

Apptega Partner Program Requirements

Deal Submission Requirements

The Apptega Reseller Program and Apptega Managed Service Provider Program provide the following benefits to our partners.

Deal Submission Program

Apptega Partners have the option to submit active deals for recognition by the Apptega Partner and Sales team. The benefit of submitting these accounts is to make Apptega aware of the open discussions by the partner. The intent of this program is to submit qualified opportunities that are likely to close in the subsequent 90-day period.

Our direct sales team follows up with anyone who hits our website, so be sure to register any accounts where you are having active dialogue either through submitting via the Lead Submission Form or via email to your respective Apptega sales resource.

When do I submit a lead?

You should submit a deal the moment you speak to your prospect about Apptega, as many prospects will immediately reach out to research the companies you mention. Since our sales team call all prospects that engage us directly via the website, failing to make the Apptega team aware of your activity by submitting the account could compromise your ability to avoid Apptega selling directly into the account.

The Lead Submission will be passed to your respective Apptega representative, who will engage to validate the opportunity. For Apptega to not move forward with direct engagement in the account, Apptega must not already be engaged either directly or with another partner in the opportunity. You must provide the Account Name and contact information as well as a clear understanding of the prospect's business needs, their ability to make a purchase and immediate access to the decision makers in the account.

If Apptega is not actively engaged in the account (no active Deal within Apptega's CRM), you will receive notification of the Lead Acceptance. This Acceptance will ensure that Apptega will not position special pricing or incentives to the prospect either directly or through another partner. Apptega does have multiple partners within a specific market. By engaging with Apptega, this is NOT a registration or exclusive agreement to sell the solution through partner. Other partners in the market will continue to have ability to position the solution and win the business based upon their merits and solution packaging.

Deal Support Expectations

Apptega Reseller Partners

Apptega is available to support the demonstration, positioning value and proposal alignment. You should work in tandem with your Apptega contact on any active opportunities, sharing updates on progress in the account.

Apptega Managed Service Providers

Apptega will engage in supporting your efforts during the initial implementation of your program. This engagement will help you build your internal program offering, pricing and packaging. During this period, the Apptega team will support demos and other qualifying activities with your customers. Once Apptega has completed its onboarding, the expectation is that an Apptega MSP partner will work independent of Apptega and be positioning its own White Labeled offering.

Apptega Opportunity Support

Apptega will work in tandem with the partner 90 days. If a deal is not closed within 90 days of lead submission, you must work with the Apptega representative to request to extend the deal beyond the 90-day mark. It is imperative that your Apptega representative is jointly engaged in the accounts to maintain momentum positioning the value of Apptega.

How do we handle channel conflict?

If an instance arises when (1) the direct sales team and a partner or (2) multiple partners are engaged with the same lead, lead ownership will be given to the party who engaged with the prospect and initially registered the deal. When you register a lead, a “created on” date is attached to that record, which cannot be changed. Any preferential pricing or concessions will only be provided through the partner of record, or in conjunction with them.

Minimum License Fee Requirements

In order to maintain active participation in the Apptega Partner Program or Apptega Managed Service Provider Program, Partner will be expected to maintain minimums on revenue and activities. These minimums are subject to change and will be provided to you on a bi-annual basis by your Apptega Partner representative. If partner does not meet the requirements, Apptega will have the option to terminate the relationship, or move the Partner / MSP to a Referral Partner relationship and require that any future business be executed via a Referral relationship.