

# 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	25% - 40%
Recurring Revenue/Margin on Renewals	10% - 25%
Implementation, Services and Support Revenue	10%
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/ Implementation Experience
Dedicated Staf	Minimum (1)Sales, (1)Pre-Sales and (1)Delivery/ Implementation
Signed Agreement and Sales Plan	
New License Sales Commitment	100,000\$/Year

For more information on joining the Cloud AdWord Partner Program, send your inquiry to [partner@cloudadword.com](mailto:partner@cloudadword.com) or visit [www.cloudadword.com/Partner](http://www.cloudadword.com/Partner)