



Are you a technology business, mastering software integration, consultancy, or custom development for your customers?

Grow your business with Axigen

[axigen.com/partners](https://axigen.com/partners)

**If you are a reseller looking to maximize the growing opportunities** in the messaging industry, we assure you that you are in the right place.

In addition to a premium product, you'll find a program designed to help you grow your business: the Axigen Global Partner Program.

**Differentiation through tier-based program elements.** Our specialization programs help partners obtain the type of certification that suit them the best.

Thus they will be able to differentiate through proven competency and our available marketing programs ensure customers and prospects know it!

## ADVANTAGEOUS MARGINS

Our business policy is clearly structured and easy for our partners to choose the most beneficial program. We believe in win-win positioning since our goal is to build lifetime relationships.

## SALES OPPORTUNITIES

The lead distribution algorithm is made based on clear criteria. The partner benefiting of the distributed lead has exclusive rights over the deal.

## CHANNEL-FOCUSED

We are committed to our partners. We are committed to helping you grow your business. Our programs give you the tools and resources necessary to build your brand, generate more leads, and close more deals.

## WORLD-CLASS SALES AND MARKETING TOOLS

Our strong marketing platform enables Partners to get to the implementation of marketing actions choosing from a variety of campaigns and materials already developed.



## EXCELLENT TRAINING RESOURCES

Whether you need Axigen expertise yourself, or need to pass it on to your customers, get up to speed fast on the essentials and dive as deep as you need.

## BECOME A PARTNER

Start now and take your first step towards partnering with Axigen:



[axigen.com/partners/#signup](https://axigen.com/partners/#signup)

BENEFITS HIGHLIGHTS	SILVER	GOLD	PLATINUM
<b>MARKETING</b>			
Partner level logo	✓	✓	✓
Marketing Collateral	✓	✓	✓
Co-branded materials	✓	✓	✓
Competitor comparisons	✓	✓	✓
Marketing Support	✓	✓	✓
Marketing Programs	✓	✓	✓
NFR Program	✓	✓	✓
Partner locator	-	✓	✓
MDF (Market Development Funds)	-	-	✓
Dedicated Marketing Manager	-	-	✓
<b>FINANCIAL</b>			
Deal registration	✓	✓	✓
Tiered discounts	✓	✓	✓
Promotions	✓	✓	✓
Lead Referral	-	2nd priority	1st priority
Business Planning	-	-	✓
<b>SALES SUPPORT</b>			
Access to Partner Bridge	✓	✓	✓*
24x7x365 Tech Support	✓	✓	✓
Dedicated Channel Manager	-	✓	✓
Access to beta testing program	-	-	✓
Dedicated Pre-Sales Engineer	-	-	✓
<b>ENABLEMENT</b>			
Sales & PreSales Training	✓	✓	✓
Webinars (live & on-demand)	✓	✓	✓
Partner training seminars	✓	✓	✓
Global Partner Events	✓	✓	✓
<b>REQUIREMENTS</b>			
Sales certification	-	✓	✓
Technical certification	-	✓	✓
Promote Axigen on partner's website	-	✓	✓
Annual Business Review	-	-	✓

\*Direct access to 2nd level technical support



Migration from legacy servers  
Highly available & clustered configurations  
Signatures & encryption keys infrastructures  
Disaster recovery solutions

- Technical support services
- Antivirus & antispam integrations
- API based billing & provisioning integrations
- Network & DNS infrastructures



### **SALES TRAININGS & RESOURCES**

Get quickly up to speed with Axigen's product packs, options, and add-ons; learn how to approach new customers and close Axigen deals. All via our friendly online trainings.

### **ADD YOUR OWN SERVICES**

Cash in on your technical expertise — offer your customers technical support in your language, backed by our support team. Top up with custom setup and integration services.

### **GET AXIGEN CERTIFICATIONS**

Master the ins and outs of installing, configuring, and managing Axigen in various types of environments. Get certified and start bundling your own value added services.

### **LEVERAGE SPECIAL PARTNER OFFERS**

Check out our dedicated offers section in the Partner Brigade and take advantage of special promotions, applicable exclusively through our channel partners network.

### **NFR LICENSE & TECH ASSISTANCE**

Get your NFR license, for your own use, as well as free access to pre-sales and technical support to assist you in your deals. Did we mention that Axigen's tech support is available 24/7?

Become a partner

[axigen.com/partners/#signup](https://axigen.com/partners/#signup)