



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 and maintain 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



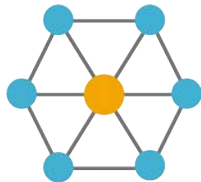
Legal Framework



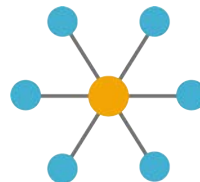
TSANet Connect



Integrate your Systems



Solution Support



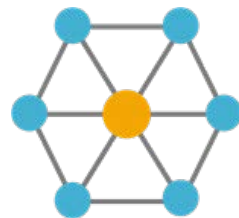
Technology Partner Programs



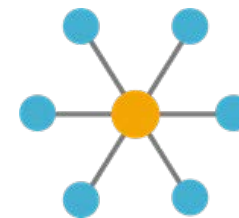
Regional Focus Groups

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**
- ❑ Premium Members also have a **Default** program that can be used to add Partners



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 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

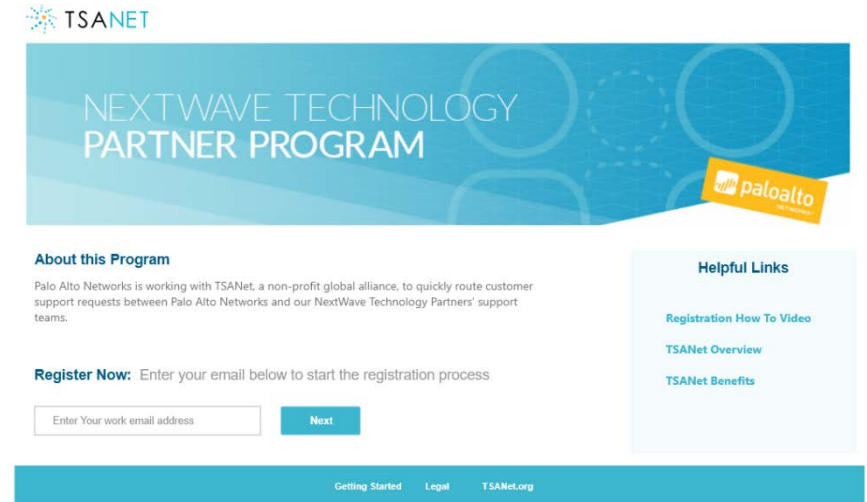


Extend to Technology or Channel Support Partners



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



Marketing Your Custom Group

Co-Branded Registration Site

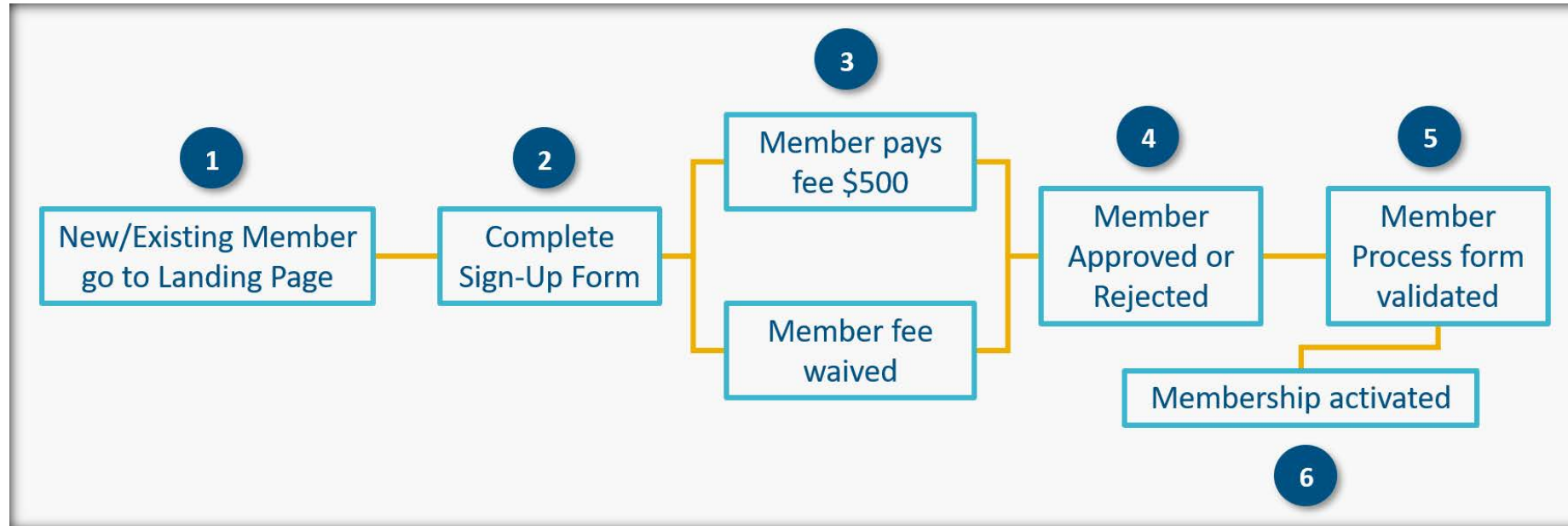
The screenshot shows the registration page for the NextWave Technology Partner Program. At the top left is the TSANet logo. The main header features the text "NEXTWAVE TECHNOLOGY PARTNER PROGRAM" in white on a blue background, with a Palo Alto Networks logo in the bottom right corner. Below the header, there are three sections: "About this Program" with a paragraph about Palo Alto Networks' partnership with TSANet; "Register Now:" with a form field for "Enter Your work email address" and a "Next" button; and "Helpful Links" with three links: "Registration How To Video", "TSANet Overview", and "TSANet Benefits". A footer contains links for "Getting Started", "Legal", and "TSANet.org".

Co-Branded Benefits Brief

The screenshot shows a benefits brief for VMware and TSANet. The header includes the VMware and TSANet logos and the tagline "The Power of Partnership". The content is organized into several sections: "Welcome" with a sub-header "Market Leading Virtualization and Cloud Computing Solutions, TSANet Platform, Unparalleled Customer Support" and a paragraph about the partnership; "Benefits of TSANet" with three sub-sections: "Common Legal Framework" (industry standard framework), "VMware Microsite" (customized portal for support), and "Path to Full Membership" (limited membership with VMware); and a "Usage Guidelines" section at the bottom. A small graphic of a globe with three orange dots is positioned between the "Welcome" and "Benefits of TSANet" sections.

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

Partner Onboarding Overview



- Steps 1-3 are completed by the Partner through the registration page
- TSANet and Host Member agree in advance on Partners or obtain approvals as needed
- TSANet work with the Partner to validate their inbound process before taking them live (**New for 2021**)

NEXTWAVE TECHNOLOGY PARTNER PROGRAM



About this Program

Palo Alto Networks is working with TSANet, a non-profit global alliance, to quickly route customer support requests between Palo Alto Networks and our NextWave Technology Partners' support teams.

Register Now: Enter your email below to start the registration process

Next

Helpful Links


[Registration How To Video](#)

[TSANet Overview](#)

[TSANet Benefits](#)


Streamlined onboarding for Existing Members


You are a Premium Member 


Accept Partner Addendum 


No Action Required

This group uses your existing Basic / Premium Addendum

Select Support Process 

Select Existing Process or Request a New One 

Confirm User Access 

Select User Access Method (Open to All or Restricted) 

[Submit](#)

[Save and Finish Later](#)

New Limited Member – Contact Details



Logout

Company Information

Company	<input type="text" value="Enter your Company Name"/>
Address	<input type="text" value="Company Address"/>
City	<input type="text" value="Enter City"/>
State / Province	<input type="text" value="Enter State"/>
Postal Code	<input type="text" value="Enter Postal Code"/>
Country	<input type="text" value="Select Country"/> 

Your Information

First Name	<input type="text" value="Your First Name"/>
Last Name	<input type="text" value="Your Last Name"/>
Email	<input type="text" value="Your Email"/>
Phone	<input type="text" value="Your Phone"/>
Password	<input type="text" value="Create a password"/>
Confirm Password	<input type="text" value="Confirm password"/>



Next

Save and Finish Later

New Limited Member – Agree and Pay



Accept Legal Agreements i

- Code of Conduct - Baseline agreement for all TSANet Members
- Database License - For use of the TSANet Connect system
- Partner Program Addendum - Details for working with this Member

Payment i

No Payment Required

VMware is paying for your Limited Membership.
This is a savings of \$500 per year for your company!



Next

Save and Finish Later



New Limited Member – Create Process

i Your Inbound Process — When completed an email will be sent to the support manager.

Support Hours:	<input type="text" value="Enter Support Hours"/>	Enter your support phone number	<input type="text" value="Enter Your Phone Number"/>
Products Supported:	<input type="text" value="Enter Products Supported"/>		
Support Email Alias	<input type="text" value="Enter Support Email Alias"/>	View Sample Form	
Support Manager First Name	<input type="text" value="Enter Support Manager First Name"/>	Submit Save and Finish Later	
Support Manager Last Name	<input type="text" value="Enter Support Manager Last Name"/>		
Support Manager's Email	<input type="text" value="Enter Support Manager's Email"/>		



TSANet Connect - Limited Interface...



Logout

Collaborate with Your Partners

Add Partners

Your Limited Membership



Limited Member Training »

View the limited Member training video



Limited Membership Details »

Details about your Limited Membership



TSANet Membership Options »

View TSANet Membership options

TSANet News

[View All »](#)



TSANet elects new officer for 2019 »

TSANet Vice Chairperson position filled by Deepak Chawla, Vice President of Worldwide Support, Nutanix OVERLAND PARK, Kan., Oct. 21, 2019 — TSANet (Technical Support Alliance Network), the In...



Francoise Tourniaire from FT Works provides industry update on AI in Support »

Francoise Tourniaire from FT Works provided an industry update on AI in support during the North America focus group meeting. The presentation included uses case in various areas of support that b...



VMware hosts TSANet North America Focus Group meeting »

The TSANet North America focus group met on Oct 2nd, 2019 at the VMware facility in Palo Alto, CA. This was the largest focus group meeting with 40 participants representing NetApp, Pure Storage, R...

Manage your Groups...



Dashboard menu items:

- Company**: View membership details, define key roles and configure departments
- Users**: Configure how your users access the Member Web. Manage user access levels.
- Inbound Process**: Setup how other members contact your organization. Configure notification email.
- Partner Groups** (highlighted with a red dot): View Partner Groups you host or participate in. Create new Partner Groups.
- Reports**: View user activity. Partner requests and learn ways to improve usage.

Partner Groups - To create a new group or change existing [Contact TSAnet](#)

Name	Type	Host	User Access	Process
FlexPod	Solution Support	NetApp	Open	FlexPod Special
Tech Connect	Technology Partners	Dell EMC	Open	Main Inbound
Tech Connect	Technology Partners	NetApp	Open	Main Inbound
Top Secret	Solution Support	Cisco	Restricted	Cisco Special

Manage your Groups...



VMware Technology Alliance Partners (TAP) — To make changes

Contact TSANet

Partner Groups > VMware Technology Alliance Partners (TAP)

Group Name: VMware Technology Alliance Partners (TAP)

Group Type: Partner Program

Partner Registration: <https://vmware-tap.connect.tsanet.org>

Partner Addendum: [13.05061947000000.pdf](#)

Inbound Process: Global Support

Internal User Access: All

SLA Details: Using default SLA details

Partners

Page 1 of 29 > >>

Name ↓	Collaboration Process	Type
10ZIG Technology 10ZIG Technology	Default	Department
AC & NC AC & NC Corporate Support	Default	Department
AD Consulting Spa	Basic Support	Company
AIC Default	VMware Customer Support Community (TAP)	Department
AISHU AISHU	Default	Department
AMAX Information Technologies AMAX Information Technologies	Default	Department
AMD AMD	Default	Department

Documents

Add Document/Link

Name ↓

Partner

No Data Available.

Add Group Documents...

Support Hours:
7/24/365

 **redhat - Flexpod Solution Support** ★

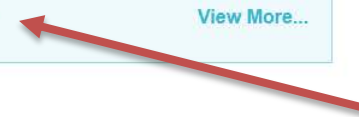
Products Supported:
Flexpod Product X

Internal Notes: Internal Notes are displayed here.

[View More...](#)

Group Documents: [FlexPod Compatability Guide](#)

[View More...](#)



Shows first document and user can expand to show all

Cisco Contact

Problem Information

Common Customer Contact (Support Contract Required)



 Display response time information based on Priority selected

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 ([New for 2021 - Partner Program Playbook](#))
- 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

Custom Group Pricing

Open Group Members Joining a Group

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

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 TSANet for pricing)

Up to 25	\$200 per member
26 to 50	\$150 per member
51 to 100	\$100 per member
101 to 200	\$75 per member
201 to 400	\$50 per member
400+	Call TSANet

Top Partner Programs

Partner Program	Number of Partners
VMware TAP	276
Red Hat Connect	172
Palo Alto Networks - Nextwave	143
Nutanix - Technology Alliance	121
Cisco	64
Veritas Technology Ecosystem Program (VTE)	58
Dell EMC – Tech Connect	46

To Learn More...



TSANet.org



Membership@TSANet.org