

PARTNERS  
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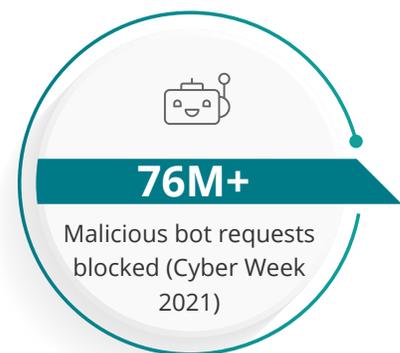
# Webscale Partner Program for Digital Agencies

How to elevate your customer experience  
while creating new revenue streams

## Introduction

The Webscale Partner Program is aimed at developing and enabling a robust set of partnerships with digital agencies, that build high-quality web experiences for ecommerce brands. Webscale partners play a key role in enabling online merchants, across a wide range of industries, to be successful. They also 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.

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.



Webscale's global partner ecosystem comprises more than 150+ digital agencies today. Together, we support over thousands of storefronts in the public cloud, providing a comprehensive solution for building and managing a high performance, cost effective, infinitely scalable, and secure multi-cloud infrastructure that will scale with their business. 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.

## Why Partner with Webscale

### Do you encounter the following scenarios on a regular basis?

- You've built an awesome site, but your customers are dissatisfied with their managed cloud delivery infrastructure provider due to lack of digital commerce expertise, security, support, and automation; not to mention the high complexity and costs that come from a static hosting environment.
- Your customers want to migrate to a public cloud service, but lack the expertise to make it successful.
- Your customers are already hosted with a public cloud provider, but are struggling with escalating and uncontrolled costs.
- Your customers and prospects are suffering from downtime, (especially during promotional events or Holiday Season), security breaches, or slow performance.

### A leader in hyperscale cloud automation and managed hosting, Webscale can delight your customers and prospects by:

- Offering expertise in cloud migration, hosting, and application management with any cloud provider.
- Making cloud migration and management seamless and easy, while ensuring 100% uptime, scalability, enterprise-grade security, blazing fast performance, and predictable costs.
- Enabling them to handle unpredictable, massive traffic spikes (especially during marketing promotions and peak sale events) without any downtime.
- Offering deep observability and control over their infrastructure through an intuitive portal.

Webscale also works with partners to create a triangle of support – with your customer at the tip, you at one corner, and Webscale at the other. We work with you to quickly identify, troubleshoot and resolve issues, regardless of the root cause. Furthermore, Webscale can seamlessly integrate with your DevOps and CI/CD processes.

# Generating Customer Delight and New Revenue Streams with Webscale

Webscale partners receive immediate rewards and benefits for their 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.

Our commissions and incentive structure is designed to encourage and support our partners to do more business with us and achieve maximum monetary benefits.

Referral Agency Level				
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.

## About Webscale

Webscale is powering modern commerce by layering software for performance, security, availability and compliance, over a distributed global network that leverages the cloud, automation, machine learning, and DevOps protocols to address the needs of growing brands. With use cases across a variety of ecommerce platforms and architectures, Webscale simplifies the deployment and day-to-day management of storefronts, including headless and progressive web application infrastructure, and across any self-hosted or fully hosted commerce cloud. Deployed in multi-cloud environments, including Amazon Web Services, Google Cloud Platform, and Microsoft Azure, Webscale powers Fortune 1000 brands including Dollar General, Unilever, Swarovski, Olympus, Regal Cinemas, and thousands of other B2C, B2B, and B2E ecommerce storefronts across 12 countries. Webscale has offices in Santa Clara, CA, Boulder, CO, San Antonio, TX, Bangalore, India, and London, UK.

For more information, visit [www.webscale.com](http://www.webscale.com)

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