

PARTNER BENEFITS & REQUIREMENT



PARTNER BENEFITS

As a partner, you will receive unmatched revenue-sharing on new licenses and renewals, generous co-op accrual, Advanced Partner Support and more.

Financial Benefits

New License Revenue/Margin	10% - 25%
Recurring Revenue/Margin on Renewals	5% - 15%
Implementation, Services and Support Revenue	0%
Internal Use Products	✓

Technical Benefits

Premium Support	✓
Advanced Partner Support (APS)	✓
Sales Engineering/Product Demonstrations Support	✓
Unlimited Development/ Proof Accounts	✗
Pre-Release Training	✓
Pre-Release Schedules and Documentation	✓
Online Learning Cloud Access	✓
Accelerated Onboarding Training	✓

Sales & Marketing Benefits

Sales Support from a Seasoned, Dedicated Team	✓
On-Demand Self-Service Resource Center	✓
Real-Time Lead Registration Use of Cloud AdWord Logos and Trademarks	✗
Co-Branded Editions for Your Customers	✓
Co-Brandable Marketing Campaigns	✓
Free Demonstration Accounts	✓
Unlimited Test-Drive Accounts	✓
Cooperative Marketing Funds	✗

Program Requirements

Experience	Demonstrated Sales
Dedicated Staff	Minimum (1)Sales
Signed Agreement and Sales Plan	
New License Sales Commitment	20,000\$/Year

For more information on joining the Cloud AdWord Partner Program, send your inquiry to partner@cloudadword.com or visit www.cloudadword.com/Partner