



INTRODUCING:



Channel Partners have been crucial to the success and growth of the Nitro organization globally. We are extremely grateful to the ecosystem of partners who have worked and supported Nitro from the initial release of Nitro Pro right up to the launch of the Nitro Productivity Suite including PDF Productivity, eSigning and Nitro Analytics.

Today, Nitro partners are playing a vital role in helping their customers adjust to remote working. The business continuity solutions they're delivering during this global pandemic will be the foundation of workplace productivity moving forward.

For Nitro, the future success of our Partner Program will hinge on our partners evolving and growing in alignment with our technology and company vision. We have launched the **Partner Acceleration Program** to make this a possibility.

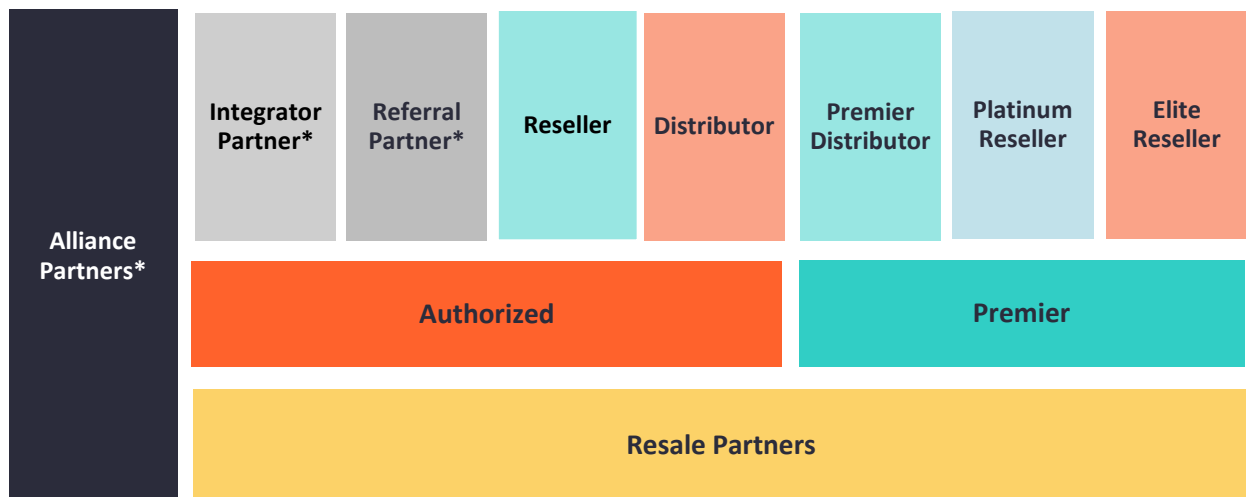
In this Program Guide, you will learn about the different partner types Nitro currently works with as well as whom we plan to work with in the future. The benefits of the program are outlined as well as what Nitro aims to provide each partner.

If you have any questions in relation to the Nitro Partner Acceleration Program please reach out to your Channel Manager or contact reseller@gonitro.com

This guide represents the Nitro Partner Program effective May 1st 2021 through Sept 30th 2021. Throughout this guide we refer to Nitro Inc as "Nitro", the Nitro Partner Program as "Program" and Nitro Authorized or Premier Partners as "Partners".

The Nitro Partner Acceleration Program: Partner Types

Nitro currently has a very successful and robust ecosystem of resellers and distributors around the globe. Through the **Nitro Partner Acceleration Program** we have now tiered, tuned and extended our ecosystem to encompass easier ways for resale partners to invest and grow their Nitro business as well as embracing System Integrators and Alliance Partners*. Below you'll see the framework of partner types within the program and the new tiering levels we've introduced in 2021. The partner types and tiers have access to a variety of extensive support mechanisms from Nitro and will be rewarded for their support and continued partnership.



*Nitro Technical Alliance Partner Program, Integrator Program and Referral Program all launching in 2H of 2021

Many of our partners today buy through distribution and all are important to Nitro's success. Consequently, the program provides for structured progression against mutually agreed business plans in terms of how a distributor moves from Authorized to Premier and the revenue benefits associated with these statuses. Some Resale Partners also have direct relationships with Nitro which under the new program are considered Premier Partners.



Our direct resale partner relationships with Nitro are also valued in terms of progression from Platinum to Elite. The program itself is designed to provide clear guidance and collaboration on goals, investments, discounts, incentives, and rebates whilst utilizing our new Partner Portal opportunity and lead registration facilities.

Partners and distributors can earn higher levels within the program year based on the achievement of the thresholds for the new level as defined in the program framework and subsequent business plans established between the partner and Nitro.



Nitro Partner Acceleration Program: Tiering / Geo's / Partner Certifications

Partner Levels

The program has been built to reward resale and distribution partners who drive strong results and collaborate with Nitro to provide the best possible service and solution to the customer.

These types of partners are valued in the program as either Authorized or Premier Partners. The table below highlights what these partners have access to depending on whether they are Authorized or Premier Partner.

On page 5 you'll see the full matrix of what the Partner Acceleration Program includes. There are requirements, competencies, commitments, and capabilities for all types and levels of partners, all of which are designed to make your Nitro Partnership more profitable!

Geographical Split

All quotas within this program will be dependent on the region your business will be transacted in. Regions are categorised based on their relative progress in commercial development.

Partner Certifications and Partner Portal Access

All Premier Partners will have access to the new Nitro Partner Portal. Sales and Marketing materials will be available through this portal and the portal is where you can register your Nitro Leads and Opportunities going forward. Nitro's Partner Training platform is also available through the Partner Portal. Here you can access Sales Certifications and training material.

For more details on the Nitro Partner Portal and Certifications please contact your channel manager.

Nitro Partner Acceleration Program: Partner Benefits

Partner Benefits	Partner Level (Reseller or Distributor)	
	Authorized	Premier
Authorized to Resell Product / Solutions	✓	✓
Use of Nitro Partner Program Logo	✓	✓
Named Partner Manager		✓
Referral Program, Incentives & Assistance	✓	✓
Sales & Technical Certifications		✓
Deal Registration Discounts	✓	✓
Low-Touch Maintenance Renewals		✓
Access to MDF for Marketing Activities		✓
Access to SE for Technical Assistance		✓
Inclusion in Web Site Partner Listings		✓
Annual Revenue Commitment		✓
Elevated Program Rebates		✓
Annual Revenue Commitment		✓
Elevated Program Rebates		✓
Business Planning		✓
Support & Technical Assistance		✓
Pre-Release Product Briefings		✓

Nitro Partner Acceleration Program: Program Matrix

Geo	Mature Markets (NA)				Developing Markets (EMEA)				Emerging Markets (ROW)			
Requirements	Authorized Reseller/Disti	Premier Distributor	Platinum Reseller	Elite Reseller	Authorized Reseller/Disti	Premier Distributor	Platinum Reseller	Elite	Authorized Reseller/Disti	Premier Distributor	Platinum Reseller	Elite
ARR New Sales Quota (Acquire)		\$500K+	\$350K+	\$500K+	<input type="checkbox"/>	\$350K	\$250K	\$350K	<input type="checkbox"/>	\$250K	\$150K	\$250K
ARR New Sales Quota (Expand)	<input type="checkbox"/>	\$500K+	\$350K+	\$500K+	<input type="checkbox"/>	\$300K	\$150K	\$300K	<input type="checkbox"/>	\$150K	\$100K	\$150K
ARR Renewal Quota / Rate (Retain)	<input type="checkbox"/>	90%	90%	90%	<input type="checkbox"/>	90%	90%	90%	<input type="checkbox"/>	90%	90%	90%
Pipeline (3x Min)	<input type="checkbox"/>	\$3M	\$2M	\$3M	<input type="checkbox"/>	\$2M	\$1.2M	\$2M	<input type="checkbox"/>	\$1.2M	\$750K	\$1.2M
Competencies	Authorized	Distributor	Platinum	Elite	Authorized	Distributor	Platinum	Elite	Authorized	Distributor	Platinum	Elite
Minimum Sales Certified Associates	0	5	20	40	0	2	15	30	0	1	10	20
Minimum Certified Specialists	0	1	2	5	0	1	2	3	0	1	1	2
Certified Partner Trainer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Technical Support Level 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
NFR License Use & Demo Capability	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services & Training Delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Geo	Mature Markets (NA)				Developing Markets (EMEA)				Emerging Markets (ROW)			
Commitment	Authorized	Distributor	Platinum	Elite	Authorized	Distributor	Platinum	Elite	Authorized	Distributor	Platinum	Elite
Annual Business Plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Reviews	<input checked="" type="checkbox"/>	Bi-Annual	Bi-Annual	Quarterly	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner Portal Access: Deal Registration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner Portal Access: Lead Registration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Signed Reseller Agreement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Minimum Marketing MDF (%)	<input checked="" type="checkbox"/>	2%	4%	5%	<input checked="" type="checkbox"/>	2%	4%	5%	<input checked="" type="checkbox"/>	2%	4%	5%
Product Roadmap Briefings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Coming Soon: Nitro Partner Services

We are very much aware that our partner community is reliant on the services revenue that supports their software portfolios. Nitro is focusing on building out a services offering for partners which will greatly improve the profitability of your Nitro Partnership. We will be bringing you more details on this later in the year but below is a snapshot of the offerings that we are working through.

VAR/VAD Partner Services

- Channel API Analytics
- Vertical Templates
- Authorized Trainers
- Certified Demo Specialists
- Cloud Strategy Alignment
- Asset / License Management
- Localization
- Cloud Managed Services

Core Services

- Pre-Sales Specialists
- Security, SSO
- Customer Success & Support
- Standard Training
- Customized Workflow Training
- Utilization Analytics
- Localization

Integrator Services

- Productivity Practice Build
- Business Workflow Solutions
- Solution API Leverage
- Platform Integrations
- Business Intelligence
- Analytics Integration / Feeds
- Data Science / ML services
- CSP Solutions