



T S A N E T

Extending TSANet to your Partners

What is TSANet...

TSANet is a global collaborative alliance consisting of hundreds of Technology companies working together to improve their customers' support experiences.



- Hardware and Software Vendors
- System Integrators and Service Providers
- Distributors and Value Added Resellers

Why use TSANet for Partner Support?

- ❑ A Not-For-Profit Vendor Neutral Organization focused on Multi Vendor Support
- ❑ Quickly establish a collaboration path between you and your partners
- ❑ Save time onboarding and managing your partners

“TSANET IS THE SMART SOLUTION FOR INDUSTRY MULTI VENDOR SUPPORT”

Armando Calderon
IBM Corp



**STRATEGIC
PARTNERS**



**TECHNOLOGY
PARTNERS**



**CHANNEL
PARTNERS**

SOLVE MULTI VENDOR PROBLEMS **FASTER & EASIER** WITH TSANET

Solve Multi Vendor Problems Faster & Easier

Use TSANet's Legal and Operational Framework



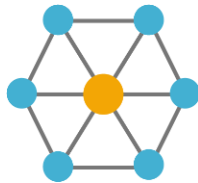
Legal Framework



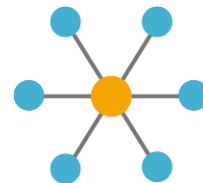
TSANet Connect



Integrate your Systems



Solution Support



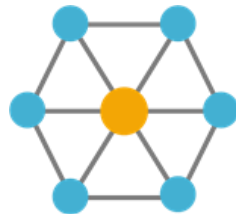
Technology Partner Programs



Channel Support Partners

Partner Groups and Limited Members

- ❑ Allows members to utilize an existing framework to quickly establish relationships
- ❑ Creates customized relationship(s) with specific terms that duplicates individual Cooperative Support Agreements but under an accepted vendor-neutral platform negating legal hold-ups
- ❑ A neutral site allowing all partners a single portal to view and update collaboration and escalation information.
- ❑ Two types: **Solution Support** and **Partner Programs**



Many – Many or One – One
Supporting Solutions with Strategic Partners
Basic and Premium Members



One to Many
Supporting Technology or Channel Partner Programs
Basic, Premium and **Limited** Members

Extend for your Solution Support



Fast track partner collaboration through TSANet's integrated Solution Support framework. Use our Cross-Vendor Platform for easy collaboration between partners.

- ❑ An online portal provides tools for collaboration, document sharing and unique features specific to your Partner Group
- ❑ Use TSANet Connect to collaborate from within your existing systems
- ❑ FlexPod Solution Support is a best practice case study for multi vendor support

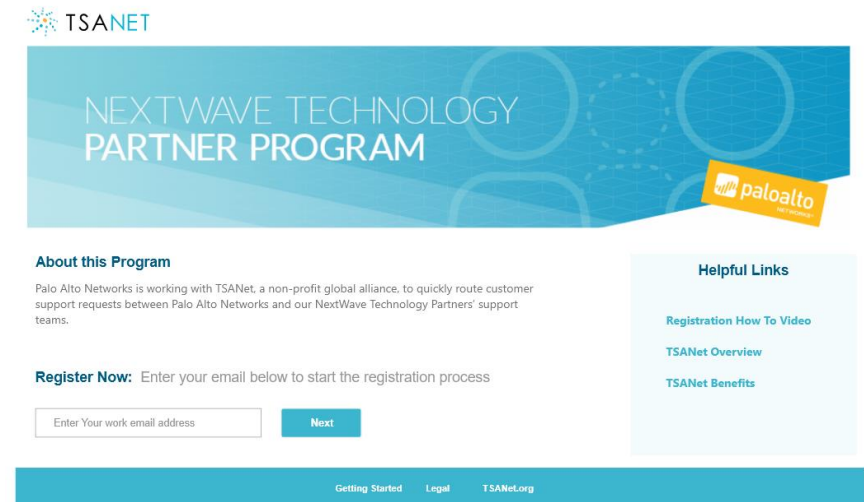


Extend to your Technology Partners

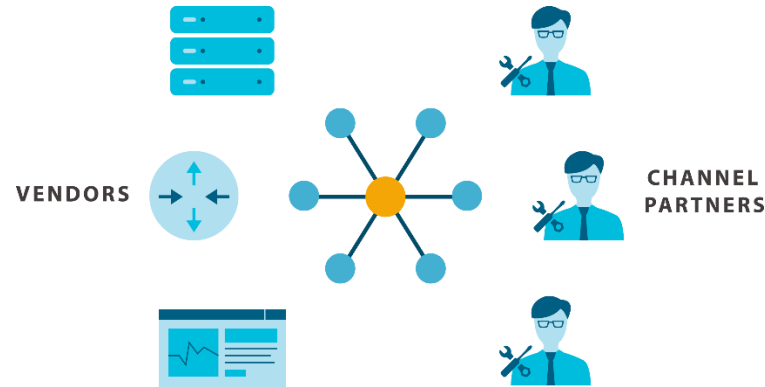


Easily establish a two-way collaborative mechanism with your partner network. Members may utilize TSANet to provide a hosted collaboration path with their partners.

- ❑ A co-branded registration page provides simple Partner registration and onboarding to your group
- ❑ An online portal provides tools for collaboration, document sharing and unique features specific to your requirements
- ❑ Use TSANet Connect to collaborate from within your existing systems



Extend to your Channel Support Partners

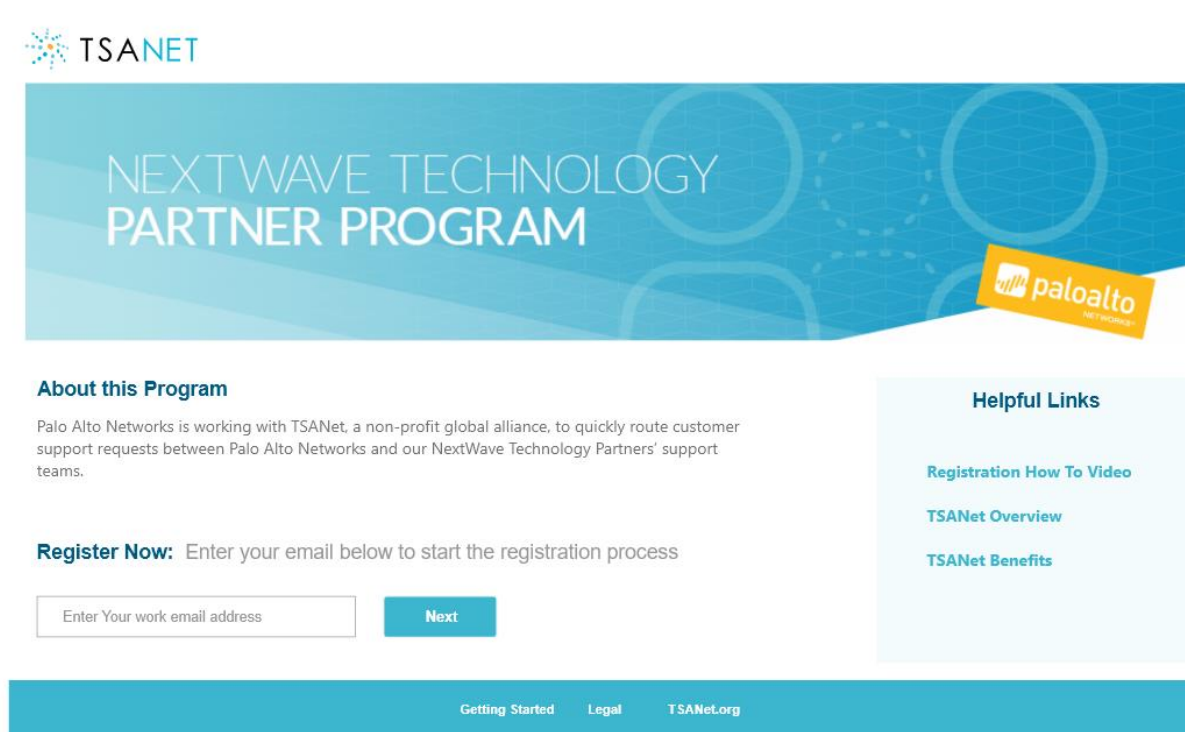


The world's leading multi vendor collaborative support network is available for your service providers, distributors, system integrators and value added resellers.

- Add Service Providers or System Integrators to your **Solution Support** groups
- Create a **Partner Program** for your Channel Support Partners
- Partner groups include a co-branded registration page and supporting marketing materials
- Channel Partners can also join as Basic or Premium Members

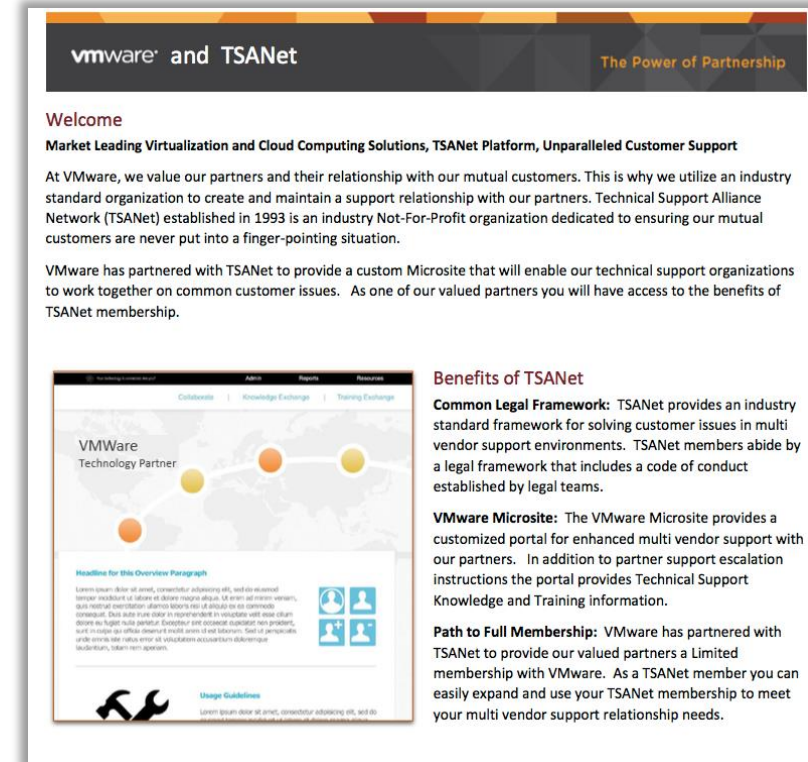
Marketing Your Custom Group

Co-Branded Registration Site



The screenshot shows the registration page for the NextWave Technology Partner Program. At the top left is the TSANet logo. The main header features the text "NEXTWAVE TECHNOLOGY PARTNER PROGRAM" in white on a blue background, with a Palo Alto Networks logo in the bottom right corner. Below the header, there are three sections: "About this Program" which states that Palo Alto Networks is working with TSANet to route support requests; "Register Now:" which includes a text input field for a work email address and a "Next" button; and "Helpful Links" which lists "Registration How To Video", "TSANet Overview", and "TSANet Benefits". At the bottom, there are links for "Getting Started", "Legal", and "TSANet.org".

Co-Branded Benefits Brief



The screenshot shows a document titled "vmware and TSANet" with the subtitle "The Power of Partnership". It includes a "Welcome" section, a "Market Leading Virtualization and Cloud Computing Solutions, TSANet Platform, Unparalleled Customer Support" section, and a paragraph explaining the partnership. Below this is a screenshot of a VMware Technology Partner microsite. To the right of the microsite screenshot is a "Benefits of TSANet" section with three sub-sections: "Common Legal Framework", "VMware Microsite", and "Path to Full Membership".

<https://tsanet.org/join-a-partner-program/>

Create Partner Collaboration Case

Find a Partner / Department...



Your Favorites...



Company Notes [Edit](#)

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TSANet News

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- ❑ Simple user interface provides consistent method for creating a collaboration case with other Members
- ❑ Process includes integrated escalation management
- ❑ API first architecture allows members to integrate their systems

A neutral site allowing all partners a single portal to create a collaboration case with other Members.



TSANET – Integrate your Systems



API first architecture allows members to integrate their internal processes and systems.

- ❑ Use your systems native API to automatically create tickets
- ❑ Reference integrations are available for the most common systems (Salesforce, Zendesk and others...)
- ❑ Work with TSANet to create a custom integration



Custom Group Pricing

Open Group Members Joining a Group

- Included in your membership (Can join any Custom Group)

Host Member Creating a Group

- \$2500 One time fee to start the group
- Fee waived for Global Premiums if 50 partners or more

Limited Members Joining a Group

- Limited members pay \$500 for each group they join

Or

- Host can pay for Limited members to join at a reduced rate (Contact TSA Net for pricing)

Process to Create a Custom Group...

Contact us to setup a call (with your Partner Manager)

- Will set the scope of the group (Region, product...)
- Will review group options
- Will provide a demo of registration process and Microsite

TSANet will then

- Work with you to create the co-branded marketing materials
- Setup your Custom Group including the registration page and Microsite
- Work with your Partner Manager to onboard your partners
- Work with your Partner Manager to establish ongoing management processes

To Learn More...



TSANet.org



Membership@TSANet.org