

CIRCADENCE **SPARK** Partner Program

Energize your technology sales with solutions powered by tomorrow's innovations. Put our innovations to work for your sales with the Circadence Partner Spark Program – the most capable partner program available.

Partners usually sum up our Spark program in one word, "Wow." What does that mean? As a member of the Circadence Spark Partner Program, you can supply your customers with access to the technology of tomorrow, today. And you'll receive extraordinary experiences that will simplify sales and maximize your bottom line.



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We are an innovation company that is committed to outperforming every preconception – including what it means to be a reseller of our products. Right now, we provide the world’s most capable optimization technology for smarter, faster, and more secure infrastructure performance. And we’re already innovating what’s next for tomorrow.

Together with Circadence, you can experience what it means to energize your sales with solutions powered by tomorrow.

Bigger discounts and higher margins

At Circadence, we’ve found that when we ensure outstanding experiences for our partners, they are more eager to recommend our solutions, which helps us spend less on marketing, so we can expand profit margins and reinvest in more innovation.

Additionally, we are continually collaborating with leading technology customers throughout government, military, and commercial markets. We share those sales leads with all of our partners, helping everyone achieve the benefits of innovation.

Strong partner enablement tools and programs

Partners define their areas of market expertise within the Spark program, enhancing their own value-added services and growing their revenue streams. Together with the innovative marketing tools and programs available to help with customer acquisition, the Circadence Spark Program results in increased sales and a larger customer base for participating resellers.

Custom, scalable benefits for partners and their customers

Partner:

The Circadence Spark Partner Program is designed to ensure that resellers achieve strong growth and consistent revenue from their Circadence business.

- Fair and attractive margins that reward partners for investing in Circadence
- Deal protection programs to guarantee that sales investments result in predictable profits
- Strong demand generation and revenue contribution from Circadence
- Dynamic tools and resources that help partners expand the value of their brands
- Training and development to expand expertise in selling optimization, network, and virtualization solutions
- Custom branded programs and products that differentiate and drive customer loyalty

Customer base:

Business thrives and grows based on satisfied customers. Circadence delivers higher customer satisfaction than any other company in our industry.

- The highest quality security products in the industry
- An unyielding commitment to customer satisfaction that allows you to build a strong recurring revenue stream and take advantage of cross-sell opportunities
- An industry-leading support and engineering team

Increasing benefits that reward every partner’s increased investment

Understanding that resellers do not all operate their businesses in the same way, the Circadence Spark Partner Program has three tiers – for flexible levels of support and margins that can reflect each partner’s value-added services and specialization.

Platinum:

Platinum Partner status is our highest level, held by partners who consider Circadence a strategic part of their network solution portfolio; have made significant sales commitments; have maintained a well-trained sales force; and possess the technical competence to architect solutions with Circadence products. Platinum partners enjoy exclusive benefits including the highest discount opportunities, dedicated Channel Account Managers, Sales Engineer coverage, high-quality lead generation tools, access to advanced technical support and joint marketing opportunities, and eligibility for special marketing programs.

Gold:

Gold Partner status reflects and rewards a commitment both to selling Circadence products and to joint business development. Partners at this level enjoy benefits such as access to sales and marketing programs, free online product training, and eligibility for our rewards and incentive programs. Circadence Gold Partners have a business strategy that complements ours – with a strong focus on selling network solutions – and get promoted on the Circadence website.

Silver:

Silver Partners sell and promote Circadence products as part of their network portfolio. They enjoy benefits such as free online technical and sales training, complimentary sales tools, and access to our partner portal.

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