



# Reseller Partner Program Guide

**NAGIOS**  
PARTNER NETWORK

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# Program Overview

## Welcome to the Nagios Partner Network

Delivering great products and customer success is at the core of everything Nagios does, and our partners are vital to our success. Our partner approach has always been about simplification, from the technology we innovate to the way we do business. The Nagios Partner Network (NPN) Program is designed to support our partners around the world with the simplicity, flexibility, and commitment to success for which Nagios is known.

The NPN program is for business partners who provide managed services, professional services, and/or resell, integrate, distribute, and develop. Recognizing that our partners may have multiple go-to-market business models, we strive to deliver uncomplicated partnership engagements and flexible programs that support each partner's unique business goals and contribute to our shared success.

## Your Guide to Success

This program guide provides an overview of NPN Reseller program benefits, requirements, resources, and tools available that help you effectively sell, deliver, implement, and support Nagios solutions. We invite you to unlock the value of the NPN program to capture new opportunities, expand your services and solutions, and increase your profitability as a Nagios partner. Together, we will create exceptional partnership and customer experiences.

# Reseller Program Levels

**NAGIOS**  
PARTNER NETWORK  
Authorized Partner

## Authorized Reseller

Authorized Resellers have made an increased commitment to grow their Nagios business through collaboration and/or joint planning. Authorized partners are expected to make an investment in Nagios sales and technical training and enablement resources.

**NAGIOS**  
PARTNER NETWORK  
Registered Partner

## Registered Reseller

Registered Resellers have a formalized relationship with Nagios and have minimum revenue, sales and training requirements. They have access to the Nagios partner portal for training, marketing resources, and sales tools.

**NAGIOS**  
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Pass-Through Reseller

## Pass-Through Reseller

Pass-Through Resellers have no official affiliation with the Nagios brand, but the process to become a pass-through reseller is quick and easy. Companies who would like to become a Pass-Through reseller typically sell Nagios on an occasional, per-request basis.

## Reseller Program Levels

As a member of a focused ecosystem of partners, you will be supported and rewarded for the value you bring to Nagios and our customers. You can count on us to be fully invested in your performance and to provide strong alignment, collaboration, and recognition for your efforts. Propel your growth with valuable sales, enablement, training, and intelligence tools.

Registered partners have a formalized relationship with Nagios and have minimum revenue, sales and training requirements. They have access to the Nagios partner portal for training, marketing resources, and sales tools.

**NAGIOS**  
**PARTNER NETWORK**  
Registered Partner

Authorized partners have made an increased commitment to grow their Nagios business through collaboration and/or joint planning. Authorized partners are expected to make an investment in Nagios sales and technical training and enablement resources. Authorized partners are recognized for their technical expertise and sales efforts and rewarded with incremental benefits, including increased access to the Partner Success Team, flexible training paths, deal registration, and product discounts.

**NAGIOS**  
**PARTNER NETWORK**  
Authorized Partner



### Not a Reseller?
















We offer engagement opportunities for partners who have cloud and/or hosted business models, referral, integration or alliances offerings. Please contact the Nagios Partner Success Team for more information.

[Contact us](#)

















# Program Benefits

## Benefits at a Glance

Use the Benefits at a Glance table for a quick view of NPN program benefits. For more details, refer to the benefits descriptions that follow the table or the [partner portal](#).

Benefits	Authorized	Registered
Relationship		
Access to Partner Portal		
Global Virtual Partner Summit		
Pre/Post Sales Support		
Access to Partner Success Team		
Partnership Management	Nagios Partner Success Team	
Sales Development		
Partner Portal Selling Resources		
Access to Demo and POC Trial Tools		
POC Extended Terms		
Customer Leads		
Technical Support		
Access to Nagios Customer Support Forum		
Access to Nagios Ticketing System		



Benefits	Authorized	Registered
Financial		
Deal Registration		
Product Discounts		
Sales Rewards		
Training and Enablement		
NPN Live Webinars		
Training Paths	Customized	Prescribed
Online Virtual Demos		
Access to Beta Program		
Market Development		
Co-Branded Assets		
Partner Badges / Logos / PR Templates		
Marketing Activities Support		
Customer Case Study Development		
MDF Program (Pilot Program)	Proposal-based	

## Relationship & Support Benefits

### Partner Success Team

Everyone at Nagios cares about the success of our partners.

- Our Customer Success Team works with every customer (direct and partner sales) from purchase through to renewal.
- Our Customer Support Team works with partners on various levels to provide technical enablement and customer support.
- Order Processing works to get partners quotes as quickly and accurately as possible.
- Our Sales Team does not compete with our partners, instead working hand-in-hand with partners to co-sell based on customer requirements and additional service needs.
- Our Product Team works to incorporate partner feedback into feature updates. They also share roadmaps and sneak peeks of new releases with partners.
- Our Marketing Team is expanding to help provide targeted, comprehensive marketing for partners to use.



The Nagios Partner Success Team offers best in class support to all partners, with a strong focus on ease of doing business through each step of the partner journey.

[Contact us](#)



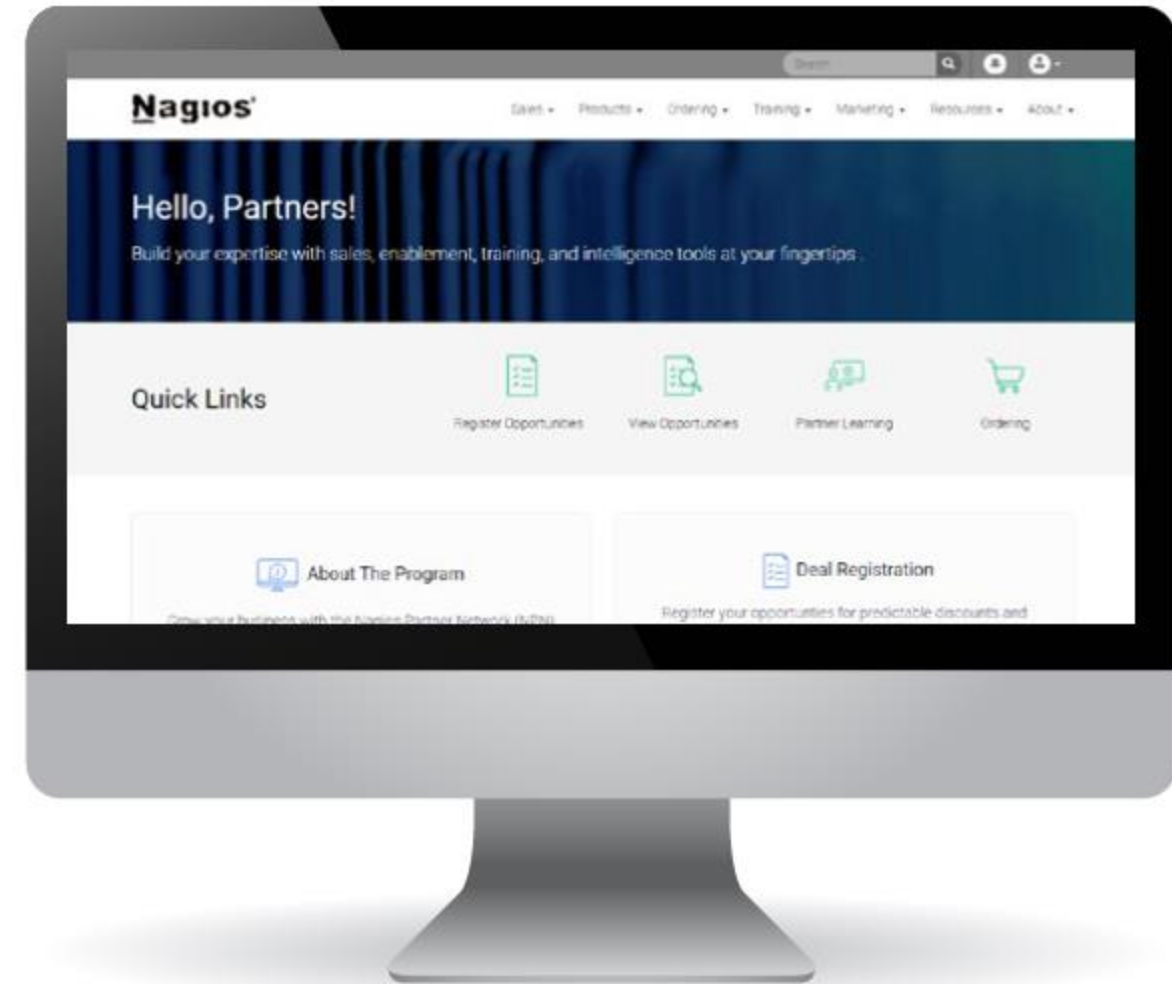
## Partner Portal

Your single, global gateway to the partner tools and information needed to grow your business with Nagios. You will find the training, programs, tools and other resources to support your customers' needs, expand your knowledge, reach and expertise.

Features and functionality you can expect from your partner portal include, but are not limited to:

- Partner registration and account management
- Deal registration and opportunity management
- Online training and other enablement resources
- Sales and marketing resources
- Nagios news and events

To access the partner portal, visit [partners.nagios.com](https://partners.nagios.com).



## Financial Benefits

### Deal Registration Program

The NPN Deal Registration Program encourages and rewards partners leading with Nagios solutions and closing new sales opportunities. When you register qualifying opportunities, we will protect your investment in the sales process and reward you with an incremental discount incentive when you close new sales opportunities. It is our way of saying thank you and supporting your efforts to develop new Nagios business opportunities.

#### Deal Registration Benefits:

- Protects your pre-sales investment through reduced channel conflict and rules of engagement
- Helps you to preserve a more competitive sales position and improve profitability
- Enables closer collaboration with Nagios to help early in the sales cycle

For more information on deal registration, refer to the [Deal Registration datasheet](#) or the [partner portal](#).

### Product Discounts

Nagios Products that are eligible for NPN Program discounts:

- Nagios XI
- Nagios Logserver
- Nagios Fusion
- Nagios Network Analyzer

	New Sales Discount	Renewal Discount*	Incremental Discount with Approved Deal Registration **
Registered Reseller	10%	10%	10%
Authorized Reseller	20%	20%	10%
Distribution Partners	25%	15%/25%	10%

\* Please refer to the signed Agreement for specifics on renewal discounts

\*\* Renewals not eligible for deal registration incentives. Incremental 10% applied on top of standard discount.

## Training & Enablement Benefits

### Partner Learning

We deliver comprehensive training programs to help you meet and exceed your business goals while enhancing your professional value. As a partner, you have access to a wide range of training to help you to develop technical mastery and successfully sell, integrate and implement Nagios solutions with confidence.

Because each individual has unique sales and technical experience and skills, we strive to provide educational resources that are valuable, easy to access, and directly relevant to your experience and Nagios business. To explore training opportunities and to develop your own personal learning path, please access the [partner portal](#).

### Certifications

We're currently working on a formal NPN certification process. More information will be shared shortly.

### NPN Live

NPN Live is a global, interactive, live web event program that provides partner enablement beyond training tools and resources. Partners are enabled on products, programs, sales, technical and training topics and tools. NPN Live events may be delivered by a variety of experts: industry experts, Nagios executives and subject matter experts (SMEs) and others with the goals accelerating sales, empowering and enabling your business and providing market insights.



## Marketing Benefits

### Market Development Funds Pilot Program

As a valued member of the Nagios Partner Network, we are committed to supporting you with activities that help you increase your sales, grow your business, and improve your profitability. The Nagios proposal-based Market Development Funds (MDF) Pilot Program\* provides partners with support in co-funding their Nagios-focused marketing and business development initiatives.

To be eligible to receive MDF you must be a Nagios partner in good standing. This pilot program will be available to Authorized partners on a proposal basis. You will be eligible to request MDF after having an approved jointly-developed business plan. Once your business plan is approved, you may submit an MDF request to [partners@nagios.com](mailto:partners@nagios.com). The Partner Success team will work with directly you on a joint business plan and will review your MDF request.

Contact the Partner Success Team for more details.

### Partner Badges

NPN partner badges allow partners to promote their expertise in Nagios solutions online, in customer communications, or in sales proposals and materials.

## MDF is intended to support activities that help to:

- Drive demand for Nagios products
- Acquire new Nagios customers
- Enable new Nagios partners
- Demonstrate Nagios capabilities to prospective customers

# Program Requirements

## Requirements at a Glance

Program Requirements	Authorized	Registered
Partnership Commitment		
Online Reseller Agreement	✓	✓
Code of Conduct Acceptance	✓	✓
Annual Profile Update	✓	
Training Commitment		
Sales Academy - Multi-Level	✓	✓
Technical Academy - Completion of All Modules	✓	
Demo Training	✓	
Sales Commitment		
Yearly Sales Transactions	10 Transactions / \$50,000 USD	5 Transactions / \$25,000 USD
100% Renewal Rate	Desired	Desired



## Program Terms and Conditions

The NPN program and its terms, discounts, products and services and reward amounts are subject to change at Nagios's discretion, including any issues with respect to partner eligibility, adjustments to partnership levels and changes in partner entitlements and requirements.

Partners who wish to participate in the NPN program must agree to all terms and conditions outlined in the NPN Partner Agreement. The NPN Program Guide and program details are confidential information subject to terms of the existing non-disclosure agreement in place between Nagios and each partner.

## Partner Code of Business Conduct

Nagios is a leader in our industry because we continuously strive to deliver the best products and services while championing ethical business values that go beyond minimum legal requirements. We are highly selective of the partners who are invited to join our program, and as a Nagios partner, we expect you to have the same mission and integrity. In addition to the Nagios Partner Agreement, upon creation of your partner portal login, you will be asked to accept the Nagios Partner Code of Business Conduct terms.





# Other Resources

## Online Virtual Events

Get the knowledge & tools you need to grow your business. Access the latest information on Nagios product launches and updates, selling and technical overviews that will help you learn, sell and support your customers.

## NPN Newsletter

Be the first to know about exciting Nagios product releases, partner programs, incentives, events and more by [signing up](#) for our NPN newsletter.

## Contact us

Have a question? Just email [partners@nagios.com](mailto:partners@nagios.com) and we'll be happy to help!





# Designed for Growth. Built for Success.

The Nagios Partner Network (NPN) Program is built on a platform of collaboration, simplicity, and commitment to shared success with partners around the world.



## Collaborative

With trust and transparency at the core of our partnership approach, you can count on Nagios to be fully invested in your success.



## Designed for Growth

The NPN Program empowers you to propel growth with valuable sales, enablement, training, and intelligence tools.



## Simple

True to our roots, we strive to deliver uncomplicated partnership engagements and flexible programs designed to support your unique business.

[partners.nagios.com](https://partners.nagios.com)

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