



T S A N E T

Technology Partner Program Playbook

Version History

Date Changed	Version	Author	Changes
April 5, 2021	1 .0	Dennis Smeltzer and Brittany Jimerson	First version
Dec 20, 2022	1.1	Brittany Jimerson	Updates to reflect new Membership Model
June 22, 2023	2.0	Paul Esch	Major Update – Now includes best practices

Table of Contents

<i>Technology Partner Program Playbook</i>	1
Version History.....	2
Executive Summary.....	3
Consistent Collaboration Process	3
Onboarding and Ongoing Management.....	3
Cost Savings	3
Types of Partner Groups.....	4
Partner Program Best Practices.....	5
Support and Partner Team Alignment	5
Validated Configurations	6
Onboarding and Ongoing Management.....	6
The requirement to Join TSANet	6
Partner Program Costs.....	7
Member Pay	7
Host Pay.....	7
Partner Program Decisions	7
Marketing Tasks	8
Partner Program Onboarding	9
Partner Sign Up (Step 1-3)	10
Sign Up Approval (Step 4)	10
Process Validation (Step 5-6).....	10
Partner Program Ongoing Management.....	10
Process for adding and removing members.....	10
The renewal process for Member paid partner programs.....	11
Renewal Process for the Host.....	11
Process for escalating Limited Member issues	11
A: Default Partner Addendum.....	11
B: Checklist.....	12

Executive Summary

Technology vendors must partner with each other to bring solutions to the market to meet market demands and customer expectations. To support these requirements, vendors establish Partner Programs to enable consistent sales and support processes. Customers want confidence that each partner fully supports the solution throughout the lifecycle.

Without a consistent method of working with Partners, the administration to maintain individual processes becomes burdensome and seemingly impossible. Then, when it's most important, and a customer is in the balance, the process designed to enhance the customer experience fails.

TSANet solves this challenge by providing a best practices framework and allows Sales teams to sell with confidence and Support teams to provide support with confidence. This partner program playbook details how TSANet provides your organization with a plug-and-play best practices process for managing and collaborating with your many Partners.

Consistent Collaboration Process

The TSANet Connect system provides a consistent method for collaborating with other Members. This system can be integrated into your existing systems and processes, providing an efficient method for collaboration on multi-vendor issues.

Onboarding and Ongoing Management

TSANet onboards your Partners to your group and verifies that the collaboration process, including escalation, is in place. TSANet also provides ongoing management in close collaboration with your Partner and Support teams.

Cost Savings

The Table below shows the steps needed to establish a single Partner Support relationship and the time and cost associated. It is estimated that a minimum cost of \$10,000 with a 3-month timeline is needed to establish each relationship. Ongoing management of the relationship has an estimated cost of \$5,000 each. The Chart below compares Partner Management with and without TSANet. See Partner Program costs for options and pricing.

Task	Without TSANet (3 months /10k+)	With TSANet (days / low cost)
Organize stakeholders	1-week	TSANet provides
Define Support Requirements	2-weeks	TSANet Provides best Practice
Agree Service Levels	1 week	TSANet Provides best practice and monitors compliance
Define and test collaboration process	3-weeks (More if no existing process exists)	TSANet Provides
Create Legal Agreement	1 month (More if no legal template exists)	TSANet Provides common legal framework
Document and train support engineers	1 week (More if no existing method exists)	TSANet Provides consistent process through TSANet Connect
Ongoing Management	1 week / year	TSANet Provides

Collaborative Support Process – Task List

Types of Partner Groups

The image below summarizes the Partner Models used by Vendors and supported by TSANet.

Partner Alliance
Technology Partner Programs

Customer finds **validated configurations** from a vendor marketplace

Support model documented for Customers and Partners with TSANet collaborative support commitment

Strategic Partner
OEM, Solution

Customer buys solution from vendor that has **integrated technology**

Customer Support provided by lead vendor. Back line product support in place with other vendors.

The TSANet Partner Program relationship infrastructure is flexible and supports any workflow required between Partners. These groups can take several forms:

1. Support a Technology Alliance Program with bi-directional collaboration capability.
2. Support a Vendor Marketplace where a Cloud Provider allows customers to add technologies from other vendors to their environment.
3. Support an OEM relationship where Vendor A is responsible for Customer Support and escalates technical issues to Vendor B.
4. A Solution Support Model where 3 or more vendors can collaborate on a multi-vendor solution.

Partner Program Best Practices

Red Hat, VMware, and Nutanix shared their best practices with Partner programs during a webinar in May of 2023. View the recording below:

<https://tsanet.org/tsanet-partner-program-best-practices-nutanix-red-hat-and-vmware-webinar/>

This Webinar highlighted several best practices that we find with all successful Partner Programs.

Support and Partner Team Alignment

The best organizations have alignment and close working relationships between the Partner Alliance and Support teams. This allows for a common approach to onboarding and ongoing

management of partners and ensures that processes are in place to deliver a great customer experience with Partner solutions. Below are a few quotes that show the common goals of these teams.

“Leveraging TSANet allows our Sales team to sell with confidence and Support teams to provide support with confidence.” - Nutanix

“Customer satisfaction is paramount; therefore, both the partner and Palo Alto Networks must work to jointly resolve integration issues identified by shared customers” – Palo Alto Networks

TSANet works with both Support and Partner Managers to meet whatever collaboration path is needed to meet your customers’ expectations. The process includes testing and validating support cases with your partners via the [TSANet Connect platform](#) to ensure a direct path between you and your partner network.

Validated Configurations

One of the requirements for Partners is to test and maintain a validated configuration. This is required to maintain a marketplace listing. These validated configurations include versions so the customer can ensure both solution parts are appropriately updated. This information is displayed in the Marketplace for customers to view.

Onboarding and Ongoing Management

TSANet solves the problem of keeping your partner's information up-to-date and ensuring the path for collaboration is functional and with a backup escalation path. TSANet works with the partner to validate the process and escalation instructions during the Partner sign-up process.

To maintain the partner program, TSANet hosts quarterly meetings with the Partner team to work on exceptions and ensure that changes in partner status are reflected in the system.

As TSANet manages many Partner programs, changes in Partner contacts or processes are proactively managed, off-loading much of the administration partner updates. TSANet provides a single portal for members to engage and keep their information current.

The requirement to Join TSANet

The requirement to join TSANet is clearly defined in the Partner Program document that the partner agrees to when they join the Members Partner Program. TSANet works with the partner manager to create marketing materials that explain TSANet and the importance of

membership in supporting the joint solution. Having TSANet Membership as a clear requirement for partner compliance allows TSANet to properly represent the host and ensure that all their Partners are onboarded to the TSANet Connect Platform.

Partner Program Costs

During setup, the Host Member can decide how they want to pay for the Partner Program.

Member Pay

In this model, the Partner who joins the program will pay \$500/year for the relationship. TSANet bills the partner during sign-up and renewal.

Host Pay

For Host Pay, the joining Partner can join for free, and the Host is billed yearly based on the number of Partners in the group.

- 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

Partner Program Decisions

Partner Program creation is collaborative between the member (host) and TSANet staff. TSANet will consult with the host to define the critical decisions before implementation.


- **Define Program Name:** The name of the group. Note that this is visible to Members of the group.
- **Define Primary Contact:** this is the key contact used to approve members and work any exceptions during onboarding.
- **Define Group Type:** Solution Support or Partner Program
- **Define what email address should be notified when members sign-up:** for example primary contact email or alias
- **Define process form:** You may decide to create a new contact process for members of the group as opposed to using an existing process.
- **Define initial response SLAs:** TSANet recommends using standard SLAs, but custom SLAs are possible.


- **Define Internal User Access:** TSANet recommends using Open Access, but restricted access is possible.
- **Define communication template(s) and sender.**
 - **Communication Template:** email template sent to the partner during the sign-up process.
 - **Sender:** sent from the Host or TSANet. TSANet recommends the Host.
- **Define the Legal Addendum** TSANet recommends utilizing the TSANet default addendum. (See appendix).

Marketing Tasks

TSANet will assist in the marketing of your Partner Program. We will create your Co-Branded Registration page. The TSANet Registration page is an automated portal where your partners can quickly join TSANet and connect with you.

On the Co-Branded Registration page, we will create a custom banner. We ask that you provide us with your partner program logo or company logo in EPS or SVG format. If you elect to create the banner on the registration page, the banner dimensions are: 1468 px (W) x 300px (H). Please send back a PNG or JPEG file.

TSANET CONNECT 



Red Hat

PARTNER CONNECT

About this Program:
Red Hat Partner Connect is a program for commercial hardware and software vendors who want to learn, adopt and certify their products on the Red Hat portfolio of products including Red Hat Enterprise Linux and Red Hat OpenShift.

As part of the infrastructure to support a robust ecosystem, Red Hat has established a collaborative group through TSANet to facilitate 1:1 engagement with Red Hat Global Support Services. This allows us to establish bi-directional support processes, enabling both your and Red Hat's support team members a common platform for engaging on mutual customer issues. It also simplifies the administration and maintenance of the points of contact and process details for both sides.

By registering below, you will be joining TSANet as a **Limited Member**. The cost of this TSANet membership is covered by Red Hat, as part of the benefits for partners in the program. TSANet is a vendor-neutral, not-for-profit organization founded in 1993. Red Hat is using a private community in the TSANet global infrastructure to facilitate collaboration between Red Hat, Inc. and its partners.

For problems contact TSANet at membership@tsanet.org or +1 913 345 9311


Register Now: Enter your Email below to start the registration process.

Next


Helpful Links

- [Registration How To Video](#)
- [TSANet Website](#)
- [Red Hat Connect for Technology Partners](#)
- [TSANet Benefits](#)

TSANet will create a TSANet Benefits brief for your partners. The TSANet Benefits brief is a marketing document that provides a high-level overview of the partner program and benefits of TSANet.



NUTANIX Partner Program



T S A N E T

Welcome


At Nutanix, we value our partners and their relationship with our mutual customers. This is why we utilize an industry standard organization to create and maintain a support relationship with our partners. Technical Support Alliance Network (TSANet) established in 1993 is an industry Not-For-Profit organization dedicated to ensuring our mutual customers are never put into a finger-pointing situation.

The Nutanix Partner Program has established a partnership with TSANet to provide a collaboration platform that will enable our technical support organizations to work together on common customer issues. As one of our valued partners you will have access to the benefits of TSANet membership.

Benefits of TSANet

Common Legal Framework: TSANet provides an industry standard framework for solving customer issues in multi-vendor support environments. TSANet members abide by a code of conduct when working customer issues.

TSANet Connect: Nutanix has implemented the latest collaboration platform which allows partners to submit a support request via a simple contact form. Once submitted, the partner will receive confirmation of the request and each case will be escalated if not responded to within the defined guidelines. The TSANet Connect platform is bi-directional allowing the host to also submit a request. Additional information specific to the partner program such as support documents, etc. are also available for partners.



Path to Full Membership: Nutanix has partnered with TSANet to provide our valued partners a Limited membership with Nutanix. As a TSANet member you can easily expand and use your TSANet membership to meet your multi vendor support relationship needs.

Register Now

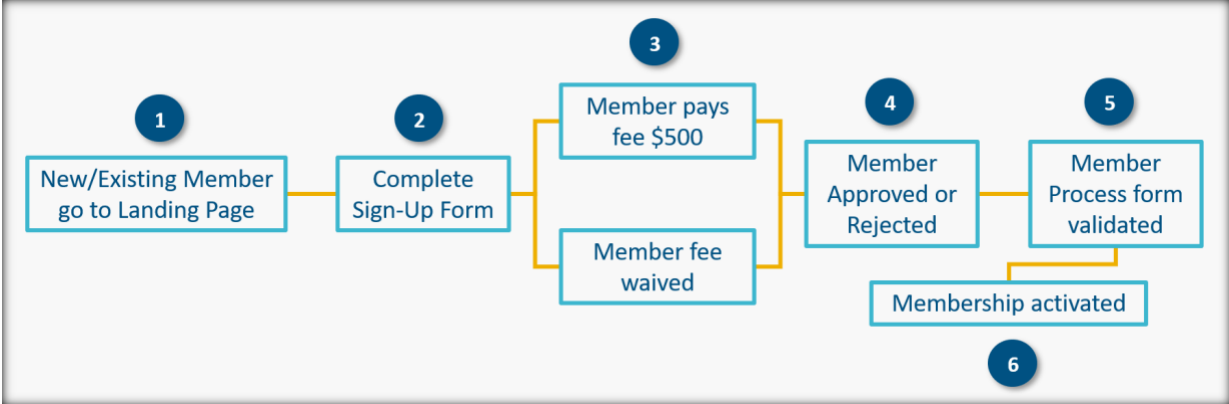
Register for your TSANet Limited membership at the Nutanix TSANet registration page:
<https://nutanix-partners.connect.tsanet.org>

This registration process will require documentation of your support process by your Technical Support management. For further information, please contact TSANet at membership@tsanet.org

Please note: The page title, verbiage, and URL can be customized.

Partner Program Onboarding

TSANet will assist in the on-boarding of new and existing members. This is a collaborative process best defined prior to implementation and customized to each host.



Partner Sign Up (Step 1-3)

Partner on-boarding occurs via a dedicated landing page, which walks the joining member through the sign-up process, including non-members joining the alliance. This process includes joining paperwork, adding an inbound process, and paying dues if necessary. Existing members can join via the same portal and be directed to the proper paperwork path and inbound process options. After the partner signs up, the notification email is sent to the Host and the member.

Sign Up Approval (Step 4)

In cases where members have been pre-approved, a simple list provided to TSANet staff can bypass the host approval process. We notify the host for validation if a member has yet to be pre-approved.

Process Validation (Step 5-6)

Once the partner is approved, TSANet will test the partner's inbound process, or the host can validate the partner's inbound process. Validation includes the partner acknowledging receipt of the test case and responding. After their support process is validated, TSANet will activate the partner in TSANet Connect. The partner is sent their credentials and will have access to the contact process to collaborate with you. If the partner's support process fails, TSANet will work with the partner to validate the process before activation.

As an option, TSANet can coordinate a 30 min onboarding call to test the support process and answer questions.

Please note: A payment receipt is needed for member-paid groups before the Partner is taken live in TSANet Connect.

Partner Program Ongoing Management

TSANet will assist in the ongoing account management of new and existing members. This is a collaborative process and can be customized to each host.

Process for **adding** and removing members

If you would like to add a partner to your group, please direct them to your Partner Program landing page (<https://partner-program.connect.tsanet.org>). After receipt of their sign-up form and payment (member paid group only), TSANet or the host will validate their support process and take live in the system. Please note: TSANet can customize the ongoing management to fit your needs.

To remove a partner from the group, please contact us at membership@tsanet.org.

The renewal process for Member paid partner programs

TSANet will manage the renewal process for partners who pay membership dues. The partner will receive a Heads-Up email 45 days prior to their renewal date, and they will receive an invoice 30 days prior to their renewal date. If a partner does not renew within 90 days, we will terminate their membership after notifying the Host.

Renewal Process for the Host

Hosts who sponsor their partners will be billed per Limited member on an annual basis. The fee will exclude participating Open Group Members in the Custom relationship. The billing will be based on a snapshot of Limited members before their annual membership fee and can be included in the overall member dues invoice. The first invoice will come one year after the program start date.

The per-member fee is based on the following bands and will be billed accordingly:

- 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

Process for escalating Limited Member issues

When there is a merger/acquisition of a member, we will work directly with both companies to migrate their company data. If your partner is acquired by a member who is NOT part of your partner program, TSANet will contact the Host to discuss participation in the partner program.

Onboarding issues do occur from time to time. This includes a non-verified partner signing up or a partner providing insufficient or incorrect contact/support information. When this happens, we will work with the Host and the partner to resolve these issues.

When a Limited Member does not respond/acknowledge a TSANet Connect Case from you, TSANet will follow up with the partner to close the case.

Appendix

A: Default Partner Addendum

The TSANet Relationship Addendum is a part of the <legal framework> established and agreed to by all members. Specifically, the Addendum contains the elements and requirements of the relationship. The Addendum is a customizable document specific to each relationship, whereas TSANet has multiple templates for different types of relationships.

Addendums typically identify a host or sponsor and participants. In cases where multiple partners are joining, participants agree to the same code alleviating the need for separate CSAs. Elements of the Addendum include response times and are tied to the TSANet Code of Conduct, which contains confidentiality requirements. A default partner Addendum can be used as a template that most members find sufficient to support collaboration. However, TSANet members can work with TSANet staff to craft the Addendum to customize and meet members' needs.

B: Checklist

Partner Program Decisions

- Define Program Name
- Define Primary Contact
- Define if group is Host Paid or Member Paid
- Define what email address should be notified when members sign-up
- Define process form
- Define Initial Response SLAs
- Define Internal User Access
- Define communication template(s) and sender
- Review Default Legal Addendum and advise on changes

Marketing

- Create Landing Page
- Create Banner
- Create TSANet Benefits Document
- Host Review Registration Page

Partner Program Onboarding

- Partner signs up to Landing page
- Partner completes sign up form
- Partner is approved or rejected
- Validate Support Process
- Take Partner Live