



equinix Partner Program

Designed for success.

partner.equinix.com



The equinix Partner Program – from vision to real success.

Realizing opportunities and achieving common goals - as equinix partners you will increase your opportunities and market presence. The equinix partner program has three levels: equinix Authorized Partner, equinix Certified Partner and equinix Enterprise Partner. Each is systematically optimized based on differing levels of know-how, marketing and sales abilities. As Partners you will have access to the latest products, discounted pricing and comprehensive support from a dedicated team of equinix experts. Increase your potential with the knowledge that you have a strong and committed partner at your side.

Three Levels Geared for Success

Plan for success. Become an equinix Partner and improve your knowledge and abilities with the equinix Partner Program.

Partner Levels - At a Glance

equinix Enterprise Partner

(Annual sales of equinix solutions: €25,000 / \$30,000
2 Certified Technicians)

equinix Certified Partner

(Annual sales of equinix solutions: €10,000 /
\$12,500 1 Certified Technician)

equinix Authorized Partner

(Create Online Profile)

equinix Authorized Partner

Your entrance into the equinix Partner Program begins as an equinix Authorized Partner. You will receive evaluation copies of select products along with discounted pricing. To keep things fresh we will offer you free online training sessions, an Online Knowledgebase and our regularly published Partner Newsletter. You will also be referenced in the equinix Partner Locator.

equinix Certified Partner

At the next level - as an equinix Certified Partner - we offer even more resources as well as a personal account representative. You can also take advantage of qualified leads. You will have comprehensive project support from equinix. Your technical expertise and know-how will work in tandem to benefit all involved.

equinix Enterprise Partner

As an equinix Enterprise Partner, you will have access to exclusive content and resources in the Online Knowledgebase that will give you a clear advantage. We will make sure you have everything you need to be successful - marketing, sales, customer loyalty - we are with you every step of the way.

The equinix Partner Program in Detail

The more energy your business invests in the equinix Partner Program, the more energy equinix invests in your business. You will have access to everything you need to help your business grow - marketing, sales and customer loyalty.

An Overview of Services

	equinix Authorized Partner	equinix Certified Partner	equinix Enterprise Partner
Sales			
Partner Margin (for enterprise solutions)	Standard	+ 5%	+ 10%
Not for Resale Licenses for in-house and demo purposes (* on regular reseller purchase price for equinix software)	50% Discount*	50% Discount* / TARMAC with 10 User Licenses free	50% Discount* / TARMAC with 25 User Licenses free
Reseller Price list	✓	✓	✓
Current Promotions	✓	✓	✓
Evaluation Version	✓	✓	✓
Dedicated Key Account Rep		✓	✓
Partner Agreement		✓	✓
Qualified Leads		✓	✓
Marketing			
equinix Partner Portal Access	✓	✓	✓
equinix Partner Newsletter	✓	✓	✓
Product information (Datasheets, guides, etc.)	✓	✓	✓
Events	✓	✓	✓
Named as a Source in the equinix Partner Locator	✓	✓	✓
equinix Partner Logo	✓	✓	✓
Prominent Placement on our website		✓	✓
Reference Customer Program		✓	✓
MDF Agreement (Marketing Development Fund)		✓	✓
Support			
Exclusive Partner Support	✓	✓	✓
Online Knowledgebase	✓	✓	✓
Personal equinix Support Representative		✓	✓
Pilot Implementations for Larger Clients		✓	✓
Personal Project Support		✓	✓
Access to the equinix Beta Program		✓	✓
Training			
Online Training	✓	✓	✓
Certification Workshop		✓	✓
Sales Training		✓	✓
Technical Training		✓	✓
Requirements			
Fees	Free	Free	Free
Number of Certified Technicians		1	2
Yearly Sales of equinix Products (Euro)		€10,000	€25,000
Yearly Sales of equinix Products (USD)		\$12,500	\$30,000

The equinix Partner Program is the perfect way to increase your sales, reach new customers and expand your business. Together we can offer your customers innovative software, new technologies and complete solutions they will love.

Register for the equinix Partner Program today by visiting <http://partner.equinix.com>

We look forward to working with you!

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