for Sales/Pre-Sales and Technical staff.

Grow with Us

We want all our partners to grow with us!

Partnership Types

Gold Partners

Gold partners have proven success selling Pica8 solutions and are truly invested through ongoing training, first-hand product knowledge, and joint marketing events. Gold level gets the best benefits that the partner program offers.

Silver Partners

Silver partners receive our base level partner benefits. They have shown great interest in being a Pica8 partner and are taking steps towards growing and selling more Pica8 products.

Distributor Partners

Pica8 Distributor partners help extend our reach around the globe and provide sales training, and technical and sales support.

Distributors recruit and work with local reseller partners in their region,

to improve the availability of open networking solutions to customers within the region. Typically, Distributors stock white-box hardware, and a pool of demo equipment that can be made available to partners for customer evaluation.

OEM Partners

Pica8 works closely with OEM partners to help develop business solutions that meet their customers' needs in a specific market segment. OEM partners will all have separate agreements with Pica8.

*Partners may work through distributors without signing a direct agreement with Pica8

Six pillars for a successful partnership

Profit Margin

Make More Money

NFR Software

Labs and Demo environments

Enablement & Training

Sales & Technical Trainings/Webinars

Joint Marketing

100% Channel Commitment

Access to Pica8 Partner Portal

Deal Registration

Pica8 is committed to helping you maintain profitability by protecting your investments. Our deal registration program is designed to ensure prospective business opportunities are brought to a successful close without disrupting your profitability structure.

Sales/Marketing/Tech Collateral

Program Structure

The program consists of two tiers, Silver and Gold, determined using a point system – with benefits and rewards that increase based on revenue, training, and many other specialized achievements.

GOLD PARTNER

- Annual sales volume requirement - \$250,000.00
- Have at least two salespersons and one SE supporting Pica8
- Sales & Pre-Sales Tech Training
- Partner must resell at least one compatible white-box hardware
- Provide demo equipment to customers for evaluation and POC
- Signed Partner agreement
- Pica8 Logo on Partner Webpage
- Ability to transact via wired funds

SILVER PARTNER

- Annual sales volume requirement - \$100,000.00
- Have at least one salesperson and one SE supporting Pica8
- Sales & Pre-Sales Tech Training
- Partner must resell at least one compatible white-box hardware
- Signed Partner agreement
- Pica8 Logo on Partner Webpage
- Ability to transact via wired funds

PICA8 RESELLER PROGRAM TRAINING/ENABLEMENT (APPLICABLE TO BOTH PARTNER LEVELS)

- Training and Development are critical components of the Pica8 Break Free Partner Program. It's vital for Pica8's Partners to develop the sales and technical skills needed to be successful in the marketplace.
- Sales and Technical training - both offered



Join the Break Free Partner Program Today!

Pica8 Corporate Headquarters
1032 Elwell Court, Suite 105
Palo Alto, CA 94303 USA

+1 (833) 888-PICA (7422)
channel@pica8.com