Partner Enablement Program

Connecting People, Place and Things

NEXAPP TECHNOLOGIES

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The enterprise perimeter is no longer a location; it is a set of dynamic edge capabilities delivered when needed as a service from the cloud.

Gartner

"The Future of Network Security Is in the Cloud"

By Neil MacDonald, Lawrence Orans and Joe Skorupa

The Opportunity

Successfully distinguished - Nexapp Technologies is playing a crucial role in shaping the network and connectivity scenario in India. The only one-stop solution provider for all SD-WAN needs.

The Problem

As underlying network hardware and software changes, the operating interface should remain the same.

Gartner

"Building Data Center Networks in the Digital Business Era"

By Andrew Lerner and Joe Skorupa

The new age of digital transformation has brought with it tremendous pressure on industries and businesses. With times changing, it is challenging for legacy network architecture to keep up. All businesses today are going digital, which in turn increases the need for optimized and secure global access to application data on the cloud as well as on premise. To match with this network agility, age old MPLS system is yet to catch up. It becomes difficult for them to adapt to this fast paced emerging businesses and technical requirements.

This builds up a gap as the legacy WAN does not extend beyond the physical locations to accommodate cloud and mobility requirements.

There is a better way to manage network connectivity at cloud and on premise locations, which reduces complexity along with not emptying your pockets.

The Solution

While adoption of SASE will occur over the next several years, successful vendors will be easy to identify within three years, with several incumbents at risk of irrelevance.

Gartner

"The Future of Network Security Is in the Cloud"

by Neil MacDonald, Lawrence Orans and Joe Skorupa

INSTAROUTE™

"Connecting People, Places and Things"

Nexapp is building a new network architecture for the next big thing. A leading enterprise networking solutions provider specialized in cloud- delivered Managed Integrated Software Defined Wide Area Network Solutions for B2B, M2M and IOT, connecting anytime,anywhere with private & public clouds, branch offices, mobility and sensors into an agile and secured enterprise network to provide a responsive, reliable and secure WAN edge.

A vision of providing a One Stop Solution "Instaroute" includes a range of core series cloud gateways and branch edge gateway appliances & routers, an SD-WAN cloud orchestrator platform along with a bundled managed services including last mile connectivity.

Empowering IT and businesses to expand and address new business requirements, as well as providing excellent security which seamlessly mitigates emerging threats.

By Choosing Nexapp, You Are Choosing

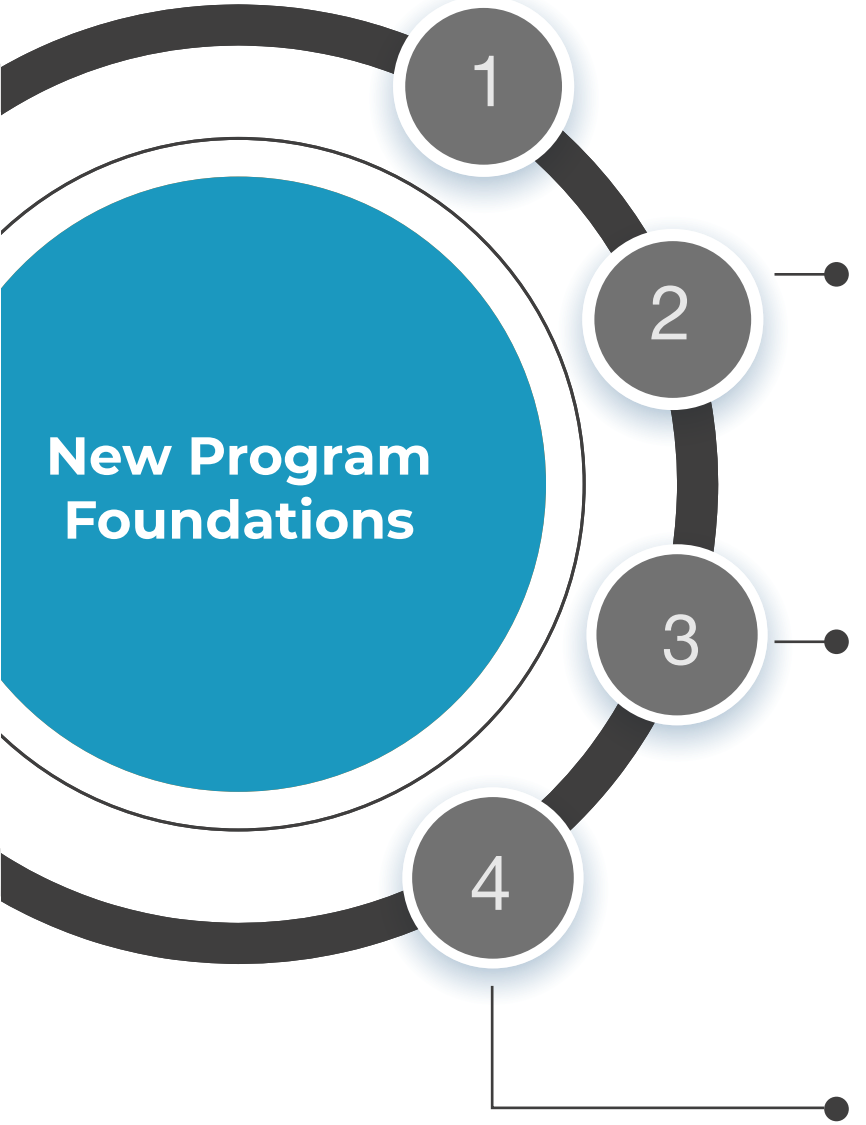
1 Flexible management options having the freedom to either manage your own network or use Nexapp experts.

2 SD-WAN Cloud Orchestrator providing simplified management orchestration along with zero-touch provisioning.

3 Enterprise-class core devices and branch series, advanced edge routers supporting advanced routing protocols, gateways and modems with single and dual 4G LTE along with Ethernet, RS232/ RS485 interface IoT and cloud- ready edge computing endpoints.

4 Hybrid WAN Last Mile Services equipping you with a tie-up of 1000+ MSO's with a single console for centralized procurement, billing, deployment and management with 24*7 helpdesk support.

New Program Foundations



Capability

- All Business Model
- All In One Solution
- Capex & Opex
- Tehcnology Enabler

Profitability

- Additional Discounting
- Assured Margins Support
- Execlusive Deal Support
- Accelerated Growth
- Increased Revenue

Differentiation

- Presence In New Markets & Verticals
- Next-gen Network & Security
- Technical Expertise
- Market Fit Approach

Mraket Outreach

- Partner Portal
- Demo/poc Support
- Dedicated Channel Team
- Marketing Collectral

Resell

Reseller partners work to sell and support various Nexapp solutions as well as additional services such as design, integration and implementation. We provide high-quality sales support, technical education to help our partners identify, develop and close new businesses.

Through a single cloud native platform to meet all customer network and security requirements, partners can obtain new sources of revenue and high profit opportunities. At Nexapp, we believe in independent, highly profitable and knowledgeable partners.

Respecting partner relationship is of utmost importance to us. As well as, partner relationship with their customers along with following strict rules of engagement.

We safeguard partner margins and registered deals along with lead generation enablement and partner ready campaigns.

As an authorized Nexapp partner, you get the added benefit to enjoy lead generation support and partner-ready activities, marketing expense reimbursement, and the ability to co-brand our best marketing collaterals.

Refer

Nexapp offers partners a simple, easy and profitable way to refer managed cloud opportunities. Our goal is to leverage Nexapp's technology in the global market to discover new opportunities and introduce our solutions to our customers and potential customers as well.

Our goal is to help our partners the opportunity to earn commissions and benefits. We offer a broad and best-in-class portfolio of managed cloud platforms and solutions. The Nexapp agents community is growing expeditiously in the SASE eco-system.

Creating a space where Nexapp gives you the platform to stand out with unique network solutions and telco services.

Converging network and security services, Nexapp paves a way for you to create more revenue streams along with enables you to address more IT needs, providing a holistic and strategic solution.

Offering solutions from a variety of options like last mile management, site deployment and centralized orchestrator.

Technology Alliance

Our partners help us grow and expand the ecosystem. They contribute by adding additional and user-friendly features and functionalities to our solutions. Together with our partners, we deliver innovations in software and systems to transform the networking security experience.

The aim for having Technology Alliance partners is to work jointly in developing an ecosystem primarily focusing on offering next-gen technology which in turn helps in enhancing Nexapp's values. Also, with a key focus on providing our partners and customers with a streamline of integrating innovative solutions of new emerging technologies.

Integration - We make efforts to simplify solution integration, thereby accelerating value creation for customers and partners.

Interoperability - Affinity between Cloud Application and partner platforms allows for a faster release times along with end-to-end integration for market-ready solutions.

Joint Sales & Marketing - Along with strategically planned sales engagement, marketing and global channels to steer market opportunities, we strengthen the best technology solutions.

Program Summary

Requirements	Resell	Refer	Technology Alliance
Executive Sponsorship	✓	✓	✓
Active Marketing / Demand Generation	✓	✓	✓
Sales Competency (Discovery & Positioning)	✓	✓	✓
Technical Competency	✓		✓
POC- Ready	✓		✓
Priority NOC/SOC Support	Optional		✓

Revenue Contribution	Resell	Refer	Technology Alliance
Deal Registration	✓	✓	✓
Pre-Sales & Technical Support	✓	✓	✓
Sales & Technical Training	✓	✓	✓
Marketing Support	✓		✓
Assured Margin Program (ASM)	✓		✓
Priority NOC/SOC Support	Optional		✓

Rules Of Engagement

1. Deal registration discounts to be given only on registered deals.

2. Only one approved deal registration per customer project.

3. Non-Standard Pricing (NSP) when applicable/ needed, to be approved only on registered deals.

4. Nexapp's sales will not quote end-customers on channel led deals.

5. Partners' Professional Service to be offered first. Nexapp's PS could be offered if required by the customer, but the partner cannot provide them.

6. Incumbency policy for all renewals while contract is still valid.

Success isn't about how much money you make, it's about the difference you make in people's life.

Michelle Obama,
Former First Ladty of the United States

About Nexapp

Nexapp Technologies is a leading enterprise networking solutions provider specialized in cloud-delivered Managed Integrated Software Defined Wide Area Network Solutions for B2B, M2M and IOT, connecting people, places & things any time, anywhere with private & public clouds, branch offices, mobility and sensors into an agile and secured enterprise network to provide a responsive, reliable and secure WAN edge. With over 400+ enterprise customers and 10000+ deployments cross all verticals like manufacturing, financial and enterprise verticals. With a vision of providing a One Stop Solution approach, our Make in India solution "Instaroute" includes a range of headquarter core series cloud gateways and branch edge gateway appliances & routers, a SD - WAN cloud orchestrator platform along with a bundled managed services including last mile connectivity that is offered either as a subscription service or a DIY/co-managed solution. Nexapp is a Startup India registered company recognized by the Govt. of India for innovation in IOT WAN. Also recognized as the Notable vendor 2021 in APAC in the Magic Quadrant by Gartner and 10 most promising enterprise network solutions provider in 2019 by CIO review India.

#startupindia
Recognised under the Scheme

CIOReviewIndia 10 Most Promising
ENTERPRISE NETWORKING
Solution Providers 2019

"Notable Vendor in the 2021
Gartner Magic Quadrant
WAN EDGE Infrastructure"

Gartner

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CERTIFIED ISO 9001:2015 CERTIFIED

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