



**CLOUDIFY**

**Technology Integration  
Partner Program Essentials**



## Introducing Cloudify

Cloudify enables technology partners to leverage the power of open orchestration and offer their customers a platform to address the common technological challenges being faced across today's Telco & Enterprise IT segments.

These kinds of large-scale orchestration projects many times come with a fairly large portion of custom services, some of these include: culture and educational training, development acceleration for custom blueprints and plugins, integrating the orchestration with existing applications and services, e.g. billing, CRM, custom portals, and more.

System integrators have a key role in delivering the actual end-to-end solution for enterprises and service providers. Cloudify is open and highly customizable, and provides system integrators with all the building blocks that will enable them to customize and white label solutions to fit specific solution stacks.

### Cloudify's Unique Benefits:

- **Cloud Portability:** Cloudify's agnostic technology frees businesses from vendor lock-in concerns for greater flexibility, enabling you to architect systems for evolvability when new technologies emerge & build best of breed stacks.
- **Powerful Orchestration & Workflows:** Cloudify comes with a powerful and declarative workflow engine that simplifies lifecycle management and automation, reducing deployment time from days to minutes. This coupled with Cloudify's intelligent orchestration enables you to maintain and run your application - from instantiation through ongoing operations such as scaling, healing and maintenance.
- **Pluggability** is one of the core, unique features of Cloudify. It provides reusable component abstraction where you can model anything in a descriptive language, such as your IaaS, clouds, configuration management tools, SDN components, NFV components, and any other element with an API. Cloudify includes a number of officially supported out-of-the-box plugins, and you can also build your own.
- **Full Cloud Experience:** Cloudify provides access to the full set of features for each cloud environment, making it possible to take advantage of each cloud's unique benefits.
- **Open Source & Standard:** Cloudify is open source and based on the TOSCA standard taking a model-driven & declarative approach where teams can share, review and secure blueprints for full IT governance.
- **Strong Ecosystem of Partners & Integrations:** Cloudify comes with out of the box integrations with a diversity of leading technologies from container technologies through a wide selection of virtual network functions (VNFs), and those that do not exist can easily be written.





## Benefits for a Technology Reseller:

Cloudify fills a technological gap not yet addressed and the possibility to do it with relatively low investment.

A partnership with Cloudify creates a new revenue stream for partners, enabling them to bank on emerging and constantly evolving IT orchestration needs. Partners can expand current businesses they have with existing customers, target new ones and enjoy compensation both from a SW sales perspective as well as a whole new Professional Services revenue stream that is substantial, and growing.

## How it Works

The technology partner signs reseller partner agreement with Cloudify in the given region of operation where the contract is yearly and renewable.

OEM agreements are possible for technology resellers, where the details of the engagement will be specific to each OEM opportunity.

## Contract commercial models:

For Technology Reseller or Integrator:

- 10% off yearly subscription fees during the first three years of the subscription term, if Partner refers the prospect to us.
- 20% off yearly subscription fees during the first three years of the subscription term in the event that the sales side to the prospect is managed by the technology reseller.

For Technology Partner;

- An agreed upon per VM price, ALA/ELA option, a growing/dropping gradual price tag or other ad-hoc model can be discussed.

Technology Partner prerequisites:

- Commitment to a joint PR with Cloudify.
- Commitment to conduct monthly/weekly pipeline status calls with relevant account manager/alliance director.
- Agreement to invest a one-time \$3,500 fee towards a joint marketing fund meant to be invested in mutual promotion of the solution, as will be discussed and agreed upon with Cloudify (web promotion, events etc.)
- Commitment to adhere to a non-compete clause.
- Commitment to invest in five Training Days not incl. T&Es prior to first sale for a value of EU1,500/day not incl. T&Es.

## Partner Benefits from Cloudify

- Training, per contract commitment (above), delivered by the Cloudify Customer Success team.
- Quarterly PM/CTO update via web on product and roadmap.
- Addition to mailing list informing of all Cloudify Community online/offline activities, webinars etc.
- Lab access.
- Cloudify support from sales team, both remote and per need - onsite for joint roadshows, meetings, RFI/RFP responses, quotes etc.

