



WEBSCALE

WebScale Partner Program Playbook

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



About This Playbook

The Webscale Partner Program Playbook is your go-to-guide to understand the value proposition of working with Webscale, as well as the specifics of our engagement model. It explains how we will work together to delight our joint customers, while focusing on what we both do best.



Who is this for?

This playbook is written for our digital agency partners who build high-quality user experiences for ecommerce brands, across a wide range of industries. Our 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 ecommerce.



Objectives

The goal of this playbook is to help you understand how you can enable ecommerce 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 security and load testing, developing strategies for joint 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 marketing@webscale.com



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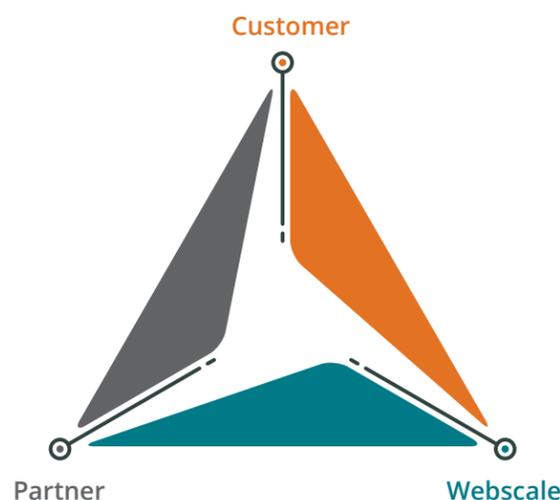
Webscale Partner Charter

The Webscale Partner Program aims to develop and enable an ecosystem of digital agencies and cloud service providers that build world-class web experiences for ecommerce. We are focused on driving long term value for our partners and providing compelling incentives for close collaboration and joint go-to-market initiatives.

The Triangle of Support

Webscale works with partners to create a triangle of support – with our joint customer at the tip, you at one corner, and Webscale at the other. We don't point fingers – we work with you to quickly identify, troubleshoot, and resolve issues, regardless of the root cause. Furthermore, Webscale can seamlessly integrate with your DevSecOps and CI/CD processes to ensure rapid time to resolution.

Webscale's family of partners have a "customer first" approach, it's why we work with them. With over 100 digital agencies in our network, we're proud to be associated with some of the leading names in the ecommerce industry. Together, we ensure our joint customers deliver truly compelling user experiences to their end customers.



“ Together with our partners, we support thousands of B2B, B2C and B2E ecommerce 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. ”

Adrian Luna
Head of Strategic Partnership at Webscale

The Safest Cloud Hosting for Ecommerce

Webscale offers end-to-end security, hosting and management for ecommerce storefronts. With Webscale on their side, ecommerce merchants ensure their customers can shop safely in the cloud, while enjoying 100% uptime and faster performance. Many leading brands including the likes of Adidas, Jaguar/Land Rover, Swarovski Lighting, Olympus, Regal Cinemas, Watsco, and Unilver/Murad, trust Webscale with their site security and hosting. We host, manage and secure thousands of B2C, B2B and B2E ecommerce and web applications.



Cloud Hosting

Automated deployment, management and maintenance of your cloud infrastructure, removing the manual, error-prone aspects of a traditionally-hosted ecommerce application.



End-to-end 360° Security

The industry's most complete security stack, designed to protect merchant infrastructure and customer data from malicious threats, from traffic at the edge to the backend application.



Managed CI/CD

Automation and DevOps protocols sit at the heart of the Webscale platform, in stark contrast to traditional hosting providers that still rely on largely manual, error-prone processes.



100% Uptime

We increase the uptime of ecommerce storefronts through a variety of automated tools that ensure your infrastructure is always right-sized, scalable and ready for any volume of traffic.



Optimized Performance

Webscale accelerates page views through automated, end-end website performance optimizations, from the internet edge, all the way to the backend application infrastructure.



24x7 DevSecOps Support

Whether Webscale is your sole technical resource, or if we augment your internal team, our DevSecOps-qualified, cloud-certified experts work with you 24x7x365 to resolve any issue.

Webscale Offerings

Plans

Webscale cloud hosting plans and products deliver 100% uptime, 360-degree security, and blazing performance. Unlike traditional solutions, Webscale plans are based on a highly automated SaaS platform, built from the ground up for the public cloud, and coupled with a powerful customer portal for unprecedented control and insight into website infrastructure. Webscale's cloud plans give merchants extreme flexibility, infinite capacity, predictive scalability, and up to 75% lower costs by having a system that is always right-sized, so you only pay for what you use.

CORE	STANDARD	PRO/BUSINESS	ENTERPRISE
Affordable, fixed cost hosting, with built-in security for small ecommerce websites	Cloud hosted solution for small to medium sized ecommerce businesses with a single application.	Cloud hosted solution with real-time predictive auto-scaling and enhanced security features.	Fully customizable solution for large ecommerce businesses with multiple domains and applications.
Up to 50K visitors per month	50K - 100K visitors per month	100K - 1M visitors per month	Custom visitor count per month
<ul style="list-style-type: none"> 1 production single server application 1 staging silver server application Optional PWA deployment Elastic Data Plane HA Architecture Webscale Portal Access Cloud Hosting 24x7x365 Support 	<ul style="list-style-type: none"> 1 production application cluster 1 Cron/NFS single server 1 integrated staging/development application cluster Optional PWA deployment Elastic Data Plane HA Architecture Webscale Portal Access Cloud Hosting Daily Backup 24x7x365 Support 	<ul style="list-style-type: none"> 1 production application cluster 1 Cron/NFS single server 1 integrated staging/development application cluster Optional PWA deployment Elastic Data Plane HA Architecture Webscale Portal Access Daily Backup 24x7x365 Support 	<ul style="list-style-type: none"> B2B or B2C 1 or more application clusters or backend instances 1 production application cluster 1 Cron/NFS single server 1 staging application cluster 1 development application cluster Optional PWA deployment Elastic Data Plane HA Architecture Webscale Portal Access Daily or Premium Backup 24x7x365 Premium Support

Products



Webscale M1 Support

Webscale M1 Support is a security-focused SaaS platform that allows merchants to continue to use M1 beyond June 2020, securing their site against exploits, from the point of entry to the backend infrastructure.



Webscale Cloud Security Suite

Webscale Cloud Security Suite is a comprehensive security solution that provides the ecommerce industry's most robust protection against attacks from the frontend through web traffic, malicious code inserted into the backend, or browsers executing scripts stealing sensitive information.



Webscale Cloud Bot Manager

Webscale Cloud Bot Manager offers 360-degree protection against the threat of malicious bots. A cloud-native security solution, Cloud Bot Manager monitors the behavior of bots accessing any web-based application, identifies anomalous activity, and takes the appropriate action. The identification of good and bad bots is automated and occurs in real-time.



Webscale Cloud Image Manager

Webscale Cloud Image Manager is a multi-cloud SaaS solution that offers a one-stop, automated image optimization and management solution for merchants, ensuring online buyers receive the right image for their specific device, every time, and ideally always from the cache closest to the end user.



Webscale Application Load Testing

Webscale's Load Testing Service is run as a synthetic test across any staging or cloned production site, hosted in any cloud provider or on-premise data center. The purpose of the service is to simulate end user patterns and shopping behavior on the application, at a higher scale, while measuring its behavior, responsiveness and overall performance.



Webscale Cloud WAF

The Webscale Cloud WAF assesses cyberthreats by analyzing data extracted through an anonymous session and visitor behavior, across thousands of ecommerce storefronts we host. These learnings include everything from traffic type and locations or IPs of malicious traffic, anomaly detection for bot mitigation and management.



Webscale CloudEDGE Security

Webscale CloudEDGE Security offers comprehensive security at the traffic edge, alongside traditional CDNs and WAFs, and on top of any third-party hosted ecommerce platform, using automation and analytics to protect web applications.

The Webscale Portal

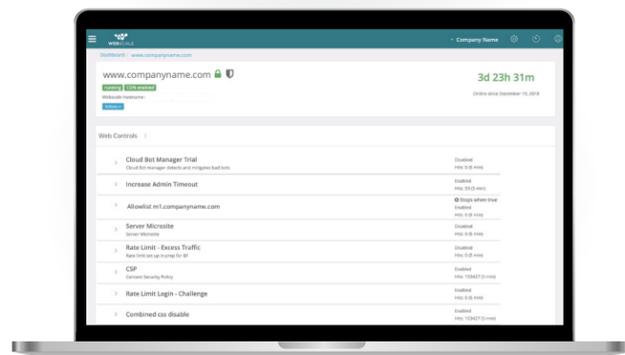
The Webscale Customer Portal was designed for our own support team, to gain insight and visibility into our customers' storefronts to better manage their availability, security and performance. Its depth of analytical data is unlike anything offered by other hosting providers in this segment. We make the exact same tool available to our customers and our partners, ensuring we are all seeing the same data, and so we can quickly identify any issues that may be impacting the storefront.

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. Please contact your partner manager to schedule a demo of the Webscale Portal.



Web Controls

The "secret sauce" in Webscale's security arsenal is Web Controls. It consists of a DIY policy and rules engine that allows a user, of any skill set (technical as well as non-technical), to quickly take action to ensure enterprise-grade security, high availability, and fast performance of their web applications. Webscale enables site administrators to use pre-defined, pre-tested security rulesets based on their ecommerce application, minimizing the need to discover, define, and maintain the rules themselves. With Web Controls, site administrators can also create the equivalent of firewall rules, with no limits on how many Web Controls can be enabled at any point in time.



Platform, Cloud and Tool Agnostic for Maximum Flexibility

Webscale's cloud- and platform-agnostic philosophy allows us to easily integrate our tools and processes with those of our partners to ensure hassle-free project engagements, whatever their technology stack and affiliations.

Hosting 	Platform 	Version Control
Packages 	Containers 	CI/CD
CMS 	Messaging 	Front-end Automation
Front-end Application 	Monitoring 	Logging

“I must tell you that your support team is something I have never encountered before in my professional career. Excellent, responsive and customer service oriented – words do not do them justice. I love these guys and your service.”

Gregory DiHu
 Director, Corporate Applications
 Regal Entertainment Group

Competitive Landscape

	Managed Hosting Providers	Self-hosting Cloud Solutions	CDN	DIY Cloud Deployments	WEBSCALE
Vertical Expertise	✗	Maybe	✗	✓	✓
Platform Expertise	✗	Limited	✗	Maybe	✓
Cloud Expertise	✗	Limited	✗	Maybe	✓
Application Proximity	✗	✓	✗	✓	✓
Infinite Capacity	✗	✗	✗	✓	✓
Predictive Auto-scaling	✗	✗	✗	Maybe	✓
Site Performance Optimization	✗	Limited	✓	Maybe	✓
Comprehensive Security	Limited	Limited	Maybe	✗	✓
Multi-cloud Disaster Recovery	✗	✗	✗	Maybe	✓
Right-sizing Infrastructure	✗	✗	✗	Maybe	✓
Granular Visibility	✗	✗	✗	✗	✓
Sophisticated Cloud Automation	✗	✗	✗	✗	✓
24x7 Proactive Support with SLAs	✓	✓	✓	✗	✓
All Features Built In-house	✗	✗	Maybe	✗	✓
Fully Integrated Hosting Platform	✗	✓	✗	✗	✓
Flexibility	✗	✗	✗	✓	✓
Lower TCO	✗	✗	Maybe	Maybe	✓

Webscale Partner Program

The Webscale Partner Program offers a synergistic approach to partner development, incentivizing partners to advance in the program and align their sales/marketing efforts with Webscale more closely. The program's goal is to leverage our combined domain expertise, innovative technology, and award-winning customer support to deliver exceptional digital experiences for our joint customers, all while unlocking growth opportunities for both parties.



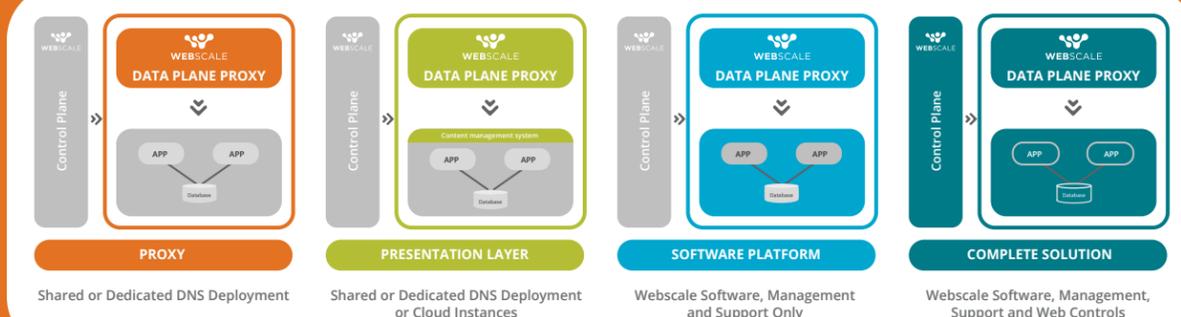
Generate New Revenue Streams

Webscale partners receive immediate benefits for referrals through a simple electronic contract that requires no commitment. Once you make a warm and qualified introduction, we bear the cost of selling, closing, implementing, servicing, and delighting the businesses referred. The end result is unmatched customer loyalty, significantly better customer retention, and regular commissions as new revenue streams.



Flexible Deployment Models

Webscale understands that every customer is somewhat unique, with different requirements of their hosting provider. We have developed flexible deployment models varying from a proxy-only approach for specific needs, such as security or performance, through presentation layer-only designed for PWA or headless use cases, and all the way to fully managed hosting in the public cloud.



Best Practices

With experience gained from migrating, hosting, optimizing, managing, and supporting more than 3000 ecommerce storefronts in the public cloud, Webscale has developed a robust set of best practices around web application deployment and maintenance.



Continuous Delivery

Ecommerce websites undergo frequent updates to react to competitive pricing, inventory availability, and marketing events. Webscale enables a continuous delivery framework that is software-centric, programmable, automated, and repeatable while ensuring reliability, availability, security, and performance across multiple releases of the application.



DevOps

DevOps philosophies are being broadly adopted by ecommerce businesses to procure infrastructure in scheduled intervals and increase deployment speed. Webscale deploys storefronts as a software-defined infrastructure, introducing automation workflows that eliminate human errors, while saving time as application changes are published.



Application Environments

Ecommerce applications require different environments – typically, a development, staging, and production environment, so that code changes can pass through various stages of quality assurance (QA) before being published. Webscale creates environments with a single-click, actively scales out application servers, mirrors the database, and regularly takes verified backups.



User Acceptance Testing

Webscale enables A/B testing and blue-green deployments, where you can evaluate different web page designs. By directing a portion of traffic to an alternate server set, or tagging a part of the user sessions, the customer response can be compared to help business owners decide which experience is most likely to enhance revenue.

“We manage more than 80 online stores for our customers and had DDoS attacks coming every other hour – it became a very painful process during the holidays to keep the sites up. All the issues we had with our prior provider have been fixed with Webscale. As a team, we now brag internally about our performance!”

Luis Sanchez
Director Ecommerce
Event Network

Partner Engagement Model

Our commission and incentive structure is designed simply to encourage and support our partners, to jointly drive more business, and achieve strong financial benefits.

Referral Agency Level	BRONZE PARTNER	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER
End Customer Billing (MRR) = \$	✗	✓		
End Customer Billing (MRR) = \$\$			✓	
End Customer Billing (MRR) = \$\$\$				✓
Referral Fee Margin	1*	2*	3	4
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.

Training

Webscale offers extensive training for partners to keep their sales, marketing, technical, and service teams informed on the latest advances in Webscale's solutions for cloud-based hosting, management, and automation. Webscale courses include: Sales Training, Basic and Advanced Technical Training and Customer Portal Training.



Sales Training

- 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.



Technical Training

- Basic technical background to Webscale
- Deeper understanding of Webscale's technology differentiation
- Training for Solution Architects
- Best practices around Webscale's onboarding process
- Understanding of our customer portal



Portal Training

- A formal portal demo
- Better understanding of traffic viewer and event viewer
- Demo access



Advanced Training

- Enabling engineers on the partner's team to be on the same level as Webscale's Solution Architects, or L1 and L2 customer support

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 their ecommerce storefronts.

- **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 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 “Our Partners” 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 Collaterals and Web Resources:** These include product datasheets, tech guides, and reports.
 - Webscale Corporate Overview
 - Webscale – More than just a Hosting Provider
 - Webscale Technology Differentiators
 - The Global Ecommerce Security Report
 - Webscale Cloud Plans – Core, Standard, Pro, Business, Enterprise
 - Product Datasheets
 - Webscale Cloud Bot Manager
 - Webscale Cloud Image Manager
 - Webscale Cloud WAF
 - Webscale Cloud Security Suite
 - Webscale CloudEDGE Security
 - Webscale Application Load Testing Service
 - Webscale M1 Support
 - Webscale Blog

- **Co-branded Assets:** These are available on request. If interested, partners should contact their Webscale Partner Manager for assistance in creating these assets.
- **Customer Success Stories:** Webscale delivers cloud management and hosting services for B2C, B2B, and B2E ecommerce and enterprise customers in nine countries and for seven of the Fortune 1000 businesses. The company’s customers include Adidas, Jaguar/Land Rover, Swarovski Lighting, Olympus, Regal Cinemas, Watsco, Unilver/Murad, 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 95 from our customers, nearly three times the B2B industry average. Webscale’s customer success stories include case studies, 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. Agency partners should contact their Webscale Partner 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 ecommerce 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.

Key Contacts

For all partner program related questions, reach out to our Partner Managers: partners@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 Adrian Luna, Head of Strategic Partnerships: adrian@webscale.com



About Webscale

Webscale is the world's safest cloud management and hosting provider focused exclusively on ecommerce. Offering enterprise-grade security, predictive scalability and blazing-fast performance, the Webscale SaaS platform leverages automation and DevOps protocols to simplify the deployment, management and maintenance of infrastructure in multi-cloud environments, including Amazon Web Services, Google Cloud Platform, and Microsoft Azure. Webscale powers thousands of B2C, B2B, and B2E ecommerce storefronts in nine countries and seven of the Fortune 1000 businesses and has offices in Santa Clara, CA, Boulder, CO, and Bangalore, India.

For more information, visit www.webscale.com

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