



Nagios Partner Network 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 Partner 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.

As a member of a focused ecosystem of partners, you will be supported and incentivized 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.



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](#)

Partner Program Levels

Pass-Through Partners have no annual sales or training requirements and are not required to sign an agreement with Nagios. At this level, there is no official affiliation with Nagios or access to our Nagios Partner Portal. We do provide access to an extensive library of helpful resources as well as our Partner Success Team through a resource landing page that any Pass-through partner can bookmark. Being a Pass-Through Partner is best for companies that sell Nagios on an occasional, per request basis, or for companies that want to build their relationship with Nagios.

Registered Partners have a formalized relationship with Nagios and have minimum revenue, sales, and training requirements to achieve and maintain. Partners at this level will sign a reseller agreement with Nagios and will gain access to the Nagios Partner Portal for training, marketing resources, and sales tools.

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Registered Partner

Authorized Partners have made an increased commitment to grow their Nagios business through collaboration and/or joint planning. Authorized Partners will sign a reseller agreement with Nagios and 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 Our Authorized Partners are recognized with deal registration, and product discounts, MDF access and more.

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Authorized Partner

Program Requirements

Requirements at a Glance

Program Requirements*	Pass-Through**	Registered*	Authorized*
Partnership Commitment			
Online Reseller Agreement		✓	✓
Code of Conduct Acceptance		✓	✓
Training Commitment			
Nagios Basics Training		✓	✓
Sales Commitment			
Yearly Sales Transactions		5 Transactions / \$25,000 USD	10 Transactions / \$50,000 USD
100% Renewal Rate		Desired	Desired

*To advance to Registered and Authorized, Yearly Sales Transactions requirements must be met prior to advancing to the desired Partner level

**Pass-Through Partners have no annual program requirements

Program Benefits

Benefits at a Glance

Benefits	Pass-Through	Registered	Authorized
Relationship			
Access to Partner Success Team	✓	✓	✓
Pre/Post Sales Technical Support		✓	✓
Access to Partner Portal		✓	✓
Nagios Partner Network Resource Landing Page	✓		
Sales Development			
Priority Access to Nagios Product Demos	✓	✓	✓
Free 30-day trials of all Nagios Products	✓	✓	✓
Customer Leads (Proposal Based)			✓
Technical Support			
Access to Nagios Community Support Forum	✓	✓	✓
Access to Nagios Ticketing System		✓	✓
Access to Nagios Customer Support Forum		✓	✓

Benefits	Pass-Through	Registered	Authorized
Financial			
Product Discounts	✓	✓	✓
Deal Registration		✓	✓
Training and Enablement			
NPN Live Webinars	✓	✓	✓
Training Paths		✓	✓
Online Virtual Demos		✓	✓
Access to Beta Testing			✓
Market Development			
Co-Branded Assets		✓	✓
Partner Badges / Logos / PR Templates		✓	✓
Marketing Activities Support		✓	✓
Customer Case Study Development		✓	✓
Partner Certificate		✓	✓
MDF 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 and Customer Success Team do 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 helps 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](#)

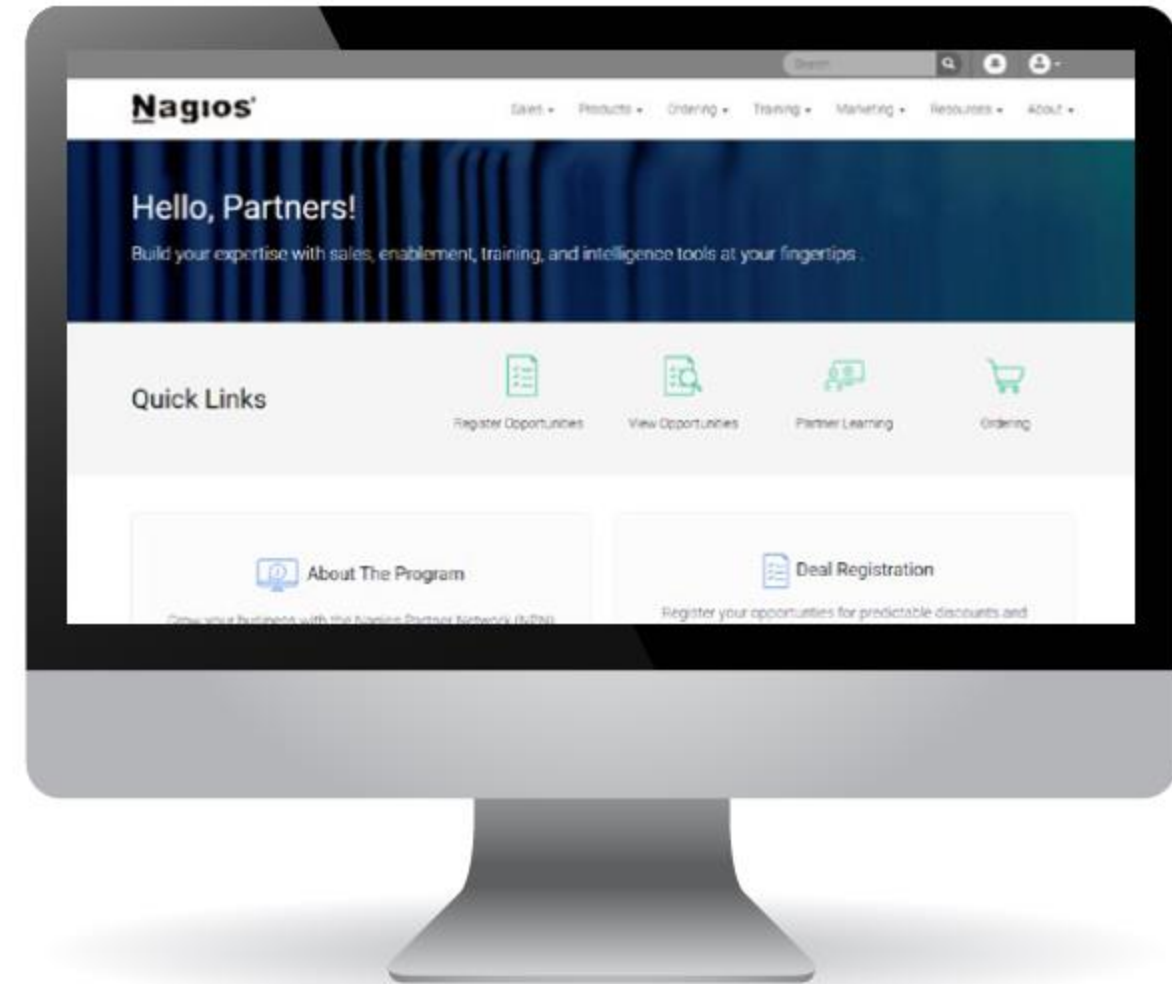
Nagios Partner Portal (Registered and Authorized Partner Levels)

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.



Financial Benefits

Deal Registration Program

For Authorized and Registered Partners who resell Nagios solutions, Deal Registration is designed to incentivize the growth of your net new business. The program encourages and rewards you for leading with Nagios solutions. When you register qualified sales opportunities, your investment in the sales process is protected and you will be rewarded with a discount incentive upon closure of the approved opportunity. It is our way of saying “thank you” and supporting your efforts to find and develop new Nagios business and educate customers on the value of Nagios solutions.

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 FAQ** in the [Nagios 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%

* Renewals not eligible for deal registration incentives.

**Incremental 10% applied on top of standard discount.

Training & Enablement Benefits

Partner Learning

We deliver training programs to help you meet and exceed your business goals while enhancing your professional value. As a partner, you have access to training on the partner portal to help you develop an understanding of our Nagios products to 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

After completing each product training, you will be able to print a formal NPN certificate.

NPN Live Webinars

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 such as industry experts, Nagios executives and subject matter experts (SMEs) and others with the goals of accelerating your sales, empowering and enabling your business and providing you with market insights.



Marketing Benefits

Market Development Funds 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) Program provides partners with support in co-funding their Nagios-focused marketing initiatives.

To be eligible to receive MDF you must be a Nagios partner in good standing. This 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. The Partner Success team will work with you directly on a joint marketing initiative plan and will review your MDF request. Contact the Partner Success Team for more details.

Standard Marketing Content

As a valued member of the Nagios Partner Network, you will have access to standard monthly marketing content via the partner portal such as blog posts, social media posts, email templates and more.

Partner Marketing Manger

As a valued member of the Nagios Partner Network, and an Authorized Partner you will receive access to our Nagios Partner Marketing Manger who will work with you directly to develop marketing campaigns and collateral that fits your sales needs.

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

Partner Badges

NPN partner badges allow partners to promote their expertise in Nagios solutions online, in customer communications, or in sales proposals and materials. Partner badges are available to Authorized and Registered Partners.

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Registered Partner

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Authorized Partner

Program Terms and Conditions

The NPN program and its terms, discounts, products, 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.



Frequently Asked Questions

Are there member fees associated with being a Nagios Partner?

No, there are no fees associated with being a member of the Nagios Partner Network.

What happens if our company does not meet the annual requirements? Is there a penalty fee?

There are annual sales requirements to maintain you Authorized or Registered level. We will conduct an annual review of your Nagios account and partner level to access if requirements have been met. If your company does not meet annual requirements, there are no penalty fees, we will simply move your account to a lower level.

When will our annual review be conducted?

Annual reviews vary, please reach out to partners@nagios.com to gain a better understanding when your company's annual review will be conducted.

Does our company have to sign a partner agreement?

Authorized and Registered Partners are required to sign an agreement.

We are a Distributor, is there a Distributor partner level?

Our Distributor program is new and by invite only for partners who have shown a history of sales and dedication to Nagios. Currently we are not offering Distributor partnerships to new partners.

Does Nagios have confidentiality obligations?

Nagios prides itself on our dedication to our partners and the confidentiality of their business information and opportunities. Nagios will not share your information or business opportunities.

Does Nagios offer payment terms for partners?

No, Nagios does not offer payment terms to partners. All licenses are purchased prepaid only.

Do partners become an employee of Nagios?

No, our resellers are all independent contractors. Each party shall be solely responsible for the payment of all federal, state or local Taxes payable with respect to all amounts paid to Nagios Enterprises.

If you have other questions, or feedback, please reach out to the Nagios Partner Success Team at partners@nagios.com. We're 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.

[Nagios Partner Portal](#) | Contact the Partner Success Team at partners@nagios.com