

## Opportunity

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As networks become increasingly complex, enterprises can no longer rely on manual processes for device configuration and upgrades. Research finds that the majority of network downtime is caused by manual processes. Gluware intelligent network automation is well positioned to eliminate those manual errors, reduce troubleshooting time, and centrally manage multi-vendor devices, resulting in significant cost savings, reduced risk and faster growth for enterprises.

According to Global Market Insights, the global network automation market is projected to reach USD \$30 billion by 2028, exhibiting a CAGR of 30%.

## Program Overview

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The Gluware Accelerate Partner Program allows you to accelerate profitable growth and expand the value you deliver to customers.

### [Gluware Channel Partner Program](#)

- Our subscription-based software solutions create recurring revenue opportunities.
- Provides high margin opportunities for incremental partner deal registration, and high margin on recurring renewals.
- Offers training, co-selling, and go-to-market support.
- Adds new and recurring partner professional services revenue opportunities.
- Provides new recurring revenue streams for no/low-code network automation.
- Gluware's Premier Plus partners can access Gluware Lab, our Integrated Development Environment that allows partners to create customized services for their end customers.

## Gluware Accelerate Partner Program At-a-Glance

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Gluware is the industry leader in intelligent network automation. Join our partner program and get the training, co-selling, and go-to-market support you need to:

- Take advantage of growing market demand
- Quickly provide new services
- Grow recurring subscription-based revenues
- Prevent customer churn

# Gluware® Intelligent Automation Platform

## Partner Benefits

<b>GLUWARE</b> Accelerate Partner Program PREMIER PLUS	<b>GLUWARE</b> Accelerate Partner Program PREMIER	<b>GLUWARE</b> Accelerate Partner Program AUTHORIZED
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### Enablement

Access to Gluware Partner Portal	Yes	Yes	Limited
Gluware Software for Training and Lab Environments	Yes	Yes	No
Sales Training and Certification	Yes	Yes	Yes
Self Service Pre-Sales Enablement and Certification via Portal	Yes	Yes	No
NDA Product Roadmaps and Tech Exchanges	Yes	Yes	No
Subsidized Instructor Led Services Bootcamps	Yes	No	No
Gluware Lab for Partner Services Enablement	Yes	No	No

### Marketing

Partner Branding and Logo Usage	Yes	Yes	Yes
Listed on Gluware Partner Website	Yes	Yes	Yes
Co-Branded Collateral	Yes	Yes	No
Joint Product Events and Seminars	Yes	Yes	No
Gluware Funded Demand Gen Campaigns	Yes	No	No
Access to Proposal Based Marketing Funds	Yes	Through Distributor	Through Distributor

### Sales

Access to Partner Deal Registration	Yes	Yes	Yes
Tier Dependent Pricing	Yes	Yes	Yes
Access to Gluware Leads	Yes	No	No
Assigned Gluware Channel Development Manager	Yes	Yes	No
Partner Sales Incentive Program Access (SPIFF)	Yes	Yes	No
Partner Rebate Incentives	Tier 1	Tier 2	No

### Partnership Success Criteria

Signed Partner Agreement	Yes	Yes	Yes
Annual Recurring Revenue Target	\$5,000,000.00	\$1,000,000.00	None
Joint Business Planning	Quarterly	Semi-Annual	N/A
Joint Field Marketing Events	Quarterly	Semi-Annual	N/A
Gluware Sales Specialist Trained Resources	4	2	NA
Gluware Pre-Sales Specialist Trained Resources	2	1	N/A
Gluware Lab IDE Specialist Trained Resources	1	N/A	N/A
Gluware Demo Lab (Onsite or Hosted)	Required	Recommended	N/A



#### Gluware Contacts:

Vice President of Channels  
 Colin Henry  
[chenry@gluware.com](mailto:chenry@gluware.com)

Channel Development Manager  
 Pat Zolnier  
[pzolnier@gluware.com](mailto:pzolnier@gluware.com)



#### Ingram Contacts:



Solutions Development Specialist  
 Bridget Sturniolo  
[Bridget.Sturniolo@ingrammicro.com](mailto:Bridget.Sturniolo@ingrammicro.com)

Vendor Business Manager  
 Joseph Cusimano  
[Joseph.Cusimano@ingrammicro.com](mailto:Joseph.Cusimano@ingrammicro.com)

Quote to Order Team  
[Gluware-US@ingrammicro.com](mailto:Gluware-US@ingrammicro.com)