



Value Added Distributor Program Guide

Program Overview

The Wasabi Value Added Distributor Program is an invite only program, designed for strategic distribution partners to offer Wasabi object storage to their channel. Distributors in the program can provide additional revenue generating opportunities to their resale network by offering Wasabi's storage that easily integrates into other vendors they are already selling, as well as increase their own margin earning opportunities.

Distributors may qualify for one of two program levels – Authorized is available to all partners and Advanced is earned by partners that meet the Advanced qualifications indicated by their chosen distribution model.

Distribution Models

Distributors may follow two models, a resale model or aggregator model. Both methods may earn additional discount points by reaching agreed upon revenue targets. A resale model follows a more traditional VAR selling method, with each end customer requiring a separate contract and invoice from Wasabi. The aggregator model requires that the distributor manages all channel and end customer accounts under one contract and invoice from Wasabi by utilizing the Wasabi Account Control Manager. Some distributors may offer both models as they grow their business with Wasabi.

Resale vs Aggregator Model: Which model is right for you?

	Resale	Aggregator
Typical Use Case	Distributor selling to VARs, larger deal sizes (>100 TB)	Distributor selling to MSPs and SMB, smaller deal sizes (<100 TB)
What You Sell	Individual Reserved Capacity Storage contracts per End Customer	Distributors may sell Pay-as-you-go or Reserved Capacity Storage from their Wasabi Account Control Manager environment
Billing/Payment	Distributor bills channel per End Customer contract Distributor pays Wasabi	Distributor pays Wasabi for one up-front contract Distributor bills channel as they see fit
Provisioning	Wasabi services customer directly	Distributor provisions Wasabi storage account for customer via Wasabi Account Control Manager

Resale Model

The resale model for distributors most closely follows a standard Value-Added Reseller model. In this model, distributors will manage individual contracts per end customer. They will sell the Reserved Capacity Storage contract from Wasabi, which gives additional discounts based on the term and capacity of storage that is being purchased. End customers will manage their storage account directly with Wasabi, leaving distributors to only manage billing. There are no up-front requirements from the distributor in this model.

Requirements and Benefits

	Authorized	Advanced
Partner Discount	Access to standard distribution discount	Access to increased discount levels
Deal Protection	Access to Deal Registration Discounts	Access to Deal Registration Discounts
Marketing Development Funds	Funds available on application	Funds available on application
Trainings	Access to Technical and Sales Certifications and Trainings	Access to Technical and Sales Certifications and Trainings
Wasabi Website Listing	Listed on Wasabi Partner Finder	Listed on Wasabi Partner Finder
Account Management		Named Account Manager
Marketing Plan		Annual Marketing Plan with Marketing Development Funds
Lead Referrals		Access to Passed to Partner lead referral program
Sales Targets		Must commit to annual sales targets to be agreed upon jointly and meet quarterly targets (see minimums below)
Alliance Attach Program		Must commit to a minimum of two annual lead generation activities aligning Wasabi to recognized Alliance Partners channels
Business Reviews	Regular business reviews with the Wasabi team	Quarterly business reviews with the Wasabi team
Distributor Business Development Representative	Assigned Business Development Representative on Wasabi	Dedicated Business Development Representative on Wasabi
Financial Standing	Must be in good financial standing with Wasabi	Must be in good financial standing with Wasabi

Requirements and Benefits

Countries Served	Minimum in Petabytes Sold	Minimum in Annual Recurring Revenue
North America and Multi-Country VADs	40 PB	\$1,100,000
United Kingdom, Germany, France, Netherlands, Australia, Japan	10 PB	\$625,000
All Others	5 PB	\$350,000

Aggregator Model

The aggregator model for distributors requires that the distributor manages the creation of and billing for storage accounts on behalf of their end customers with the Wasabi Account Control Manager tool. By purchasing a Reserved Capacity Storage contract up front, distributors are able to unlock additional margin opportunities while easily scaling with their channel's storage needs.

Requirements and Benefits

	Authorized	Advanced
Partner Discount	Access to standard distribution discount	Access to increased discount levels
Marketing Development Funds	Funds available on application	Funds available on application
Trainings	Access to Technical and Sales Certifications and Trainings	Access to Technical and Sales Certifications and Trainings
Wasabi Website Listing	Listed on Wasabi Partner Finder	Listed on Wasabi Partner Finder
Account Management		Named Account Manager
Marketing Plan		Annual Marketing Plan with Marketing Development Funds
Lead Referrals		Access to Passed to Partner lead referral program
Sales & Growth Targets	Must purchase up-front Reserved Capacity Storage contract of any size and define growth targets with Wasabi team	Must purchase up-front Reserved Capacity Storage contract of 1 PB or more for one year and define growth targets with Wasabi team
Management of Storage Account	Must manage own WACM environment	Must manage own WACM environment
Business Reviews	Regular business reviews with the Wasabi team	Quarterly business reviews with the Wasabi team
Distributor Business Development Representative	Assigned Business Development Representative on Wasabi	Dedicated Business Development Representative on Wasabi
Financial Standing	Must be in good financial standing with Wasabi	Must be in good financial standing with Wasabi