



ADVANTAGE
PARTNER PROGRAM

SUPERCHARGE YOUR BUSINESS



Introduction

How The MSP360 Advantage Partner Program works for you?

Unlock new revenue streams with MSP360's innovative product suite. Delivering value to your business is MSP360's top priority, this is why we provide our partners with rewards based on performance, experience and growth.

"We've expanded our MSP360 Advantage Partner Program to increase the profitability and the efficiency of our global partner network. MSP360 has always relied on partners to expand its international reach, and we value the positive impact our partners have had on our organization. As of today, MSP360 now offers a much richer set of tools and assets to make partners more successful than ever before."



Brian Helwig - CEO



Why MSP360?

We Power Business Performance

For us, Advantage = winning, outperforming, creating an edge that sets you apart.

The MSP360 Advantage Partner Program is a robust global ecosystem of partners that work directly and indirectly with one another to build, market and sell MSP360 solutions and MSP360-powered solutions.

Built on three foundational pillars of our channel-best commitment — profitability, partnership, and product — the MSP360 Advantage Partner Program adapts to the unique needs of today's next-generation resellers, managed service providers, and IT platform experts.

Optimized Profitability

Accelerate your business and be responsive to the needs of today's IT buyer:

- ▶ Powerful platform for cross-sell and upsell
- ▶ Lucrative margin-retention opportunities with deal registration discounts for new and growing business
- ▶ MSP multiplier to recognize value

Trusted Partnership

Expand your Managed IT expertise with best-in-class support, helping you engage and win:

- ▶ Dedicated pre- and post-sales technical teams
- ▶ Competitive intelligence, product and training
- ▶ Channel sales and marketing resources to ensure success

Managed IT Evolved

Give your customers best in class data protection, secure remote access and painless RMM with next-gen Managed IT solutions.

- ▶ Broadest set of award-winning products
- ▶ Integrated together in a synchronized, single-pane of glass system
- ▶ Natively integrated with all public cloud services

Why Partner with MSP360?

✓ Award-winning Products

Sell the industry's most comprehensive suite of highly effective, cloud-native Managed IT solutions across endpoints, data, and network.

✓ 24/7/365 Support

MSP360 channel sales, pre-sales and post-sales teams are dedicated to helping you win. Our in-house technical support team is available 24/7/365 to support you and your customers.

✓ Competitive Benefits

On top of attractive discounts, competitive deal-registration benefits reward new business as well as cross-sell and upsell opportunities.

✓ Earning Potential

Partnering with MSP360 gives you better protection, while increasing your earning potential.

✓ Cross-sell Opportunities

With a single pane of glass managing it all, MSP360 products work together as a synchronized system, providing a powerful platform for cross-sell and upsell opportunities.

✓ Training & Accreditation

Our training and accreditation programs help you build and profile your expertise, ensuring you have the knowledge you need to sell and implement MSP360 solutions.

MSP360 At-a-Glance



Backup

Powerful cross-platform backup and disaster recovery that leverages the public cloud to enable a comprehensive data protection strategy.



RMM

Streamline IT management with a painless, cost-efficient endpoint monitoring and management solution. Access unlimited endpoints at no additional cost.



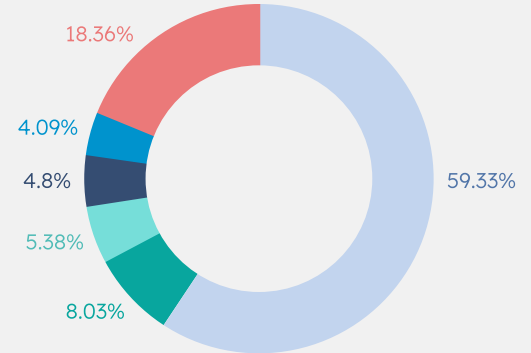
Connect

Securely connect and control remote devices and servers to resolve issues faster. Take advantage of high-speed stable connections regardless of the computer's global location.

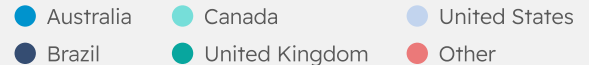
Top Technology Partners



COUNTRIES SERVED



Billing country



Award-winning software



Program Benefits

Partner Levels



Resources (tools)	Silver	Gold	Platinum
Portal Access	✓	✓	✓
Access to Branding Program	×	×	✓
White Labeling (No cost)	×	✓	✓
Renewal Payouts	×	✓	✓
Tech Training	✓	✓	✓
Sales Training	×	✓	✓
Assigned Channel Resources	×	✓	✓
Collaborate w/ Peers	×	✓	✓
Lead Registration/Deal Protection	×	✓	✓
Access to Marketing Resources	×	✓	✓
Margin Levels	15%	35%	45%
Discount on Internal Use Licenses	✓	✓	✓
Lead Assignment	×	✓	✓
NFR Keys	✓	✓	✓
Marketing Campaign Support	×	✓	✓
Inclusion on Partner Find	×	✓	✓
Dedicated PAM	×	✓	✓
BD Planning/Support	×	✓	✓
Quarterly Financial Incentives	×	Focused	✓

Join the MSP360 Advantage Partner Program

Sign up today by visiting

MSP360 Advantage Partner Program