

# The OpsRamp Partner Program

Opportunities. Wins. Customer Success.



**The OpsRamp Partner Program is built to support your business by growing your customer base, bottom-line revenues, and bringing innovative solutions to your customer's digital operations challenges.**

Our global community of partners enjoy dedicated benefits like sales and marketing assistance, sales and technical training, implementation support, a very favorable incentive program, and of course our personal attention. In conjunction with OpsRamp's

support, your commitment to growing your OpsRamp business will be the difference-maker in our shared success.

Enterprises need the hybrid cloud monitoring, AIOps, and event management powers of the OpsRamp platform like never before. And with the OpsRamp Partner Program, it's easier than ever to bring it to them, and build your business along the way.



### Sales Enablement

We equip your go-to-market teams with the insights and tools they need to succeed.



### Marketing Support

Collateral, events and demand generation programs to bring in qualified leads.



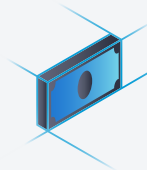
### Personal Attention

Our team ensures you're supported from on-boarding to co-selling to customer implementation.



### Technical Training

Courses and reference materials to help you dig deep and deliver additional value-added services.



### Profit Sharing & Sales Incentives

Our favorable incentives make every win mutually beneficial.

# The OpsRamp Profit Sharing Model

You can be confident that your sales efforts will be rewarded with our predictable profit-sharing model that rewards behaviors that drive net new business. We've simplified things with standard pricing, and we've sweetened the pot with greater margins for opportunities you bring to OpsRamp.

FINANCIAL MODEL	PARTNER MARGIN
OpsRamp Derived "To"	18%
Partner Derived "From"	25%
Floor Pricing	\$7 per resource license
Non-standard Pricing "To"	8%
Non-standard Pricing "From"	12%


- ▶ Margin calculation is based on Net invoice price to customer
- ▶ Partner Margin = End User Invoice Price \* Margin %
- ▶ OpsRamp Invoice to Partner = End User Price - Partner Margin
- ▶ All opportunities must be registered with OpsRamp to qualify.
- ▶ Unregistered deals use default pricing of 15% off list price.

OpsRamp Derived "To" opportunities are potential deals that are brought to a partner from OpsRamp, and Partner Derived "From" opportunities are potential transactions that are brought to OpsRamp by a Partner.

## Build Business. Reap the Rewards.

With more enterprises adopting hybrid, multi-cloud infrastructure than ever before, the time is now to introduce OpsRamp as a way to ensure IT service performance and availability. And the OpsRamp Partner Program makes it easier than ever.

Ready to get started? Apply to be a partner today, Register an opportunity so that we can work together, or email us at [partner@opsramp.com](mailto:partner@opsramp.com) if you'd like to speak with our partner program team.



**Trace3 and OpsRamp engage with customers together and we're making big waves in the industry. OpsRamp delivers constant innovations to its platform to stay one step ahead of customer demand.**



**David Ishmael,**  
VP of IT Operations and Analytics, Trace3

## About OpsRamp

OpsRamp is the digital operations management platform trusted by enterprise IT operations teams and service providers to monitor all of their hybrid infrastructure resources in just one place – for streamlining incident management, expediting response and resolution timeframes, and most importantly, for ensuring the performance of business applications and innovation.

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