

A photograph showing a man and a woman from the waist up, looking down at a server rack. The man, on the left, has a beard and is wearing a light blue denim shirt. The woman, on the right, has long red hair and is wearing a white long-sleeved top. They appear to be examining something on the server rack together. The background is a dark, metallic server room.

**phoenixNAP**

Performance. Security. Availability.

## Best-In Class Solutions

### DR

Business Continuity

### Disaster Recovery-as-a-Service

We help you recover your mission-critical data while adopting the cloud. Our DR solutions are simple, cost-effective, and enable fast and flexible deployments.

### SECaas

PCI Compliant Cloud with Built-in Security

### Security-as-a-Service

Data Security Cloud (DSC) is a multi-tenant, PCI compliant and HIPAA-ready cloud infrastructure platform. DSC advanced includes Alert Logic monitoring and notifications. We also optionally offer Sophos endpoint security and management, with managed-backups and DRaaS options.

### IaaS

Cloud Native

### Infrastructure-as-a-Service

We enable easy scaling of your business while moving your workloads to the cloud, or develop cloud-native apps, all while supporting privacy and compliance requirements.

### Private Cloud

### Private Cloud

Our Private Cloud solutions offer your organization a cost-effective way to host legacy workloads, migrate from on-prem to the cloud, scale, and gain operational efficiency without a large capital investment.

### BaaS

Secure Cloud Backup

### 0365

Secure 0365 Cloud Backup

### Cloud Backup

Easy, secure, cloud backup integrated with Veeam Cloud Connect technology.

### Office 365 Backup

Securely back up and protect Microsoft Office 365 email, SharePoint and OneDrive.

### Colo

Top-Tier Data Center Colocation

### Colocation

Our facilities are strategically located around the world. Each facility provides high-performance networks and many carrier options; all with fully-redundant built-in power, cooling, compliance, and security.

## What makes phoenixNAP different

- › Become a trusted advisor with phoenixNAP
- › Fill in missing service gaps
- › Provide the best-selling solutions in the market with our full suite of services
- › Responsive dedicated channel management team
- › Partner agreements are evergreen for the initial sale, add-ons, and renewals
- › Streamlined deal registration process
- › Industry competitive commission and spiffs
- › Customized Go-to-Market strategies to build your sales pipeline with ease
- › Diversify & Grow - Experts working with system integrators, VARs, MSPs
- › Earn more revenue with our up-sell & cross-selling opportunities
- › Adding new value to your clients
- › One of every two conversations could be an opportunity

## Overview

KEY FACTS	OVERVIEW	TOP IN-DEMAND SERVICES
Founded in 2009	500+ employees	Tailored-made solutions
HQ – Phoenix, AZ Amsterdam, NL	100+ engineers Worldwide	Enterprise-Class IaaS

INTEGRATED CHANNEL MODEL	TRUSTED REPUTATION	POST SALES SUPPORT
No sales conflict - Evergreen contracts	Reliable, high-quality services with competitive prices	Fast deployment, quick provisioning
Consultative hands-on sales process	Award-winning IaaS provider	Scalability and flexibility



A cloud-native ready IaaS platform, **Bare Metal Cloud** delivers high-performance, non-virtualized servers for optimum performance of even the most demanding workloads.

## TECHNOLOGY PARTNERS

intel.

vmware®



veeAM

Micron®

CLOUDIAN®

Zerto

Nimble Storage

CISCO

aws

ALERT LOGIC®

Odin | Plesk

ARISTA

Fortanix®

COMODO  
Creating Trust Online®

Extreme networks

Microsoft

cPanel

## AWARDS



Veeam Impact Partner

phoenixNAP

VCSP Rising Star  
of the Year 2017

veeAM



veeAM  
IMPACT PARTNER

VCSP RISING STAR  
OF THE YEAR 2017





# phoenixNAP Partner Program Opportunities

Our Channel Partnership program is designed to create new opportunities with ease and help partners generate new, recurring, revenue streams. We offer a personalized onboarding process to arm our partners with everything they need. phoenixNAP is here to assist you with the in-depth education and support you need to help you reach your goals as quickly as possible. A key principle of the phoenixNAP channel partnership program is “support and guidance.”

We empower our partners to advise their customers on how to recognize and tailor the best solution for their needs. At phoenixNAP we’re not just “selling” service or technology, we help you to build your reputation, and help your customers to achieve their business goals.

## How We Engage

### MEET

phoenixNAP Dedicated Channel Managers help you to offer the right solution to your clients.

### PRE SALES & POST SALES SUPPORT

Provides you with pre & post-sales engineering support from phoenixNAP's team, as well as with the support of our technology partners.

### TRAINING & ENABLEMENT

We provide sales training for all our services & solutions, free of charge, to help you go-to-market confidently.

### MARKETING IN-A-BOX

We are equipped with the full range of marketing collateral to help you approach your clients with ease. From white papers, slide decks, battle card, to the email templates. Co-brand it and sell with ease!

### EASY TO QUOTE

We provide quotes within 24-hours and tailor competitive, right offer per price/solution for your clients so that you stay fresh in their minds.

## Your Target Customers

- Clients whose businesses are regulated by compliance mandates & need better security/compliance.
- Clients with limited IT staff & resources.
- Clients who have an upcoming infrastructure refresh.
- Organizations looking to avoid up-front costs, preferring an OpEx model.
- Clients who need easy scaling.
- Clients who need competitive pricing and a personalized approach.
- Clients who need powerful tailor-made turn-key solutions to leverage the cloud.
- Clients who need a familiar user interface vs learning a new platform.
- Clients who need to automate and backup their data in the cloud.
- Clients who need a better business continuity plan.



# Starting a Conversation

## PRIVATE CLOUD RELATED QUESTIONS:

1. Are you looking for improved uptime and reliability at a lower cost than traditional IT infrastructure?
2. How important is it to you to have easily added resources, to recapture resources, and deploy new workloads?
3. Do you require an SLA for uptime, additionally does the business require a recovery time SLA in the event of a disaster?

## CLOUD BACKUP RELATED QUESTIONS:

1. What are your mission-critical applications, and how are they currently protected?
2. Does your existing DR plan meet the business recovery time objectives (RTOs)?
3. Are you getting the most out of your Backup & Replication software?

CUSTOMER OBJECTION	
I don't have the budget	This is a common objection and it's typically a "brush-off" because the customer does not fully understand the benefits of the solution. Make sure they understand the benefits and how we can help with ROI. Help them to understand the possible additional costs for not adopting this new technology, or what savings and benefits they can enjoy with our solution. Ask for a comparison!
My business is small, I do not need that	Even small businesses are adopting cloud. Moving the workloads to the cloud has many benefits for small businesses: operational efficiency, mobility, security, high-performance, low cost.
I'm satisfied with the current solution	That's great! Can you tell me about any pain-points you might currently have? Would you like to compare pricing? Are there any features you wish you had? Maybe we can give you more! We'd love to discuss this with you and see how we can meet your requirements and price better.

## **Expand your bottom line. Join our program!**

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phoenixNAP® is an award-winning global IT services provider, offering cutting-edge technology solutions from strategic locations worldwide. We offer a new approach to security-focused cloud infrastructure, cloud backup and replication, dedicated servers, colocation, and specialized Infrastructure-as-a-Service (IaaS) technology solutions. We provide you with the simple, built-in compliance & security, easy-to-use and easy-to-scale solutions. We take on the maintenance needs and do the heavy-lifting for your business. Our team of expert engineers are here to provide you with the best security and peace of mind for your business, 365/24/7.

### **REGISTER**

Register your deals at [partners.phoenixnap.com/English](https://partners.phoenixnap.com/English) to achieve the most lucrative margins.

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