

## At Kentik, our partners are valued members of our extended sales team: A team built on trust and mutual accountability

### Our Partner Team Extension

As a channel-friendly company, Kentik's goal is to enable our partners to enhance existing relationships, build new ones and to identify and develop new revenue opportunities in harmony with the Kentik team. Our Kentik Connection Partner Program brings our compelling network observability platform together with partner-differentiated solutions to answer the needs of today's digital enterprises and service providers.

Our program consists of multiple tiers of authorization in addition to rewards for referrals. All authorization levels offer:

- Specialized discounts per level
- Competencies and certifications on our array of compelling solutions
- Deal registrations
- Assistance in building and growing annual recurring revenues through renewals and upsell
- Field sales and technical support
- Proposal-based market development funds
- Dedicated partner portal
- Full array of sales, technical and marketing material all ready to use, ready to post, ready to present
- Special sales promotions, incentives, and events
- *No fees are required to join our partner program.*

### Partner Program Levels

Our program consists of the following standard categories and levels, each rewarding a partner with more revenue potential with a partner's increasing commitment:

- ✦ **Referral**
  - Opportunities brought to us where we were not originally involved but a valid need exists and/or where an influential relationship can be help in opening a sales dialogue.
  - 10% referral fee paid upon receipt of end-user payment to Kentik
- ✦ **Priority**
  - This entry-level tier of partnership carries minimal certification, sales and marketing requirements, yet still receive our fullest support.
  - Discount 20%

### Professional

- Specialized either geographically or technically, these are partners who are the trusted advisors to their customers and who will be more directly involved in the sales and support processes.
- Discount 30%

### Premier

- Our most strategic partners, who reach across large geographies, have deep-seated relationships in our target markets and who have successfully completed our training program.
- Discount 40%

### MSP

- We understand our Managed Service Providers have a specialized business model. Kentik offers pricing and package options for the unique needs of these partners.

#### **Partners are assessed on a common set of requirements:**

- Deal registrations
- New logos obtained
- Revenue
- Training
- Marketing engagement

## **Deal Registrations**

Deal registration provides an additional 5% discount for the Kentik Partner on an approved opportunity, and the deal registration discount shall be exclusive to the approved Kentik partner.

- Deal registrations are subject to an internal Kentik approval process.
- Kentik will guarantee additional discount to the partner to whom a deal has been registered and accepted.
- Only individual sales opportunities are eligible for deal registration. A single deal registration does not automatically apply to the entire customer account.
- Partners opting to offer solutions from a competitor into an approved deal-registered opportunity will forfeit the deal registration, and the opportunity to register will be offered to another Kentik partner.

Although end customers have the final say as to how they will purchase Kentik's solution, throughout the entire trial and buying process Kentik will guide customers towards the registering partner on record, and Kentik fully commits to pursuing partner sales as our preferred approach to fulfillment.

## Marketing Program

Proposal-based market development funds are available to partners who qualify. In addition, our partner portal is an extraordinary resource for publish-ready case studies, newsletters, media posts and more. Kentik stands ready to assist with business development planning and execution at every step.

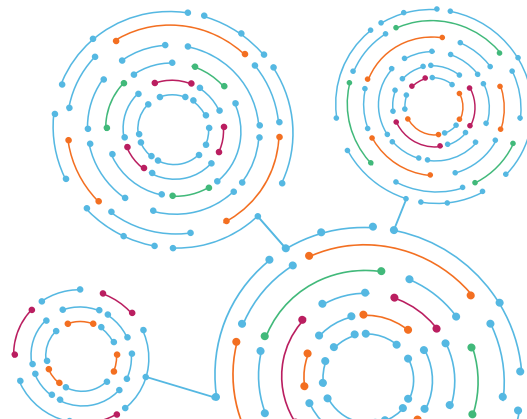
## Pricing

- Kentik uses a tiered discount structure, meaning discounts vary based on partner program level.
- For all opportunities, discounting starts at the standard discount determined by Kentik Partner Program level.
- Under certain circumstances, and at Kentik discretion, discounting may exceed the standard program level.
- On partner opportunities that are deeply discounted to the end-user, Kentik will maintain the 5% discount above the standard discount given according to partner level. However, standard discount levels still apply to all partners involved in the opportunity according to their program level.
- Kentik does not determine or dictate the final sale price to a customer, nor the margin that the Kentik partner achieves, but in some cases, before the partner is engaged, Kentik may provide budgetary pricing estimates as part of deal discovery.

## Bookings Policy

Although policies will vary by partner and acceptance, Kentik requires a minimum of:

- Service Order signed by partner
- Purchase Order if partner requires one
- When a Purchase Order is required, it must be:
  - Non-cancellable and non-refundable
  - Free of concessions, contingencies or side letters.



## Renewals

- Kentik honors the Kentik partner of record on all renewal opportunities, unless one of the following situations occurs:
  - End customer requests a change in writing, submitted to both Kentik and the original partner
  - Renewal partner is no longer a Kentik partner or no longer in good standing
  - Renewal partner is unwilling or unable to present the renewal order to the end customer in a timely manner
- If it is deemed that the partner of record has lost the renewal deal, Kentik reserves the right to move renewal to an alternate Kentik partner or book directly
- Registered upsell deals (selling the end customer additional Kentik products or services) take precedent over standard renewal opportunity policy

## **Kentik is passionate about customer service and retention, and it shows in our statistics. We are here to help you achieve the same.**

Our channel sales group is dedicated to a team-selling approach throughout North America. Our exceptional Account Executives and Solutions Engineers are ready to help bring the Kentik Network Observability Cloud to your customers side-by-side with you. Kentik recognizes our channel as an invaluable force-multiplier and integral part of our success. Let's connect!

**ABOUT KENTIK** | Kentik is the network observability company. Our platform is a must-have for the network front line, whether digital business, corporate IT, or service provider. Network professionals turn to the Kentik Network Observability Cloud to plan, run, and fix any network, relying on our infinite granularity, AI-driven insights, and insanely fast search. Kentik makes sense of network, cloud, host, and container flow, internet routing, performance tests, and network metrics. We show network pros what they need to know about their network performance, health, and security to make their business-critical services shine. Networks power the world's most valuable companies, and those companies trust Kentik. Market leaders like IBM, Cisco, Box, and Zoom rely on Kentik for network observability. Visit us at [kentik.com](https://kentik.com) and follow us at [@kentikinc](https://twitter.com/kentikinc).

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