

## The Industry Standard in IT Infrastructure Monitoring

Nagios® is the leader and industry standard in enterprise-class monitoring solutions. With nearly a million users worldwide, there is significant demand for Nagios-based products, services, and value-added offerings for Nagios.

### Overview

We work with companies around the globe that wish to grow with the success of Nagios by becoming authorized resellers of official Nagios® offerings.

Our reseller program is designed to generate recurring revenue streams for our resellers and allow them to build strong relationships by offering value-added products and services to their clients.

### How It Works

The program works as follows:

- Companies submit an application to participate in the program
- Qualified companies are approved to participate in the reseller program upon signing our reseller agreement
- Resellers are granted access to our reseller portal website that contains product information, order forms, and sales and marketing materials
- Resellers receive a discount on regular retail prices
- Discounts may be passed along to clients or be retained by the reseller
- Resellers maintain direct relationships with their clients and may provide additional value-added offerings
- Yearly renewals of official Nagios offerings provide resellers a continuing revenue stream



### Benefits

Our reseller program provides participating companies with several benefits:

- Formal association with the Nagios® brand
- Discounts on official Nagios products and services
- New client leads
- Recurring revenue streams for resellers that maintain their client relationships
- Ability to offer clients discounted pricing
- Ability to provide clients value-added offerings
- Information on the latest Nagios news
- Advance notice of new product and service offerings
- Additional exposure potential with Nagios partner success stories and case studies

### Qualifications

Companies that wish to participate in our reseller program must show that they meet certain technical and service requirements. These include:

- Understanding how Nagios can benefit an organization
- Knowledge of Nagios product and service offerings
- Good customer relationship skills
- Sales experience
- Verifiable company website

## Reseller Portal

Our reseller portal website provides valuable information for resellers, including order forms and sales and marketing materials. Nagios Enterprises provides the most current materials for resellers on the reseller portal website at:

<http://resellers.nagios.com>

## Sales and Marketing Assistance

Resellers are provided with sales and marketing material to assist them in selling official and value-added offerings to clients. Our reseller portal website provides an easy-to-use, central resource for obtaining the latest Nagios product information and marketing materials. Nagios Enterprises listens to our resellers needs and makes new materials available when necessary. Backend sales assistance is available from Nagios Enterprises to help resellers close deals.

## Branding

Authorized resellers are approved to use the “Nagios Authorized Reseller” logo and other Nagios® marks in their marketing and promotional materials. This helps resellers succeed in sales and marketing activities, as Nagios is a widely known and respected brand in the IT management space. The Nagios® brand has widespread industry recognition across horizontal and vertical markets, and has power comparable to those of offerings from the “Big 4” in the IT management space (IBM, HP, BMC, and CA). By becoming a Nagios reseller, your organization can align itself with the Nagios brand and succeed with it.



## Value-Added Offerings

Resellers have the ability to offer their own additional value-added offerings to clients. These value-added offerings may enhance official Nagios products and services, or may provide other, unrelated benefits that their clients need.

Examples of value-added offerings that resellers can provide clients with include:

- Training
- Best-practices guidance
- Implementation and consulting services

## Client Referrals

Nagios Enterprises will refer clients who need Nagios implementation and consulting services to resellers that are capable of providing the required offerings. This offers resellers an additional opportunity to generate revenue and build their client base.

## Promotional Opportunities

Nagios Enterprises will promote our reseller's success stories through official Nagios case studies. These case studies provide additional value for both Nagios Enterprises and our resellers. Resellers who would like to have their company featured in a case study may contact us for more information.

## Apply Online

To enroll in our reseller program, complete an online reseller application at:

<http://www.nagios.com/partners/apply>