

Partner Program Overview

Helping to build a better Internet
February 2020

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PERFORMANCE



CDN



Web
Optimization



DNS



Load
Balancing



Argo



China
Network

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SECURITY



DDoS



SSL



WAF



Rate
Limiting



Argo Tunnel



Bot
Management

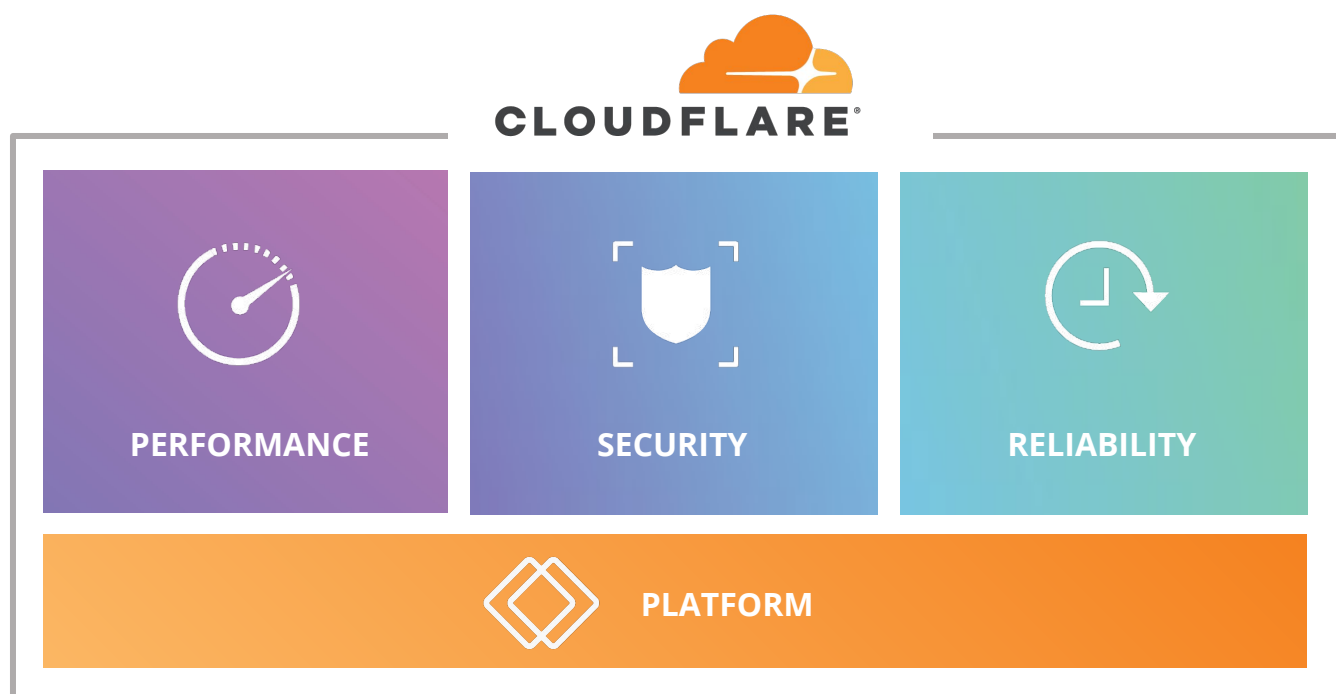
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Cloudflare is in a unique position to capitalize on the increasing adoption of cloud technologies globally. The Cloudflare solution provides an integrated global network that helps customers meet their business needs around security, performance, reliability and platform. As more mission-critical applications and devices migrate to cloud technologies, there is an enormous opportunity for customer-first companies to build and grow a successful Cloudflare-based business.

Overview

This guide provides an introduction to the Cloudflare Partner Program and details how you can build a compelling business by partnering with Cloudflare. The guide walks you through the Cloudflare partner journey detailing the different partner types, tiers and programs. This guide will highlight the resources available to you at each tier to help you grow your business. Over time, the Cloudflare partner program will only expand as we continue to invest in our partners and the tools to make them successful. This guide is your all-in-one resource to begin and advance your journey as a Cloudflare Partner.

For up-to-date information, please review: <https://cloudflare.com/partners>



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What is the Cloudflare Partner Program?

The Cloudflare Partner Program is a global program for solutions businesses using Cloudflare. Whether you are just beginning to build a practice on Cloudflare, or are expanding your current business, the Partner Program can help you achieve your business goals. The program is dedicated to helping you build, market, and grow a compelling business around the Cloudflare solution.

Program Mission

"Cloudflare will be the easiest and most valuable solution for channel partners to sell and support globally."

Program Goals

- **Highly Profitable Partnership Opportunities** - Best in class revenue share models.
- **Frictionless** - From initial sign up, enablement, and integration, we want to make it easy.
- **Strategic Alignment** - Cloudflare is committed to making partners successful and rewarding those that invest in the future of the Cloudflare network.

Why partner with Cloudflare?



Protect servers and customer domains

Secure your customers' data, while protecting their internet applications and your servers from a multitude of threats using Cloudflare's Universal SSL and DDoS protection.



Accelerate customer websites

Accelerate performance, improve mobile delivery, and ensure availability for end customer websites and APIs.



Expand your network

Take the load off your servers with Cloudflare's global content delivery network (CDN). Cloudflare's predictable pricing means customers will never experience unexpected bills.



Generate additional revenue

Resell, refer, or build a services practice around Cloudflare capabilities to grow and differentiate your business offering.

Why our customers value Cloudflare partners

Cloudflare is building an amazing global network, but our many partners bring additional expertise that drive business outcomes for our mutual customers.

Trusted Relationships - Customers want to work with trusted partners that provide years of customer expertise to enhance the value of Cloudflare products.

Integration - Customers benefit from seamless and fully integrated solutions that leverage the partner's solution and Cloudflare's easy to use APIs.

Services - Cloudflare customers often require additional support, professional services, and ongoing engagement that requires partner expertise and resources.

Where to begin your Cloudflare Partner journey

Every partner provides a unique offering and expertise to our customers. We expect the partner journey for each to be clear and engaging as you learn about the product, begin to enable your team, work with end-customers, and grow through the partner program.

1. **Discovery** - Learn about Cloudflare's Global network and partnership opportunities.
2. **Commit** - Register as a Cloudflare Partner via the partner portal or your partner team.
3. **Educate** - Learn from the available Cloudflare materials on our product and sales.
4. **Launch** - Announce and market your partnership, develop deal pipeline and events.
5. **Growth** - Achieve and surpass tier commitments to be eligible for additional benefits.

Partnership Types

The Cloudflare Partner Program is built to support Solutions Partners: those partners that want to help grow their business with Cloudflare. Technology Partners that deliver or integrate complementary solutions can [learn more here](#).

Solutions Partners

Cloudflare Solution Partners encompass managed service providers, value added resellers and system integrators who provide sales, consulting and services, as well as implementation of Cloudflare products. From self-serve resellers to the most bespoke integration, the goal is to make it as straightforward as possible and build a profitable business with Cloudflare. From our tenant API to dedicated account teams, we're here to help you go to market with solutions that help your customers.

Enterprise Resellers

Resellers can offer Cloudflare's Enterprise plan to their end customers and bill them directly. Cloudflare's Enterprise sales team works alongside your sales team and prospects to assist with co-selling support.

Referral Partners

Referral Partners can refer their end customers to Cloudflare's Enterprise plan in exchange for a referral fee, also working alongside Cloudflare's Enterprise sales team to co-sell.

Self-serve Resellers

For companies who wish to make Cloudflare's self-serve [Pro and Business plans](#) available to their customers, these can be purchased and managed using our partner API. Thanks to shared account access, partners can manage Cloudflare dashboard settings to deliver a managed service offering.

OEM Partners

Cloudflare OEM Partners can integrate and optionally white-label Cloudflare within an existing application or infrastructure, before selling it to their end customers

Services Partners

If you're looking to grow your business further with Cloudflare, we have a service partner stream that allows you to support Cloudflare customers who wish to enhance their integration or develop new solutions.

Partner Program Tiers

Like many programs, the Cloudflare Partner program has progressive tiers. Resourcing and benefits scale with each tier to help partners begin their partnership, develop, and grow. Our launch and standard levels help partners get started, and higher tiers unlock additional support and marketing resources for those that want to invest heavily in their Cloudflare practice.

The majority of solutions partners The Cloudflare Partner Program is built to support Solutions Partners: those partners that want to help grow their business with Cloudflare.

Partner Program Tiers - Select

Select		
Profile	Referral Partners Self Serve Resellers Growth Resellers	<p>The Select tier is where partners can commit to and grow their partner journey with Cloudflare.</p> <p>It includes all of the benefits of the previous tier, with additional educational, enablement and marketing benefits.</p>
Discount	10-20%	
Support	Self-Serve Demo Account (Biz) Partner Badge	<p>The tier is designed for Growth resellers that are able to commit more resourcing to Cloudflare and develop sustainable businesses around the Cloudflare solution.</p> <p>Additional demo accounts, training, and certification is made available to ensure partner resources can grow their Cloudflare expertise and unlock additional opportunities.</p>
Education	Cloudflare University, Online Workshops and Webinars	<p>Top performing partners in this tier can potentially receive additional support by our account management and enablement teams to develop and grow their business further with Cloudflare.</p>
Requirements	<p>Monthly Qualified Opps: 1</p> <p>Certified Sales Resources: 2</p> <p>Certified Tech Resources: 2</p> <p>Reference Customers: 1/Year</p> <p>MRR: \$10,000</p>	

Partner Program Tiers - Advanced

Advanced

Profile	Regional Enterprise Resellers, MSPs
Discount	Up to 25-30%
Support	Channel Account Management
Education	1 Demo Account <small>(Enterprise)</small> Market Development Funding
Requirements	Monthly Qualified Opps: 3
	Certified Sales Resources: 5
	Certified Tech Resources: 5
	Reference Customers: 3/Year
	Partner-Led Events: 1/year
	MRR: \$35,000

The Advanced tier is where partners unlock Enterprise sales paths to differentiate their practice even more.

It includes all of the benefits of the previous two tiers, with additional educational, enablement and marketing benefits such as a dedicated marketing fund and account planning.

The tier is designed for Growth resellers and service partners such as professional services and managed services organizations that are able to commit more resourcing and develop sustainable businesses around the Cloudflare solution.

Additional demo accounts, training, and certification is made available to ensure partner resources can grow their Cloudflare expertise and unlock additional opportunities.

Top performing partners in this tier can unlock additional success resources, provide feedback, and receive assistance during joint account planning.

Partner Program Tiers - Elite

Elite

Profile	Global Resellers, Global MSPs Platforms
Discount	Up to 35-40%
Support	Dedicated Team 24/7 Phone
Education	3 Demo Accounts (Enterprise) Joint Account Plans Custom Workshops
Requirements	Monthly Qualified Opps: 10 Certified Sales Resources: 10 Certified Tech Resources: 10 Reference Customers: 5/Year Partner-Led Events: 2/year MRR: \$100,000

The Elite tier is where optimized partners are consistently reaching global audiences across our entire Enterprise product offering.

It includes all of the benefits of all previous tiers, with enhanced marketing, feedback, and global account team support.

The tier is designed for global Enterprise resellers, distributors, systems integrators, and global service partners. That are providing compelling sales, services and support to end-customers.

Additional account team members, personalized training, and Enterprise-grade support is made available to ensure partners have the resources necessary to optimize and accelerate their Cloudflare expertise and to unlock global Enterprise opportunities.

Partner Program Tiers - Summary

	Select	Advanced	Elite
Profile	Referral Partners Self Serve Resellers Growth Resellers	Regional Enterprise Resellers, MSPs	Global Resellers, Global MSPs Platforms
Discount	10-20%	Up to 25-30%	Up to 35-40%
Support	Demo Account (Biz) Partner Badge	Demo Account (Enterprise) Channel Account Management	Demo Account (Enterprise) Dedicated Team 24/7 Phone
Education	Demo Account (Business) Cloudflare University & Online Workshops	Market Development Funding	Joint Account Plans Custom Workshops
Requirements	Monthly Qualified Opps: 1 Certified Sales Resources: 2 Certified Tech Resources: 2 Reference Customers: 1/Year MRR: \$10,000	Monthly Qualified Opps: 3 Certified Sales Resources: 5 Certified Tech Resources: 5 Reference Customers: 3/Year Partner-Led Events: 1/year MRR: \$35,000	Monthly Qualified Opps: 10 Certified Sales Resources: 10 Certified Tech Resources: 10 Reference Customers: 5/Year Partner-Led Events: 2/year MRR: \$100,000

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Partner Program Tiers - Alliance

Alliance

Profile	OEM, Integration & Platform Partners Global Distributors
Discount	Custom
Support	Specialized Account Teams
Education	Custom
Requirements	Negotiable

Our Alliance tier is available for partners that wish to integrate Cloudflare more deeply into their core offering. This could be platform integration, white labeling the solution, or some other technical partnership.

It includes all of the benefits of all previous tiers, with additional contract options and specialized account teams.

The tier is designed for global Enterprise OEM and platform partners that want to build a unique and compelling solution together with Cloudflare, services and support to end-customers.

As you begin your partner journey with Cloudflare, move up the tiers and continue to mature your Cloudflare-based business, we encourage you to take advantage of all of the resources available to you as a Cloudflare partner.

Your homepage on your partner journey is the [Cloudflare Partner Portal](#). This exclusive resource is a one-stop-shop for all of the tools and content that you need to grow your business on Cloudflare.

Once you self-register for the portal, you have access to Cloudflare technical and non-technical training, you can download self-serve marketing content, and you can begin to build your business around Cloudflare.

Cloudflare and your company will track your success with the Cloudflare partner portal.

Partner Scorecard

The Cloudflare scorecard allows you to track your success and growth through the partner program. It includes the following criteria:

- **Partner Type & Tier**
- **Time in Tier**
- **Deals Closed**
- **Qualified Opps**
- **Billings**
- **Reference Customers**
- **Certifications**

Partner Training

Within the portal, you can access Cloudflare University which will help you keep up-to-date with the latest training material and enablement offerings.

			Sellers		Specialists	
			Sellers		Specialists	
Identifying Cloudflare Opportunities	WBT	1 Hr	●	●	●	●
Prospecting Workshop	ILT	1 Day		○	○	●
Selling Cloudflare Solutions	ILT	1 Day				○

Example Training

● -> Required ○ -> Optional



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