

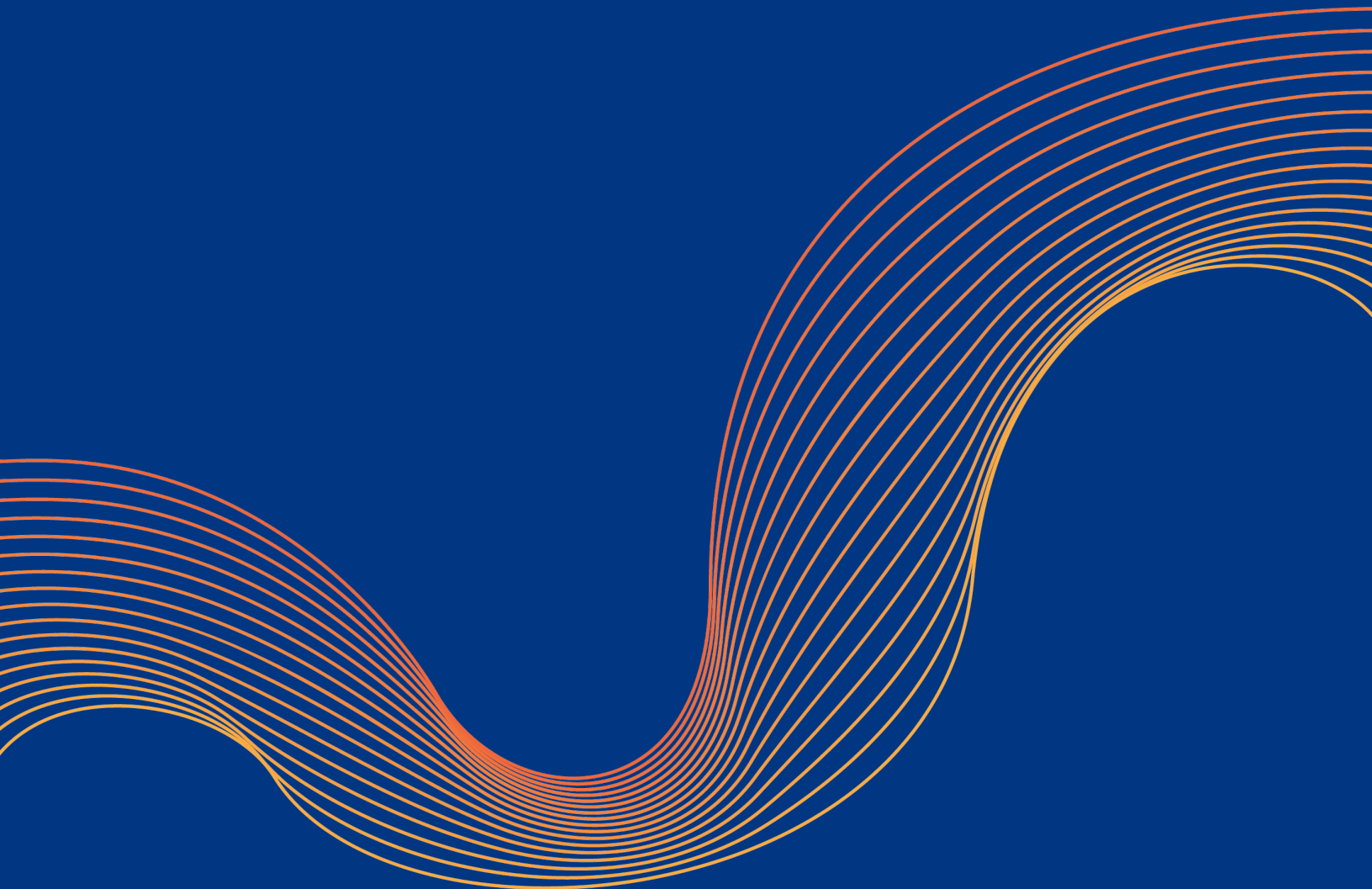


CLOUDFLARE
PARTNER NETWORK

BUILDING A BETTER INTERNET TOGETHER WITH OUR PARTNERS

Cloudflare Channel & Alliance Program Guide

December 2020



WELCOME

Cloudflare has always had an audacious mission: to help build a better Internet. From its inception, the company realized that a mission this big couldn't be taken on alone. Such an undertaking would require the help of an extraordinary group of partners.

At Google, I witnessed the powerful impact that a strong partner ecosystem could have on solving complex organizational and societal problems. By combining innovative technologies provided by the manufacturer, with deep domain expertise provided by the partner, we delivered valuable industry solutions to our customers. And through this process, we helped our partners build valuable businesses, accelerate growth, and bring new innovation economies to all parts of the globe.

I joined Cloudflare because I strongly believe in its mission to help build a better Internet, and believe this mission, paired with its massive global network, will enable the company to continue to deliver incredibly innovative solutions to customers of all segments. Cloudflare has strong brand recognition, a market leading product portfolio, an ambitious vision, and a leadership team that is 100% committed to building out the channel and partner program. We look forward to helping you build your business with Cloudflare!



Matthew Harrell

Head of Channel Sales & Partnerships

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OVERVIEW

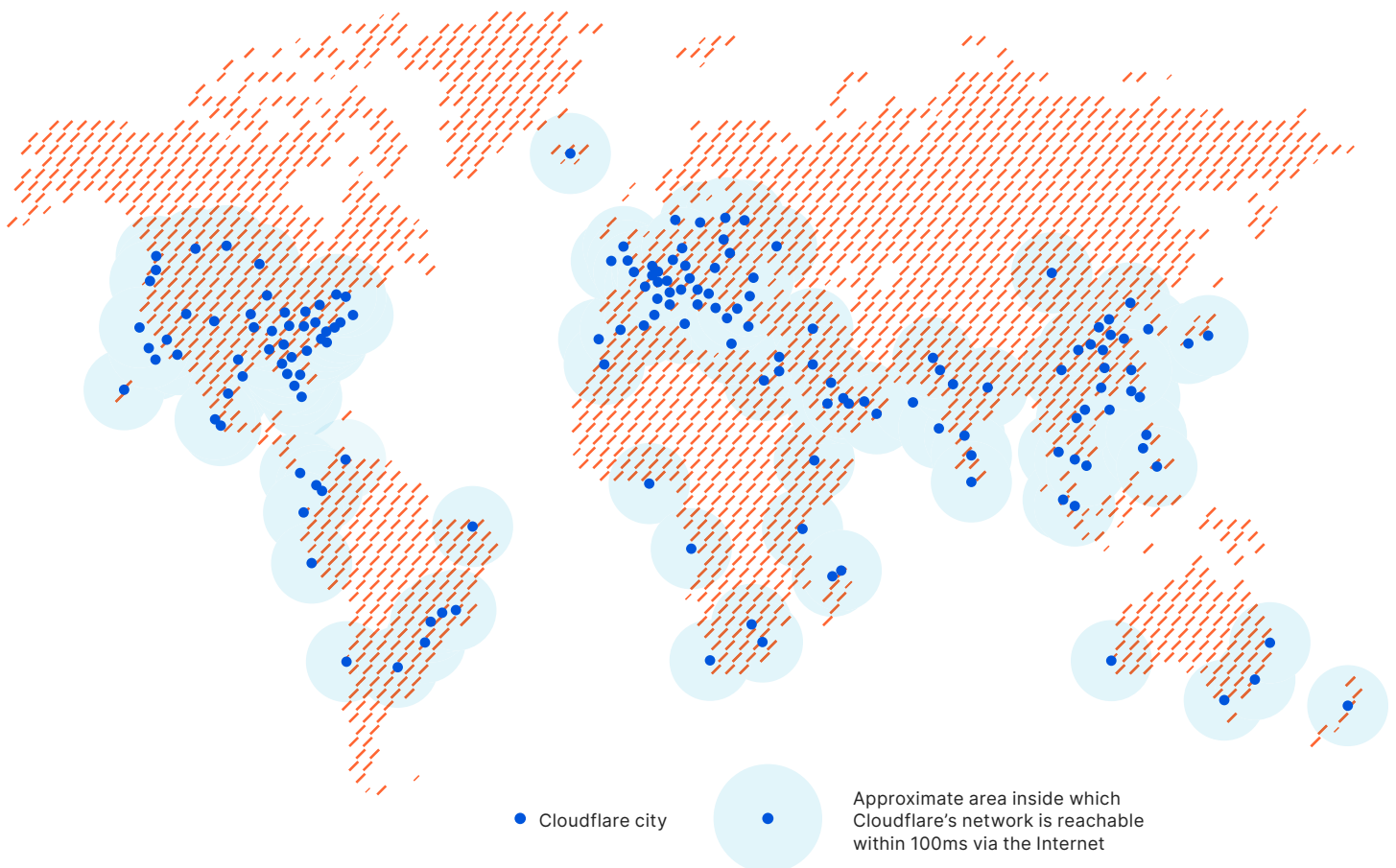
Becoming a Cloudflare Partner

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.

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 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 more information and to apply to become a partner, our [Partner Portal](#).



Map data as of Jan 15, 2020

PROGRAM MISSION

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 goals

- **Highly Profitable Partnership Opportunities-** Best-in-class revenue share models
- **Ease-of-Doing-Business-** From initial sign up, to enablement, marketing and integration, we want to make it easy
- **Strategic Alignment-** Cloudflare is committed to making partners successful and to rewarding those who invest with us

Program mission

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



Innovative Solutions

- Threats such as phishing, bots, and malware are increasing in volume and sophistication
- The network perimeter has dissolved as services and users move to the Internet
- User profiles and permissions are difficult to manage without a unified view and password fatigue is real
- BYOD adoption forces IT to accelerate support for personal devices



Routes to Revenue

- Increased volume of internet, SaaS, and IaaS traffic from all locations has strained network architectures
- Mobile and remote office workers need access to network protected resources
- VPNs struggle to support latency sensitive applications
- Complexity has increased exponentially with the proliferation of point solutions from different vendors



Attractive Discounting

- Breaches are expensive to defend against and even more expensive to remediate
- MPLS connections for backhauling traffic is costly and insufficient for modern cloud applications like M365.
- Technology sprawl creates inefficiencies and requires expensive expertise
- Global pandemic and resulting financial crisis creating uncertainty

PARTNER JOURNEY

Why do customers value our 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 who 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 partner journey

Every partner provides a unique offering and expertise to our customers. We are committed to making your partner journey with Cloudflare straightforward and engaging, as you learn about our products, enable your team, work with end-customers, and grow your business through the Cloudflare Partner Program.

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

PARTNER TYPES

What profiles make great partners?

Cloudflare is proud to include in our Partner Network a diverse, best-in-class set of partners. Together we deliver the solutions, applications, services and expertise which make possible a more secure, better-performing and more reliable Internet experience for customers worldwide.

Enterprise Plan Service Partners

Gain the specialized sales and technical certifications and go-to-market resources you need to grow your business by providing value-added resale, managed security, consulting or professional services for Cloudflare Enterprise Plan solutions.

Referral Partners

Refer opportunities with Enterprise accounts to Cloudflare for attractive referral fees.

Pay-as-you-Go Plan Resellers

Resell Cloudflare pay-as-you-go plans by leveraging our partner APIs.

Alliances/OEM Partners

Embed Cloudflare's innovative security, performance and reliability products into your applications or infrastructure using our APIs, developer kits and other integration resources customized for you.

Enterprise Services Program Tiers

Whether you are a value-added reseller, a managed services provider or a systems integrator, the Cloudflare Enterprise Plan Services Partner Program gives you a growth path.

The higher your partner status, the higher your discounts and other rewards. See the following pages for details on our Select, Advanced and Elite tiers for Enterprise Services Partners

Program Requirements

ENTERPRISE SERVICES PARTNER PROGRAM TIERS | SELECT

Select Tier	
Profile	Referral Partners Self Serve Resellers Growth Resellers
Discount	20%
Support	Self-Serve Demo Account (Biz) Partner Badge
Education	Cloudflare University Online Workshops and Webinars
Requirements	Monthly Qualified Opps: 1 Certified Sales Resources: 2 Certified Tech Resources: 1 Reference Customers: 1/Year MRR: \$10,000

- The Select tier is where partners can commit to and grow their partner journey with Cloudflare.
- Select Partners enjoy higher discounts than Referral or Pay-as-you-go Plan Resellers, with additional educational and enablement support.
- The tier is designed for Growth resellers who are able to commit more resourcing to Cloudflare and develop sustainable businesses around Cloudflare solutions.
- Additional demo accounts, training, and certification are made available to ensure partner resources can grow their Cloudflare expertise and unlock additional opportunities.
- Top performing partners in this tier can potentially receive additional support from our account management and enablement teams to develop and grow their business further with Cloudflare.

Advanced Tier		
Profile	Regional Enterprise Resellers MSPs	<ul style="list-style-type: none"> • The Advanced tier is where partners unlock Enterprise sales paths to differentiate their practice even more. • Advanced Partners gain all of the benefits of the previous two tiers, with additional educational, enablement and marketing benefits. • The tier is designed for Growth resellers and service partners such as professional services and managed services organizations who are able to commit more resourcing and develop sustainable businesses around the Cloudflare solution. • Additional demo accounts, training, and certification are made available to ensure partners can expand their Cloudflare expertise and unlock additional opportunities. • Top performing partners in this tier gain additional success resources and receive assistance during joint account planning. • Partner-Led Event should have a lead-generation focus. Resulting leads must be shared with Cloudflare as proof-of-compliance with this requirement.
Discount	30%	
Support	Channel Account Management	
Education	1 Demo Account (Enterprise) Cloudflare University Online Workshops and Webinars	
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	

ENTERPRISE SERVICES PARTNER PROGRAM TIERS | ELITE

Elite Tier	
Profile	Global Resellers Global MSPs Platforms
Discount	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.
- Cloudflare Elite Partners enjoy all of the benefits of previous tiers, with enhanced marketing and global account team support.
- The tier is designed for global Enterprise resellers, distributors, systems integrators, and global service partners who 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 Elite Partners have the resources necessary to optimize and accelerate their Cloudflare expertise and to unlock global Enterprise opportunities.
- Partner-Led Event should have a lead-generation focus. Resulting leads must be shared with Cloudflare as proof-of-compliance with this requirement.

ENTERPRISE SERVICES 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	20%	30%	35-40%
Support	Self-Serve Demo Account (Biz) Partner Badge	Channel Account Management	Dedicated Team 24/7 Phone
Education	Cloudflare University Online Workshops and Webinars	1 Demo Account (Enterprise) Cloudflare University Online Workshops and Webinars	3 Demo Accounts (Enterprise) Joint Account Plans Custom Workshops
Requirements	Monthly Qualified Opps: 1 Certified Sales Resources: 2 Certified Tech Resources: 1 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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ALLIANCE PARTNER PROGRAM | SUMMARY

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

- Our Alliance tier is available for partners who wish to integrate Cloudflare more deeply into their core offerings. This could include platform integration, white labeling our solutions into their applications or cloud solutions, or some other technical partnership.
- Cloudflare Alliance Partners enjoy the benefits of all the previous tiers, with additional contract options and specialized account team support.
- The tier is designed for global Enterprise OEM and platform partners who want to build unique and compelling solutions together with Cloudflare, and offer corresponding services and support to end-customers.

Promotions and Training

Partner Promotions and Incentives

As you begin your partner journey with Cloudflare, move up the tiers and continue to grow 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 access our live and on-demand partner webinars.

Partner Promotions & Incentives

Cloudflare will from time to time offer partners various promotions and incentives, directed at either end-users or at partner contacts. Qualifications will vary as indicated in program flyer terms and conditions, and may include the requirement that to qualify partner companies must permit their employees to receive the designated incentive at Cloudflare program terms.

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 ENABLEMENT

Partner Accreditations

Within the portal, you can access Cloudflare University to complete our Accreditation programs and also access training materials and other enablement offerings.

Certification		Course name	Format	Duration
ASP	Cloudflare Accredited Sales Professional	Identifying Cloudflare Opportunities	ELT	1 Hr
ASE	Cloudflare Accredited Sales Engineer	Selling Cloudflare Solutions - Technical	ELT	3 Hr
ACE	Cloudflare Accredited Configuration Engineer	Implementing Cloudflare Solutions	WBT/ILT	2 Hr
		Optimizing Cloudflare Solutions	WBT/ILT	2 Hr
		Troubleshooting Cloudflare Solutions	WBT/ILT	2 Hr
ASA	Cloudflare Accredited Service Architect	Managed Security	WBT/ILT	4 Hr
		Managed Performance	WBT/ILT	4 Hr
		Migrating to Cloudflare	WBT	3 Hr

ELT	eLearning Training (Self-paced)
WBT	Web based Training (Instructor-led)
ILT	Instructor-led Training (Hands-on Workshop)

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