

Wasabi Partner Network OEM Program Guide



Program Overview

The Wasabi Partner Network OEM program is designed for strategic partners to bundle the Wasabi hot cloud storage service into their own solution. The program is available to partners who are integrating Wasabi hot cloud storage with their own intellectual property and/or 3rd party applications to offer repeatable, user friendly, integrated offers. As an OEM partner, you may choose whether to leverage Wasabi branding (Powered by Wasabi) or to completely use only your own brand. OEM Partners may traditionally be a technology vendor, managed service provider (MSP), cloud service provider (CSP), value added distributor, or infrastructure provider. An OEM Partner is expected to have a defined offer with Wasabi as an ingredient, a defined go to market plan, and defined initial revenue commitments with multi-year revenue expectations. OEM Partners are expected to market and sell the complete solution as their own, through their own sales teams and channels. The OEM program includes additional benefits and requirements on top of the Wasabi Partner Network Resale Program.



Why be an OEM?

Becoming a Wasabi OEM allows you to offer your own complete solution by leveraging Wasabi hot cloud storage. Wasabi's competitive price means that you improve the margins on your offer, allowing you to make more money and lower the total price of the solution to your customers should you choose to. You have the choice to completely whitelabel your solution or include the Powered by Wasabi logo in your branding. By leveraging the Wasabi brand, you are confirming that your solutions include a game changing, leading-edge cloud technology that allows users to affordably store an unlimited amount of data. You will take advantage of the growing brand awareness of an innovative brand and gain market affinity to your own solution.





OEM Pricing and Go to Market Models

OEM partners may elect to sign up to sell Wasabi hot cloud storage through either the pay-as-you-go or Reserved Capacity Storage model, with an agreed annual minimum capacity consumption in return for additional up-front discounts. The partner manages and supports the end-user and may choose to use their own branding and/or leverage “Powered by Wasabi” branding.

Go to Market Models: The Wasabi hot cloud storage platform supports multiple go-to-market provisioning and billing tools that enable partners to sell directly to end-users or via their own channel. This ensures seamless billing, service renewal, and reporting processes.

Pricing Models: Wasabi offers cloud storage services in two different pricing models so partners can offer the one that best suits your solution and customer needs - Pay-as-you-go or Reserved Capacity Storage. For more information on Reserved Capacity Storage pricing and discounting details, please contact your partner manager.

Pricing Models Available

	Pay-as-you-go	Reserved Capacity
Price per TB	\$6.99 / TB / mo* with OEM-specific Additional Discounting per OEM Terms & Conditions *Pricing varies per region	Varies Depending on Term
Capacity Ranges	Minimum Annual Capacity of 1 PB is Required	1 PB to 10 PB in any Increment You Choose
Usage Terms	1 year minimum	1, 3, or 5 years
Payment Terms	Payment Every 30 Days	Payment in Advance
Premium Support	Optional	Included

Program Requirements and Benefits

Requirements	OEM Partner
Agreement	Wasabi OEM Agreement Completed.
Business Plan	Initial as well as regular business reviews to include go to market strategy alignment, sales performance, and sales targets.
Product Integration	Commitment to integrate Wasabi into your solution using the Wasabi Partner API or Wasabi Account Control Manager, which allows you to manage Wasabi within your own systems to provision your own trials, provision users, and integrate the Wasabi bill into your own billing.
Service Availability	Offer one or more launched (generally available through your sales and marketing) Wasabi powered or white labeled service available to customers.
Support	OEMs are required to provide Tier 1 and Tier 2 support of Wasabi to your customers as well as full integrated solution support.
Benefits	OEM Partner
Partner Engineer Support	Support from Wasabi Partner Engineering team as needed to launch your solution. Ongoing support for incremental feature adds and solution development
Onboarding, Sales Training, Technical Training	Ongoing Training managed by your assigned partner manager. Portal, web based, and field based training available.
Choice of Branding	Ability to use own branding / white label or Powered by Wasabi branding. Powered by Wasabi logos available for use.
Wasabi Website Listing	Listing on Wasabi Website as Powered by Wasabi Partner if using Wasabi branding.
Portal Access	Wasabi Partner Portal available to all sales, marketing, technical users with unlimited access.
Marketing Assets	<ul style="list-style-type: none"> • Self service via Wasabi Partner Portal as well as potential for co-branding. • Access to a library of Wasabi marketing content including solution briefs, whitepapers, industry briefs, and more for use in your marketing efforts. • Additional joint content and messaging will be considered on a case by case basis.
Marketing Support	Managed by your assigned partner manager and partner marketing teams to establish joint demand generation campaigns.
Sales Support	Managed by your assigned partner manager, sales support is available upon request. All OEM Partners will be introduced to Wasabi global sales leadership in order to foster joint awareness and activity when mutually agreed.