



WEBSCALE



WEBSCALE PARTNER PLAYBOOK FOR DIGITAL COMMERCE AGENCIES

How to elevate your customer experience while creating new revenue streams in the modern, multi-cloud era

ABOUT THIS PLAYBOOK

Who this is for

This playbook is written for digital commerce agencies, consultants, web designers, developers, and System Integrators (SIs) that build high-quality user experiences for digital commerce brands, across a wide range of industries. These partners typically manage the design and (code) development for an online merchant and help retailers with digital transformation projects, site design and modernization, DevOps implementations, strategic business initiatives, as well as the adoption of cutting-edge infrastructure and optimization technologies, purpose-built for digital commerce.

Objectives

The goal of this playbook is to help you understand how you can enable online merchants to deliver exceptional digital experiences, improve conversions, and grow revenues, by offering cloud hosting, managed services, and automation, and by ensuring their web applications are always available, scalable, fast, and secure. Our goal is to also help you identify cloud hosting, migration, management, and automation opportunities in your existing customer base.

This playbook also provides valuable resources for enhancing customer satisfaction, building deeper and longer term customer engagements through potential new service offerings such as cloud hosting, developing strategies for marketing and selling, and driving new revenue opportunities with Webscale.

To get the most value out of this Playbook

-  Share it with your leadership, sales, marketing, support, and technical teams
-  Use resources available from Webscale to help maximize customer satisfaction and partner-driven revenue
-  Share feedback on how we can improve this playbook by emailing partnerplaybook@webscale.com.

Key Contacts

For all partner program related questions, reach out to our Channel Managers:

channelteam@webscale.com

For all sales inquiries or to refer a customer, reach out to our Account Executives:

sales@webscale.com

For co-marketing support and related questions, reach out to our Marketing team:

marketing@webscale.com

For customer support related requests and questions, reach out to our Support team:

support@webscale.com

For executive support, reach out to Michael Guglielmi, VP of Sales and Business Development:

michael@webscale.com



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1. Our Channel Charter

- With our 70+ partners, we support over 1,000 digital commerce storefronts in the public cloud, delivering a robust, scalable, and secure hosting infrastructure that ensures 100% uptime, predictive scalability, blazing fast performance, outage prevention, enterprise-grade security, simple management across multi-cloud environments, and predictably low costs.
- Our bilateral partnership framework helps achieve common objectives by delivering best-in-class service and support to joint customers with shared values of a customer-first approach.
- In order to create customer delight, we build a triangle of support, with the customer at the tip, the digital commerce agency partner at one corner, and Webscale at the other – working together to rapidly get to the root cause of issues.
- We are focused on driving long term value for our partners and providing increasing levels of incentives for tighter alignment and joint go-to-market activities.



2. The Massive Cloud Opportunity

“According to Gartner, more than a third of organizations see cloud investments as a top three investing priority. Gartner also expects that by the end of 2019, more than 30% of technology providers’ new software investments will shift from cloud-first to cloud-only.”

Table 1. Worldwide Public Cloud Service Revenue Forecast (Billions of U.S. Dollars)

	2018	2019	2020	2021	2022
Cloud Business Process Services (BPaaS)	45.8	49.3	53.1	57.0	61.1
Cloud Application Infrastructure Services (PaaS)	15.6	19.0	23.0	27.5	31.8
Cloud Application Services (SaaS)	80.0	94.8	110.5	126.7	143.7
Cloud Management and Security Services	10.5	12.2	14.1	16.0	17.9
Cloud System Infrastructure Services (IaaS)	30.5	38.9	49.1	61.9	76.6
Total Market	182.4	214.3	249.8	289.1	331.2

BPaaS = business process as a service; IaaS = infrastructure as a service; PaaS = platform as a service; SaaS = software as a service

Note: Totals may not add up due to rounding.

Source: Gartner (April 2019)

A number of digital commerce businesses, especially in the mid-market, are still hosted in static, dedicated server environments. While some hosting providers have begun offering cloud migration and hosting services, these are typically either to another static datacenter (or “private” cloud), or a managed and heavily marked up public cloud experience. This approach is still bound by many of the same limitations as dedicated hosting with regards to performance, availability, security, and cost of ownership. In addition, many of these so-called “cloud” offerings use, often ineffectively, the standard infrastructure management tools supplied by the cloud provider, and do not provide a technology stack that has been designed from the ground to address the needs of digital commerce businesses.

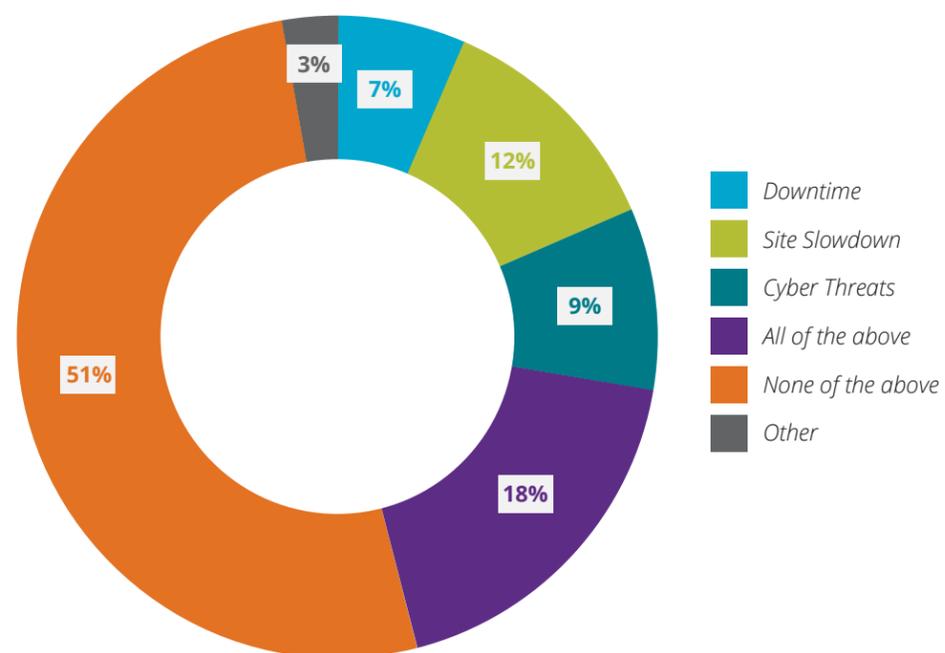
The public cloud is the natural home for digital commerce, with a utility-based model that is well suited to the rapidly changing demands placed on online storefronts. However, cloud migration and management can be challenging due to a huge cloud skills shortage in the digital commerce industry, a problem that is accelerating due to the extraordinary growth the industry is experiencing.

Currently almost 19 percent of cloud budgets are spent on cloud-related services, such as cloud consulting, implementation, migration, and managed services, and Gartner expects that this rate will increase to 28 percent by 2022.

2.1 Digital Commerce Infrastructure Challenges

“E-commerce merchants continue to struggle with the challenges of traditional static hosting or unmanaged cloud environments: website downtime, slow page loads, and lack of adequate security to defend against hackers and cyber criminals.”

What was your #1 challenge on Black Friday and Cyber Monday, with regards to your hosting environment ?

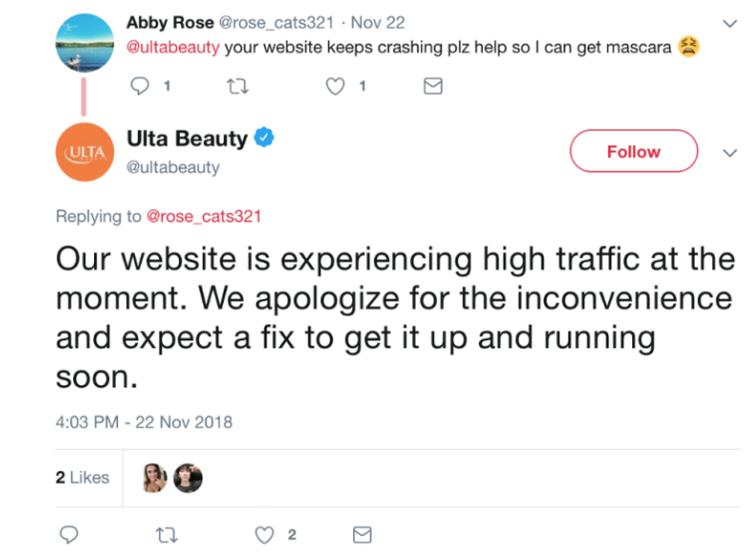


Source: Webscale State of E-Commerce Infrastructure Report 2018

Downtime: Site downtime is painfully common in digital commerce. During aggressive marketing promotions, peak sale events, or the holiday season, traffic peaks experienced by online merchants often turn out to be more than previously imagined, and planned for, causing downtime, service disruptions, and end user disappointments.

“Brands like Walmart, J.Crew, Lululemon, and Ulta Beauty struggled to handle the Cyber Weekend rush in 2018 as they experienced downtime and site slowdowns.”

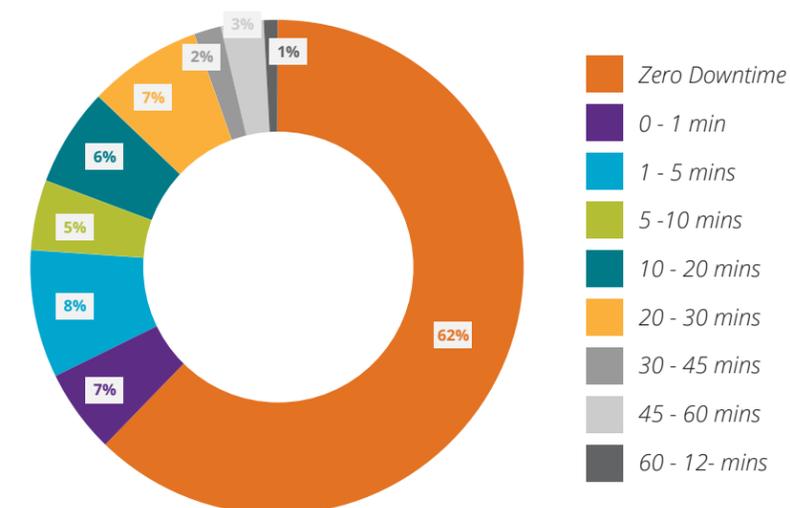
Source: Twitter



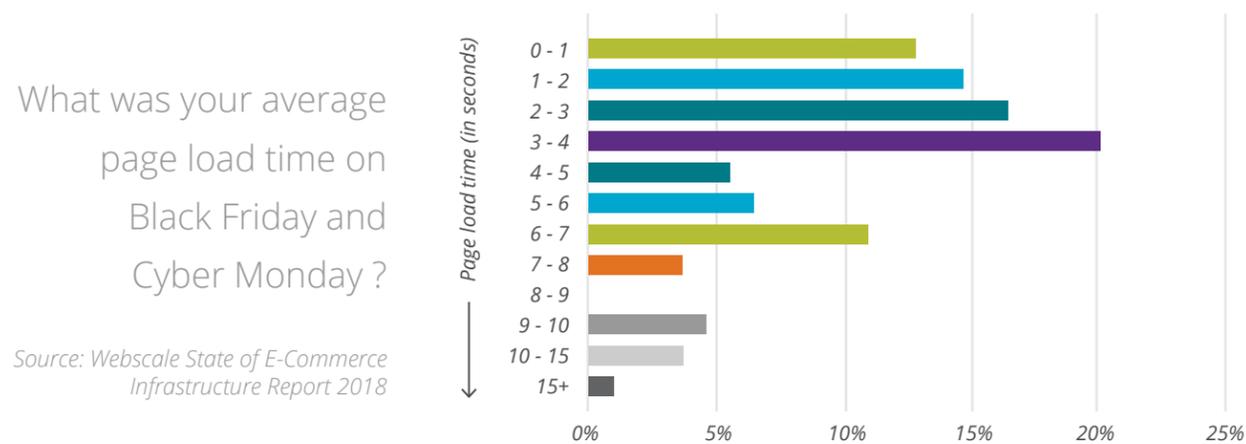
Most hosting providers don't offer predictive auto-scaling – the ability to scale out as your demand increases so you stay ahead of demand, while maintaining 100% availability, consistently fast response times, and only using the resources you need. Most hosting providers assign merchants a maximum capacity that they could easily exceed, or reactive auto-scaling with a deteriorated user experience at higher traffic volumes. And all the time they are not using that capacity, they are over-provisioned and spending more than necessary.

How many minutes of downtime did you experience on Black Friday and Cyber Monday ?

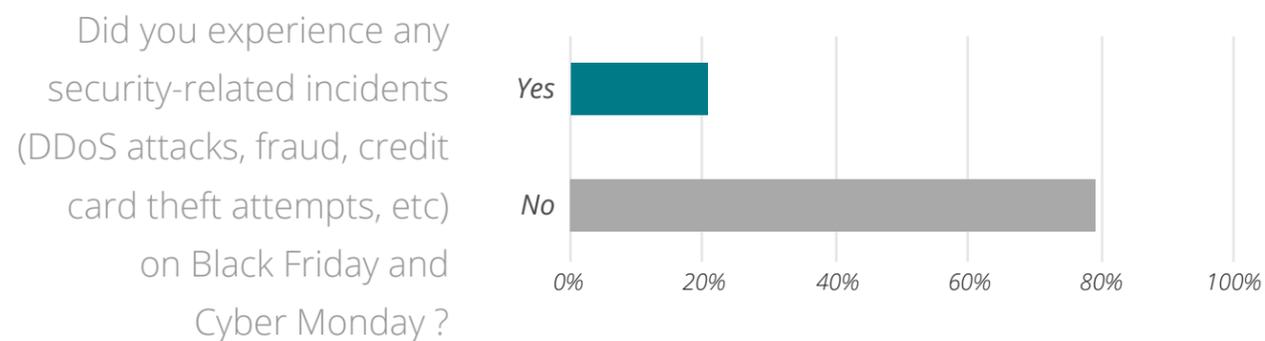
Source: Webscale State of E-Commerce Infrastructure Report 2018



Slow page loads: Slow is the new down. 47% of consumers expect a web page to load in 2 seconds or less. 40% of people abandon a website that takes more than 3 seconds to load. Slow-loading storefronts inevitably lead to frustrated buyers, and negatively impact conversion rates. While some hosting providers may offer a CDN to help with performance, that's only one piece of the performance challenge.



Cybersecurity Incidents: A malicious attack can result in significant damage to a storefront's brand, revenue, and customer loyalty. Sophisticated cyber-attacks steal identities and credit card data by targeting the application backend, and these attacks can be destructive. Malicious bots present a massive challenge as they constitute a significant percentage of an e-commerce storefront's traffic – leading to poor conversion rates in addition to security threats. A web application firewall (WAF) and DDoS mitigation solution are not going to deliver the 360-degree security posture needed by modern digital commerce businesses.



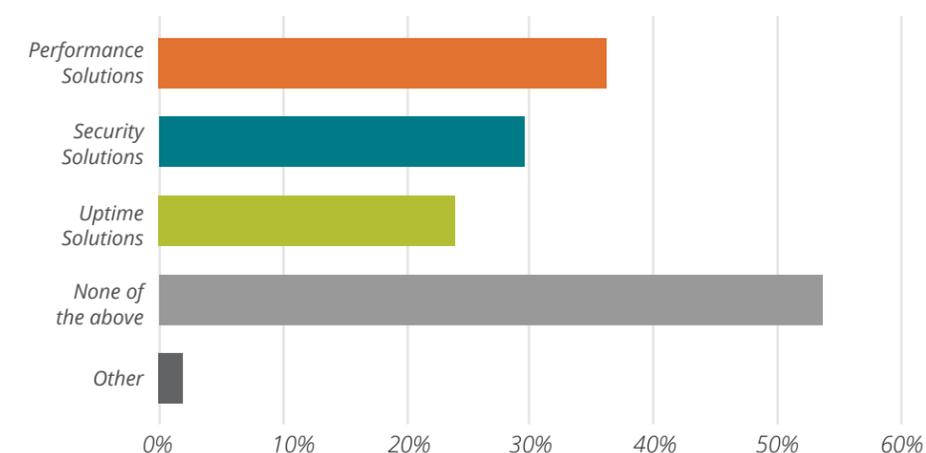
Lack of Automation: From migrating an application to setting it up and moving through the different stages of development, staging, and production, traditional hosting providers throw people at the problem. This approach is sub-optimal, time-consuming, and expensive. It also makes it difficult to configure policies, and to slice and dice the traffic to analyze shopping behavior as well as abnormal patterns.

Lack of Support and Expertise: From setting up auto-scaling and optimizing site performance, to maintaining a robust cybersecurity posture, and controlling cloud costs, managing hosting infrastructure in the cloud requires training and expertise. Unfortunately, the exponentially growing demand for skilled cloud experts far outpaces the supply, and hiring these experts in-house is often difficult and prohibitively expensive. When you combine these issues with the often slow, and somewhat broken support offered by many cloud-hosting solutions in the market today, you have a support challenge that can seem insurmountable and can have a dramatic impact on your business.

“E-commerce developers are often blamed for the above infrastructure issues but they don't really fall within their domain.”

What solutions will you be considering investing in, to improve your digital experience?

Source: Webscale State of E-Commerce Infrastructure Report 2018



Digital commerce needs a serious infrastructure upgrade. 100% uptime, blazing fast site performance, comprehensive security, and an automation-driven approach are critical to delivering a great shopper experience, while protecting their identity and credit card information from hackers.

3. The World's Most Scalable and Secure Cloud Hosting

3.1 Why Webscale

Webscale makes cloud services more manageable, consumable, and affordable for e-commerce merchants of all sizes, so they can use them like a utility – right sized, and paying only for the resources they need, and only for as long as they need them.

We level the playing field for e-commerce storefronts by building great technology that is highly automated and designed around their needs, enabling them to leverage the cloud effectively and affordably, to deliver phenomenal user experiences. With Webscale, they now have access to the same technology stack as retail giants like Amazon and Walmart, without having to invest in a huge team and spend hundreds of millions of dollars.

Benefits

-  **Cloud Migration and Management:** Webscale's solution helps e-commerce merchants migrate and manage their storefront in any public cloud environment, so they can realize the true benefits of the cloud – extreme flexibility, infinite capacity, and significantly lower costs by having a system that is always right-sized. Cloud migration with Webscale is incredibly fast, and typically takes a few weeks compared to the months taken by legacy hosting providers. Webscale also manages the merchant's backend infrastructure in the cloud, keeping costs low and predictable.
-  **100% Uptime:** Webscale offers real-time and predictive auto-scaling, capable of forecasting traffic increases (due to marketing promotions, the holiday season, etc.) and scaling ahead of demand to ensure the storefront is 100% up and available at all times, preventing any revenue loss due to downtime.
-  **Blazing Fast Performance:** Webscale accelerates sites and applications with in-built intelligent caching in its data plane and integrating with globally-deployed cloud CDN caches close to global users. Webscale also uses advanced page and content optimization techniques, in real-time (such as JavaScript minification and image manipulation), to optimize web page asset delivery, reducing round trips, and page size, and dramatically improving performance. Our Dynamic Site Cache feature delivers lightning fast page loads for users when they visit a storefront for the first time, by allowing caching of HTML pages and content for anonymous sessions.

-  **Comprehensive Security:** Webscale offers robust protection for e-commerce application infrastructure against sophisticated cyberthreats and bot attacks, so they can't bring down the storefront with a brute force attack or steal confidential customer information such as credit card details. Webscale's comprehensive security stack comprises a next-generation web application firewall as well as advanced protection such as bot management (powered by machine learning) and intrusion detection. It also eliminates the need to invest in premium CDNs or web application firewalls.
-  **Disaster Recovery:** Webscale's Multi-Cloud Disaster Recovery (DR) operates across different regions of multiple cloud providers to provide a disaster recovery mechanism that helps businesses remain high-performing in the event of operational downtime.
-  **Cloud automation:** Webscale is highly differentiated in the cloud hosting and management space through its extensive use of automation. The product itself acts as its own Level 0 support agent, able to resolve many infrastructure-related issues with no human intervention. In addition, deploying staging and dev environments, much of the initial migration and deployment, as well as the implementation of security controls, and more, can be performed at the push of a button.
-  **Right-sized infrastructure:** With Webscale, an online merchant's infrastructure is always right-sized, scaling out with demand, and scaling back in as soon as that demand subsides, keeping your costs to a minimum while your performance stays blazing fast.
-  **Better Visibility and Control:** Webscale provides end-to-end, real-time visibility into an online merchant's hosting infrastructure and user experience via an intuitive SaaS-based portal. With its powerful Web Controls, Webscale removes the "black box" of hosting, giving merchants easy access to simple-to-use tools that can be used to create security rules and much more, with just a few clicks.
-  **Proactive 24x7 Support:** With Webscale's 24x7 proactive customer support, merchants acquire an extension to their own team – one that frees up their employees, so they can focus on the business, and not the maintenance and management of their infrastructure. With more than 30 accreditations and certifications across Amazon Web Services (AWS), Google Cloud Platform (CGP), and Microsoft Azure, no one knows digital commerce in the cloud like Webscale.
-  **Purpose-Built for Digital Commerce:** With 1,000+ storefronts in the public cloud, Webscale has proven expertise of hosting and managing all digital commerce platforms/applications.

3.2 Webscale Offerings

CHALLENGE	WEBSCALE SOLUTION	KEY VALUE PROPOSITIONS
Dissatisfaction with managed hosting provider due to lack of e-commerce expertise, security, support, and automation, along with high complexity and costs)	Webscale Plans	Webscale's Standard, Pro, Business, and Enterprise plans offer cloud hosting, migration, and management services to digital brands, as well as Layer 4 - 7 technologies to increase website uptime, performance, and security.
Lack of cloud migration and management expertise		
Need complete managed cloud hosting solution that delivers uptime, performance, and security improvements		
Re-platforming (including Magento 1 to 2 re-platform projects)		
Site downtime, especially during the holiday season, aggressive marketing promotions, or peak sale events		

CHALLENGE	WEBSCALE SOLUTION	KEY VALUE PROPOSITIONS
Concerned about malicious bot attacks	Webscale Cloud Bot Manager	Cloud Bot Manager offers digital brands protection from cyber-attacks caused by malicious bots, including DDoS attacks, account takeovers, payment and credit card fraud, digital ad fraud, checkout abuse, inventory buyouts, and content and price scraping.
Need to improve mobile site performance and enhance image experience	Webscale Cloud Image Manager	Cloud Image Manager is an automated image optimization and management solution. It automatically resizes, reformats, and compresses images used in a web application based on end user device type, browser type, screen resolution, and latency, to improve performance. It ensures that the best suited image is dynamically delivered to each user device, every time.
Need access to team of cloud and e-commerce experts, especially during the holiday season	Webscale Cloud Support	Cloud Support provides merchants with access to Webscale's award-winning DevSecOps team of cloud and e-commerce experts. With more than 30 Cloud accreditations and certifications, a 100% uptime SLA, and five years of flawless execution around the holidays, Webscale offers the industry's highest standards of support for digital businesses operating their storefronts in the cloud.
Concerned about cybersecurity incidents	Webscale Cloud Secure	Cloud Secure is a cloud-based web application firewall (WAF) that enables always-on security for digital brands to protect their websites and web applications from cyber-attacks. It automatically protects web applications from common vulnerabilities such as SQL Injections, Cross Site Scripting (XSS), Cross Site Request Forgery (CSRF), and other OWASP top 10 threats.



“ Together with our partners, we support over 1,000 e-commerce stores in the public cloud, providing a comprehensive solution to what can feel like an insurmountable task - building and managing a high performance, cost effective, infinitely scalable, and secure multi-cloud infrastructure that will scale with their business.

Michael Guglielmi,
Vice President of Global Sales and Business Development at Webscale

4. Webscale Alliance Program

4.1 Generating New Revenue Streams

Webscale's Partner Alliance Program is designed to encourage and support our partner networks by providing a programmatic approach to partner development, incentivizing partners to advance in the program and more tightly align their sales/marketing efforts with Webscale.

4.2 Partnership tiers

REFERRAL AGENCY LEVEL	BRONZE	SILVER	GOLD	PLATINUM
End Customer Billing (MRR) = \$		✓		
End Customer Billing (MRR) = \$\$			✓	
End Customer Billing (MRR) = \$\$\$				✓
Referral Fee Margin	● ● ● *	● ● ● *	● ● ●	● ● ●
Recurring Fees	Year 1 only	Year 1 only	Year 1 & 2	Evergreen
Billing / Support / Contract / Ownership	Webscale	Webscale	Webscale	Webscale
GTM Planning			✓	✓
Deal Registration			✓	✓
Sales Training	✓	✓	✓	✓
Sales Engineering / Solution Architects	✓	✓	✓	✓
MDF		● ●	● ●	● ●

*If a deal closes in the first 90 days after signing, that deal secures a Gold-level referral fee to jump start the partnership.

5. Resources

5.1 Sales and Marketing Resources

“Webscale partners have access to a complete set of sales and marketing resources to help communicate to customers the value of trusting Webscale with the hosting and management of

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Pre-Sales Support: Once partners make a warm and qualified introduction, we bear the cost of selling, closing, implementing, servicing, and delighting the businesses referred. Our best Account Executives and Solutions Architects support all partner-referred deals. The end result is unmatched customer loyalty, significantly better customer retention, and new revenue streams for partners in the form of regular commissions.
- 
Post-Sales Support: To delight our customers, we build a triangle of support, with the customer at the tip, the digital commerce agency partner at one corner, and Webscale at the other – working together to quickly resolve issues. We work very closely with all our partners during onboarding (hosting with Webscale) and technical issue resolution. During the onboarding stage, development partners are included in the Slack channel we use to communicate with and support our customers.
- 
Website Listing: Partner logos are listed on the Webscale website (on the “Work with a Developer” page) as soon as the mutual channel agreement has been executed.
- 
Joint Value Proposition: This co-branded document includes the key value proposition of our digital agency partner as well as Webscale, and highlights key benefits of the joint solution offering for online merchants. This is available on request.
- 
Deal Registration: Deal registration protects and rewards our Gold and Platinum partners for the identification, referral, qualification, and closure of sales opportunities. Deal registration with Webscale is opportunity-based and dependant upon a minimum criteria being met.

WebScale Collateral and Web Resources: These include WebScale product datasheets, whitepapers, and web pages.

- **WebScale Corporate Overview**
- **WebScale - More than just a Hosting Provider**
- **WebScale Technology Overview**
- **State of E-Commerce Infrastructure report**
- **WebScale Cloud Plans - Standard, Pro, Business, Enterprise**
- **Product Datasheets**
 - Cloud Perform
 - Cloud Bot Manager
 - Cloud Image Manager
 - Cloud Secure
 - Cloud Support
- **WebScale Blog**

Co-branded Collateral Assets: These are available on request. If interested, channel partners should contact their WebScale Channel Manager for assistance in creating these assets.

Customer Stories: WebScale delivers cloud management and hosting services for B2C, B2B, and B2E e-commerce and enterprise customers in seven countries and for six of the Fortune 1000 businesses. The company's customers include Unilever, Procter and Gamble, Ferguson, Cineworld Group, Agri Beef, Dolls Kill, the TATA Group, and many others.

Customer delight is the core focus of everything we do at WebScale. We have received a number of industry accolades for our customer service and a best-in-class Net Promoter Score (NPS) of 71 from our customers, nearly three times the B2B industry average. WebScale's customer stories include case study blogs and videos, some of which are as follows:

- Dolls Kill (**Blog, Video**)
- Skinit (**Blog, Video**)
- Hylete (**Blog, Video**)
- Skate One (**Video**)
- KURU Footwear (**Video**)

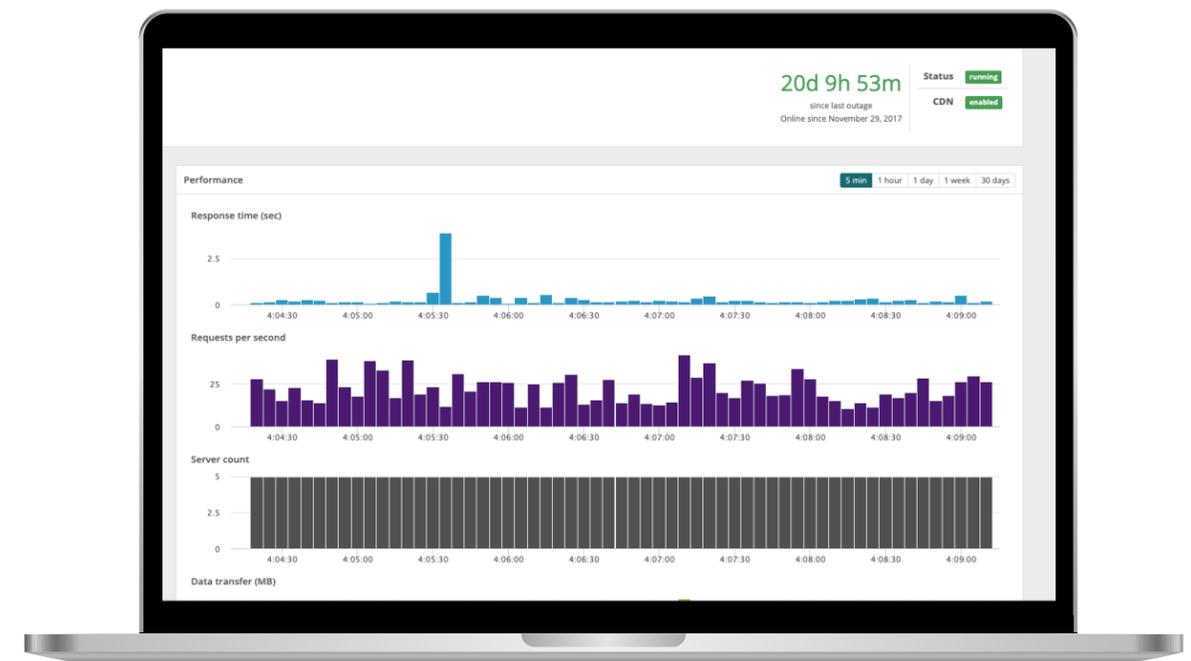
Turnkey Demand Generation Email Kit: With ready-to-use, top-performing WebScale demand generation emails, you can develop and nurture leads, and refer deals to WebScale. These emails feature the most effective WebScale product offers, white papers, blogs, industry reports, and other content we've designed to reach both business and technical audiences and to help you accelerate pipeline development. This email kit is available on request. Channel partners should contact their WebScale Channel Manager for access to these tools.

Social Media Support: WebScale actively encourages partners to work closely with its marketing team to share key marketing communications across our combined social media channels (LinkedIn, Facebook, and Twitter). These activities include sharing joint customer wins, participation in industry events, published content on digital commerce infrastructure, user experience, application security, and cloud management, etc.

Market Development Funds (MDF): Our Silver, Gold, and Platinum partners can access the WebScale Market Development Funds (MDF) program, to help them promote WebScale's products and solutions through various awareness-building and lead-generation activities.

5.2 WebScale Portal Demo

WebScale offers a comprehensive view into an online storefront's hosting infrastructure and user experience via an intuitive SaaS-based portal. For WebScale customers, the portal is one of the most powerful features of our platform as it empowers all levels of their organization with significantly improved visibility into traffic and behavior (for management) and control over their infrastructure (for technical teams). The portal continues to be one of our strongest assets during deal cycles as its depth of analytical data is unlike anything offered by other hosting providers in this segment. To learn more about the portal, visit www.webscale.com/technology/visibility.



5.3 Competitive Analysis

	MANAGED HOSTING PROVIDERS	SELF-HOSTING CLOUD SOLUTIONS	CDN	DIY CLOUD DEPLOYMENTS	WEBSCALE
Vertical Expertise	✗	Depends	✗	✓	✓
Platform Expertise	✗	Limited	✗	Depends	✓
Cloud Expertise	✗	Limited	✗	Depends	✓
Application Proximity	✗	✓	✗	✓	✓
Infinite Capacity	✗	✗	✗	✓	✓
Predictive Auto-Scaling	✗	✗	✗	Depends	✓
Site Performance Optimization	✗	Limited	✓	Depends	✓
Comprehensive Security	Limited	Limited	Depends	✗	✓
Multi-Cloud Disaster Recovery	✗	✗	✗	Depends	✓
Right-sizing infrastructure	✗	✗	✗	Depends	✓
Granular Visibility	✗	✗	✗	✗	✓
Sophisticated Cloud Automation	✗	✗	✗	✗	✓
24x7 Proactive Support with SLAs	✓	✓	✓	✗	✓
All features built in-house	✗	✗	Depends	✗	✓
Fully Integrated Hosting Platform	✗	✓	✗	✗	✓
Flexibility	✗	✗	✗	✓	✓
Lower TCO	✗	✗	Depends	Depends	✓



Since deploying Webscale, I have visibility into my entire environment. Secondly, when we do a flash sale or some big promotion, I'm not worried about the site going down at all.

Scott Kennerly
VP of technology and Operations

5.4 Training

Webscale offers extensive training for partners to keep their sales, marketing, technical, and service teams on top of the latest advances in cloud-based hosting, management, and automation for digital commerce. We deliver innovative education services that allow digital commerce agency partners to refer Webscale solutions to the right customers – providing maximum value to merchants and partners alike. Areas covered in our training modules include:

SALES TRAINING	TECHNICAL TRAINING
<ul style="list-style-type: none"> Overview of Webscale services, plans, and platform An understanding of Webscale's customer base Webscale services and their competitive placement vs managed hosting, CDNs, etc. 	<ul style="list-style-type: none"> Basic technical background to Webscale Deeper understanding of Webscale's technology differentiation Training for Solution Architects Filling out Webscale's onboarding spreadsheet independently with prospects Understanding of our visibility portal
PORTAL TRAINING	ADVANCED TRAINING
<ul style="list-style-type: none"> A formal portal demo Better understanding of traffic viewer and event viewer Demo access 	<ul style="list-style-type: none"> Enabling engineers on the partner's team to be on the same level as Webscale's Solution Architects, or L1 and L2 customer support



WEBSCALE

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