



Versa **ACE** Partner Program Brochure

Accelerate. **C**aptivate. **E**ngage.

Overview

The Versa ACE Partner Program provides customers with access to an ecosystem of highly engaged partners that deliver unique customer value. The program framework is based on three core tenets that will enable Versa ACE Partners to:

- Accelerate time-to-revenue by building competencies and expertise in their area of specialty – SASE Specialized and/or Titan Specialized
- Captivate and retain market attention through the delivery of differentiated Versa customer solutions
- Engage with customers to build trust, foster customer loyalty and preference for Versa solutions

Versa ACE Partners are provided with a program framework that fosters a symbiotic relationship contributing to new opportunities, pipeline, growth, and prosperity today and into the future.



Accelerate



Captivate



Engage

Partner with the SASE Leader

Versa is one of only three companies worldwide, and the only private company, to be included in all the Gartner Magic Quadrant reports related to SASE, including the Gartner Single-Vendor SASE Magic Quadrant, the Gartner Security Service Edge (SSE) Magic Quadrant, and the Gartner SD-WAN Magic Quadrant.

We are uniquely positioned to collaborate with Versa ACE partners to captivate and retain market attention by offering differentiated customer value. Our innovative, market-leading SASE solution; coupled with the massive increase in spending on digital transformation initiatives by enterprises; positions Versa ACE partners for success by:

- Working together with Versa Sales and Partner Marketing to uncover and generate new revenue opportunities
- Increasing profitability and margins through the delivery of partner value-added services that complement Versa SASE solutions
- Differentiating themselves from other competing partners through the delivery of our superior SASE solution
- By collaborating with us to develop unique messaging, positioning and competitive differentiation

Select Your Specialty and Become An ACE Player

SASE Specialized. Titan Specialized.

Versa ACE partners have the flexibility to select an area of specialty and focus.

Whether your selection is SASE Specialized and/or Titan Specialized, we enable all partners so that they can be ACE players in their respective areas of specialization. You will garner market recognition, open new opportunities for growth and generate predictable and recurring revenue streams today and into the future. With Versa, partners will:

- Have the opportunity to leverage their own professional/managed services or resell our services
- Make money on product resell, professional services, upsells and renewals
- Have the opportunity to build an installed base of customers that have the potential to deliver predictable and profitable revenue over a multi-year period



Program Framework

We accelerate your time to revenue by enabling you through a prescriptive, specialized curriculum that will provide you the knowledge and expertise to engage with customers successfully. The program provides partners with demand generation best practices and access to valuable financial and marketing program benefits to uncover new opportunities.

Specialty	Titan Specialized	SASE Specialized		
		Core Tier	Elevate Tier	Accelerate Tier
Partner Enablement	✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓
Financial Incentives	✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓
Marketing Benefits	✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓

Program Requirements

The Versa ACE Partner Program requires that the prescribed number of heads in a particular speciality complete the Sales, Pre-Sales and Technical training. SASE Specialized partners are required to complete the mandatory program certifications.

Program Requirements				
Specialty	Versa Titan Specialized	Core Tier	Versa SASE Specialized Elevate Tier	Accelerate Tier
Sales	2	4	8	20
Marketing	n/a	1*	1*	1*
SE Pre-sales	1	2	4	10
Technical		2	4	8
Certifications	n/a	2	4	8
Joint Account Mapping	n/a	Optional	Mandatory	Mandatory
Business Plan	n/a	Optional	Optional	Mandatory
Business Review	n/a	Quarterly	Quarterly	Quarterly
Revenue	n/a	\$100K ACV/\$300K TCV	\$200K ACV/\$600K TCV	\$500K ACV/\$1.5M TCV

* Shared Marketing resource

Marketing Benefits

Upon successful completion of the required training and certifications, members of the Versa ACE Partner Program have access to marketing benefits.

Versa ACE partner Program Framework				
Specialty	Versa Titan Specialized	Core Tier	Versa SASE Specialized Elevate Tier	Accelerate Tier
Onboarding Kit	✓	✓	✓	✓
Partner Portal Access	✓	✓	✓	✓
Access to Program Logo/ Brand Guidelines	✓	✓	✓	✓
ACE Newsletter	✓	✓	✓	✓
Customer/Partner Case Study	✓	✓	✓	✓
Pre-Sales and Sales Training	✓	✓	✓	✓
Technical Training	✓	✓	✓	✓
Deal Registration		✓	✓	✓
Marketing Development Funds		✓	✓	✓
Certification Discounts		✓	✓	✓
Growth Rebate		✓	✓	✓
Named Account Manager		✓	✓	✓
Invite to Annual Partner Summit		✓	✓	✓
Product Roadmap Briefings		✓	✓	✓
PR Support			✓	✓
Executive Sponsor				✓

Your Entry Point to Collaborating with Versa

Versa Partner Portal is your entry point to engaging with us. The portal provides you with valuable information ranging from Sales and Pre-Sales to Technical enablement in order to help you accelerate your time to revenue. The portal also provides you with easy access to deal registration, MDF, valuable 3rd party reports, data sheets, solution briefs and more.



Interested in Joining the Versa ACE Partner Program?

Contact us. You can also send us an email to partner-marketing@versa-networks.com



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