

# THE TECH PARTNERSHIP PROGRAM GUIDE



## ATERA'S MISSION STATEMENT

**Become the go-to platform for IT professionals and MSPs, providing them a one-stop-shop for the solutions they need to design and execute their IT strategy.**

The Atera Tech Partnership program enables technology vendors and solution providers to take part in helping realize our mission.

By building integrations to the Atera platform and showcasing the solutions on the Atera AppCenter, partners can reach thousands of qualified customers, opening doors to new business opportunities and revenue streams.

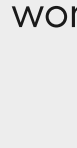
At the heart of the partner program lies **trust, collaboration and mutual success**. We believe that together, we can deliver innovative solutions that enrich the customer proposition to create valuable customer outcomes.

## PARTNER PROGRAM KEY BENEFITS



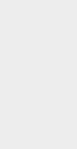
### Explore new horizons

Share your solution with a qualified, installed base of 11K+ customers to build new revenue streams.



### Level up your business

Access new business opportunities by tapping into 3.5M+ endpoints and watch your business expand and thrive.



### Reach for the stars

Maximize your market and increase your worldwide presence in 100+ countries.



### Hit the ground running

Benefit from co-marketing opportunities to boost your growth and deliver valuable customer outcomes.

## PARTNER PROGRAM TIERS

### Unlock business benefits as your status grows

The Atera technology partner program offers a tiered structure, composed of two simplified tiers, 'Approved tech partner' and 'Premium tech partner.'

All partners are eligible to enter the program at the 'Approved' tier and move up based on growth, customer ratings, and their continued investment in the partnership.

As a Premium tech partner, you'll unlock additional program benefits including a premium listing on the Atera AppCenter, and greater go-to-market support.

**Approved  
tech partner**



**Premium  
tech partner**

## PARTNER PROGRAM REQUIREMENTS

The current tier achievements are based on business and performance requirements which increase with the next tier level.

Requirements	Approved	Premium
Atera embedded solution or integration	✓	✓
Agreement to Partner Terms of Services	✓	✓
Go-to-market (GTM) materials	✓	✓
Customer support package	✓	✓
Customer success story		✓
Events and webinars		✓

## ATERA'S GO-TO-MARKET (GTM) KIT

Select marketing services are available for **Approved tech partners**, including press releases, demand generation, and content marketing.

**Premium tech partners** can collaborate with Atera's partner management teams to plan joint GTM activities.



### Web presence and In-app

- Update content periodically
- Add solution briefs
- Add getting started demos



### Webinar / Podcast / Ask the expert

Develop a series to promote the breadth and depth of the solutions we offer.



### Market awareness and adoption programs

Co-promote our capabilities and the marketplace.

- PR
- Drip campaign
- Joint Report/ whitepaper
- Guest blogging
- Joint events
- Multi-touch campaign
- Customer stories/ use case videos

## PROGRAM GOVERNANCE AND TERMS

**The Atera Tech Partnership Program is bound by a legal agreement per partner**

### Partner tiers

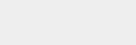
All partners will enter the program at the tier level that corresponds with their initial investment. As partners meet the requirements to move up tiers, the program unlocks additional benefits that help to enhance sales, marketing and engagement opportunities.

Existing partners will work with the partner account team to determine their tier status- partners may move up or down a tier at the start of the new program year or upon approval by program management.

### GTM requirements

Technology partners will need to produce internal and customer facing collateral to showcase the value of the integration. Materials will be created during the validation process and must be finalized before the integration is promoted externally. Partners will be required to develop getting started materials and engage in webinars that will facilitate the awareness and onboarding of their solutions within the Atera platform.

## GETTING STARTED



### APPLY

Head to the Atera Partner Portal at [atera.com/tech-partnership](https://atera.com/tech-partnership) and fill out the simple registration form to submit your application.



### INTEGRATE

Upon formal enrollment, get immediate access to the API and start developing the integration with Atera.



### PARTNER

Create your showcase listing, add your go-to-market content... and start selling!