



PARTNER PROGRAM GUIDE

2022



Dedicated to the growth and success of our Partners



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Growing with Apica

Apica's active monitoring platform is used by global organizations to solve the most complex digital performance issues in today's multi-cloud, hybrid and on-premises environments. Apica delivers its scalable monitoring and detailed insights across any location, device, app, or authentication method. Our SaaS platform reduces friction and time to resolution for cloud migrations, applications and underlying infrastructure outages ensuring all user experiences exceed expectations.

As a business, we continue to grow, along with our partners. We know our partners bring growth and innovation to our software and related solutions, and help guide our customers through deployment, to ensure they maximize the value from Apica. This program guide is designed to help our partners understand the benefits built into our platform and the value of their investment in Apica. This guide also outlines the requirements for obtaining those benefits and highlights strategies for maximizing them with their customers. We are grateful that you have chosen to partner and grow with Apica!

Why Apica?



Our Products

Apica is a leader in synthetic monitoring and load test software



Our People

Apica has a global employee base dedicated to our success



Our Partners

Apica continues to grow and thrive through our Partner Program

Apica enables you to achieve better business outcomes and measure what truly matters. Apica's platform combines active monitoring with load testing to leverage shared resources that enhance the end-user experience and ensure the performance of business-critical applications. The result is active monitoring that allows IT, monitoring and development teams to improve business outcomes.



Apica's platform ensures that necessary applications, network, security, and access rights are available to perform critical business journeys. In addition, IT and monitoring teams can validate and provide business reports through independent auditing with Apica. Many of the largest global financial institutions and federal government agencies leverage Apica where we are embedded in the most sophisticated IT systems in the world. We deliver daily and critical insights into the health of global organizations critical applications and user experiences. With early detection and early fixes in place, the result is happy users, stickier applications, and increased revenue.



Apica Partner Tracks

Our joint path to success includes three (3) partner tracks:

Reseller (MSP) Track <ul style="list-style-type: none">• The Reseller (MSP) Track is intended for businesses that would like to resell Apica's services to end customers• Reseller's end-customer signs Apica's Master Services Agreement (MSA) and uses the platform directly	Systems Integrator Track <ul style="list-style-type: none">• The Systems Integrator Track supports companies who wish to submit referrals to Apica but will not be transacting directly as resellers or MSPs• This track is included for SIs, technology partners, and other companies who are not covered by any other track	Technology Partner Track <ul style="list-style-type: none">• The Technology Track is intended for businesses that offer a service or technology that is adjacent or complementary to Apica• This track serves as a way for partners to develop and support integrations that can be supported by Apica• Direct access to all portal materials and a sandbox Apica account
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Partner Program Tiers

Partners can differentiate their business and market through our partner program tiers. Tiers illustrate the depth of a partner's business with Apica and the extent of its Apica-based training and related skillset. All partners enter the Partner Program in the Silver tier.

Silver Tier  <ul style="list-style-type: none">• Entry Level• 15% discount off list pricing• Up to \$250,000 target annual revenue (reseller)• No revenue requirement (referrals)• One (1) trained sales or presales resource	Gold Tier  <ul style="list-style-type: none">• Advanced Level• 20% discount off list pricing• \$500,000 target annual revenue (reseller)• Joint business planning• Quarterly Business Reviews• Two (2) or more trained sales resources• Named marketing resource + named executive sponsor
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Apica Partner Program Benefits

The Apica partner program benefits include support for all key areas of your sales, marketing, and customer success plan. These benefits are shown in the following four (4) areas:



Sales Planning

Access to Apica go-to-market strategy and support



Partner Portal

Full collateral access to enable partner growth



Sales Tools

Deal progression and co-selling support



Training & Support

Online training and 24/7 support access



Partner Portal

Apica provides a secure portal available to all Apica partners. Our Portal requires an active partner agreement and an Apica profile. Within the Portal, you can register new opportunities, identify and track leads, and gather all collateral needed to present and sell your solutions and improve the return on your investment. In addition, the Portal contains training materials to help you build your Apica knowledge. You will find everything you need to market and sell the Apica platform in one convenient location – from introductory slides, competitive intelligence, demos and technical presentations.

Training and Certifications

Apica offers collateral that covers the complete customer lifecycle. The following training curriculum, courses, tracks are available and can be found within the Partner Portal.

Course	Sales Training	Fundamentals	Methods/Processes	Training			Certification
Topics	CONTRACTUAL & PRICING VALUE PROPOSITION SOLUTIONS & PACKAGES CUSTOMER REFERENCES SALES PROCESS & TOOLS RULES OF ENGAGEMENT BENEFITS & ROI CUSTOMER MAPPING	LOAD TEST FUNDAMENTALS SYNTHETIC FUNDAMENTALS	LOAD TEST PROJECT DELIVERY SYNTHETIC ONBOARDING DEPLOYMENT OPTIONS	SYNTHETIC MONITORING BASIC SYNTHETIC MONITORING INTERMEDIATE	LOAD TEST PORTAL BASIC LOAD TEST PORTAL INTERMEDIATE LOAD TEST PORTAL ADVANCED	ZEBRATERESTER BASIC ZEBRATERESTER INTERMEDIATE ZEBRATERESTER ADVANCED (3 DAY WORKSHOP)	SALES TECHNICAL SALES LOAD TESTING SYNTHETIC MONITORING POST-SALES IMPLEMENTATION DESIGN AND CONFIGURATION
Target Group	SALES REP	PRESALES / PROJECT MANAGER / TEST LEAD		PRESALES / DEVELOPER / TEST / QA / DEVOPS			

Partner Teaming and Deal Registration

The following activities qualify for partner teaming fees related to registered opportunities:

Methods for Qualifying Activities in Support of Apica Platform Sales	Teaming Fee Value
Method 1: New Sales Opportunity	
Partner is bringing the opportunity to Apica	10%
Method 2: Apica Sales Cycle Activities	
Partner will introduce Apica to new C-level customer executive relationships (for applications or monitoring)	5%
Partner will lead in joint customer meeting(s) to validate Apica's value proposition and/or expand customer vision with subject-matter expertise, resulting in scheduled meeting to progress the opportunity	3%
Partner will produce the technical solution, approved by Apica, for the customer	5%
Partner will influence customer to eliminate steps in the sales cycle, such as the need for an RFP, formal selection process, or proof of concept (POC)	5%
Partner will configure/build proof of concept (POC/pilot)	5%
Partner owns the relationship with the customer and will coach Apica sales regarding customer's budget and purchasing/contract process	3%
Total Combined Maximum Percentage	Up to 10%*

* Total revenue sharing compensation for each opportunity not to exceed USD \$100,000 unless otherwise approved by Apica.



Joining the Program

Enrollment

Prospective partners interested in Apica partner program membership are required to complete a partner inquiry by emailing sales@apica.io or sign-up on the Apica website at www.apica.io/partners. Apica will review the inquiry, and if partner needs of the program are met, then Apica will forward the program application and related due diligence documentation to the prospective partner. If the application is approved, then Apica will contact the partner regarding next steps.

Membership Period

The membership period is for 1 year from the start of program acceptance. To maintain status, a partner must meet the minimum program requirements of the assigned tier at the close of each calendar year. Apica reserves the right to evaluate partner membership status at any time and program membership is subject to an annual review. During the renewal process, your achievements relative to your program tier requirements are reviewed. You are accountable for meeting the requirements of the program. If milestones have not been achieved, your partner manager will work with you to collaboratively develop a plan for success.