

Rackspace® **PARTNER PROGRAM**

Empowering
Your Cloud
Revolution

THERE IS AN IT REVOLUTION HAPPENING ... have you felt it? It's resulting in a shift from traditional on-premise server management to cloud-hosted services. Our customers, as well as yours, are embracing this change today... Are you ready?

The Rackspace Partner Program can provide you with a portfolio of compute platforms, ranging from traditional dedicated hosting and cloud hosting, to email and Microsoft® SharePoint® hosting and online storage, empowering you to capitalize on this significant business opportunity and increase your "trusted advisor" status with your customers.

Our program is built to enable all types of businesses to incorporate IT hosting services into their current product and service offerings. This allows you to compliment what you provide and give you the ability to deliver a broader solution choice to your customers. Some of the businesses that are members of the Rackspace Partner Program include:

- Advertising Agencies
- Content Management System providers
- IT Consultants
- Web Designers/Developers
- Systems Integrators
- eCommerce providers
- MSPs
- VARs
- and more...

Whether you are looking to own the customer relationship or refer business opportunities directly, we will empower you with a broad suite of hosting solutions to expand your markets and customer base.

REWARDING YOUR COMMITMENT

Our tiered structure and rewards program allows you to reach higher status and compensation benefits by mixing-and-matching multiple hosting platforms including:

- Dedicated Hosting
- Cloud Hosting (Cloud Servers™, Cloud Files™, Cloud Sites™)
- Email Hosting (Rackspace® Email, Hosted Microsoft® Exchange, Hosted Microsoft® SharePoint®)
- Rackspace Cloud Drive™ (Jungle Disk®) (Business-class desktop and server backups, file sharing and real-time sync designed for multiple users and teams)

The more you can integrate dedicated, cloud and email hosting solutions into your value proposition, the more you can earn.

Each program level from Platinum to Member carries relevant Partner obligations with increased financial rewards and benefits as you raise your level of commitment.



EMPOWERING YOUR REVOLUTION

Qualified Partners are eligible for a range of benefits including:

	Member	Silver	Gold	Platinum
MARKETING				
Portal Access	✓	✓	✓	✓
Partner Generated Press Release	✓	✓	✓	✓
Co-branded Collateral Automation	✓	✓	✓	✓
Rackspace Hosting Microsite	✓	✓	✓	✓
Participate in Rackspace Partner Events	✓	✓	✓	✓
Partner Newsletter	✓	✓	✓	✓
Rackspace Partner Logo (Tier Level specific)	✓	✓	✓	✓
Access to Rackspace Customer Events	✓	✓	✓	✓
Partner Advisory Council Participation	✓	✓	✓	✓
Searchable Database on Partner Portal	✓	✓	✓	✓
Email Campaign Automation		✓	✓	✓
Priority on Internal Partner Locator			✓	✓
Access to Rackspace Direct Sales Teams			✓	✓
Sponsorship Opportunities for Rackspace Customer Road Shows			✓	✓
Rackspace Generated Press Release				✓
Promotion to Rackspace Customer Base				✓
SALES				
Onboarding Education	✓	✓	✓	✓
Opportunity Registration	✓	✓	✓	✓
Certification Program & Participation	✓	✓	✓	✓
Designated Channel Manager			✓	✓
Joint Quarterly Business Planning with Channel Manager			✓	✓



www.rackspace.com/forms/partnerapplication.php
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