



MARTELLO

CHANNEL PARTNER ALLIANCE PROGRAM

FULL PORTFOLIO OF MARTELLO SOLUTIONS BRINGS
NEW OPPORTUNITIES FOR CHANNEL PARTNERS

Martello's Channel Partner Alliance provides resellers, service providers and consultants with the resources and market-leading technologies to capture opportunities in the rapidly expanding Digital Experience Monitoring market¹. With solutions ranging from IT Operations Analytics to bandwidth optimization, application performance management, and SD-WAN, partners can turn end-user pain points into differentiators, and create long-term recurring revenue opportunities.

THE PROGRAM IS AVAILABLE TO PARTNERS INTERESTED IN MARTELLO'S FULL SUITE OF SOLUTIONS, OR INDIVIDUAL PRODUCT LINES

SOLUTIONS DESIGNED FOR CHANNEL PARTNERS

BUILD YOUR NETWORK OPERATIONS CENTER

Integrate all your IT and network data into a single, easy to use interface with Martello iQ. With features like service mapping, automated incident management, auto-remediation, SLA measurements and alert management, it's easy to organize your multiple data flows, be they from SCOM, AWS, PRTG or SolarWinds, to build or bolster your NOC.



ANALYZE

MONITOR USER EXPERIENCE ON REAL-TIME APPLICATIONS

Real-time applications like VoIP, collaboration and videoconferencing are extremely sensitive to variations in network performance. With Martello's performance analytics platforms and synthetic transaction testing, you can now test, measure and take action to improve your end-users' UC systems - all in real-time.



MONITOR

TROUBLESHOOT AND TAKE ACTION DIRECTLY ON THE NETWORK

Provide end-to-end quality of experience on your end-user networks by deploying Martello's cloud or on-premise SD-WAN technology. Add failover, prioritize applications, improve network performance, all in a matter of minutes thanks to Martello's guided approach to zero-touch provisioning.



CONTROL

1. MARKET GUIDE FOR DIGITAL EXPERIENCE MONITORING
WWW.GARTNER.COM/EN/DOCUMENTS/3956998/MARKET-GUIDE-FOR-DIGITAL-EXPERIENCE-MONITORING



MARTELLO

A PROGRESSIVE, SCALABLE APPROACH TO CHANNEL SALES

Based on their business model and certification level, Partners are segmented into four different categories: **Bronze**, **Silver**, **Gold** and **Platinum**. Each category comes with its own set of benefits, including increased margins and marketing resources.

PARTNER BENEFITS*

SALES & CUSTOMER SUCCESS

- Channel Account Manager
- Technical Sales Expert
- Customer References
- Presale Training
- Joint Business Review
- Demo Environments
- POC Program
- Opportunity Registration
- Collaboration on Opportunities
- NFR Program
- RFX Support
- Sales Incentive Campaigns
- Joint Marketing Fund
- So Much More

MARKETING

- Access to Marketing Library
- Website Development Kit
- Access to Partner Portal
- Featured Case Studies
- Co-Branded Campaigns
- Co-Branded Assets
- Co-Hosted Webinars
- Co-Located Events
- Participation in Martello Shows

TECHNICAL & SUPPORT

- Access to Support Desk & Portal
- Technical Documentation
- Online Training
- Training & Certification
- Access to Beta Programs

**Resource availability depending on partner category and product line.*

"With Martello, you can now correlate data from a poor call experience with information collected from SolarWinds or PRTG, and reveal that high packet loss with a router was the cause of the user's bad call. Reaching that conclusion manually could otherwise take days; Martello will identify it in seconds. From there, you can put smart failover and uptime policies in place whenever such an issue arises again."

ROB DOUCETTE

VP PRODUCT AT MARTELLO

TOP TO BOTTOM VISIBILITY AND CONTROL

No matter what services your organization provides to clients, Martello has a set of solutions to help you improve user experience. There are many ways you can use your infrastructure to expand your business and deliver more value.

Regardless of what your service offerings are, Martello understands the business of a managed service provider. Our mission is to ensure that you can offer your clients top of the line infrastructure and management for their entire network and services environment. This will not only increase the satisfaction of your clients, but it will make your job easier on a day-to-day basis.

Visit our website to find more resources on our Channel Program.