



V2 Cloud Partner Program Guide

Overview

The **V2 Cloud Partner Program** qualifies partners to resell, integrate, develop, and provide services around V2 Cloud solutions, extending the benefits of desktop computing in the cloud to their customers.

Our comprehensive program helps organizations overcome IT resource constraints, eliminate data security risks from dispersed remote devices, and strengthen business resilience through enhanced security, cyber-defense, and disaster recovery capabilities.

Every V2 Cloud partner gains access to an extensive array of program offerings designed to **ensure mutual success and accelerate your business growth**.

Four Pillars of Partnership with V2 Cloud

1 Proven Technology and Performance

2 Customer-Centric Loyalty & Retention

3 Easy Deployment & Management

4 Dedicated Support and Enablement

Partner Program Tiers & Benefits

THRESHOLDS	PLATINUM	GOLD	SILVER	SELECT
ARR PER TIER	\$120K+	\$50K-120K	\$12K-50K	\$0-12K
PROGRAM BENEFITS	PLATINUM	GOLD	SILVER	SELECT
<u>WELCOME LETTER</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>BRAND PARTNERSHIP</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>PARTNER PORTAL ACCESS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>SALES ENABLEMENT MATERIALS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>PARTNER ACCOUNT MANAGER</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>ANNUAL BUSINESS REVIEW</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>PARTNER LOCATOR TOOL</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>QUARTERLY STRATEGIC ALIGNMENT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DEVELOPMENT & ENABLEMENT BENEFITS	PLATINUM	GOLD	SILVER	SELECT
<u>CONFIGURATION SUPPORT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>TEST AND DEMO ENVIRONMENT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>GOLDEN IMAGE</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>PARTNER-ONLY WEBINARS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>PRODUCT ROADMAP REVIEW SESSIONS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>WHITE LABEL SOLUTIONS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>SUB-ACCOUNT MANAGEMENT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>QUARTERLY HEALTH CHECK</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>TROUBLESHOOT TRAINING</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>PERSONALIZED TECHNICAL ONLINE WORKSHOP</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>DEDICATED SALES ENGINEER</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>ANNUAL TECHNICAL REVIEW</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>DEDICATED DEMO ENVIRONMENT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>ENHANCED GOLDEN IMAGE SUPPORT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>INFRASTRUCTURE OPTIMIZATION</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>EARLY DESIGN REVIEW ACCESS</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TECHNICAL SUPPORT BENEFITS	PLATINUM	GOLD	SILVER	SELECT
<u>CUSTOMER TECHNICAL SUPPORT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>UNLIMITED SUPPORT TICKETS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>TECHNICAL PARTNER SUPPORT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>PRIORITIZED SUPPORT TICKETS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SALES AND MARKETING BENEFITS	PLATINUM	GOLD	SILVER	SELECT
<u>SALES AND MARKETING RESOURCES</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>CO-SELLING SUPPORT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>EXECUTIVE ENDORSEMENT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>JOINT SUCCESS STORY DEVELOPMENT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>PARTNER ADVISORY BOARD ACCESS</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>EVENT AND CONTENT SUPPORT</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>JOINT MARKETING AND COLLATERAL</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>EXECUTIVE STRATEGIC PARTNERSHIP</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Benefits by Tier Explained

All Partner Tiers

✔ Welcome Letter

Your partnership begins with a comprehensive welcome letter that details your partner level and key contacts.

✔ Brand Partnership

Gain permission to use the V2 Cloud logo in your marketing materials, collateral, and online promotions while adhering to our [Brand Guidelines](#). In return, we'll feature your logo on our website and partner directories, creating mutual brand visibility and credibility.

✔ Partner Portal Access

The portal provides critical sales and technical enablement content, comprehensive support resources, and direct access to key contacts. Simply navigate to the right side of your dashboard to access this valuable resource.

- You can access the portal through <https://partners.v2cloud.com/> and learn how to access it on [this comprehensive tutorial](#).
- You'll soon get the invitation email from noreply@v2cloud.com with login instructions. Please check your spam folder in case you don't see it in your inbox.
- Access to the portal is by invitation only. If you wish to give portal access to other colleagues, please email us at partners@v2cloud.com with Full Name, Company Name, and Email Address.

✔ Sales Enablement Materials

Leverage our extensive library of success stories, technical documentation, white papers, and sales collateral to accelerate your sales cycles and demonstrate value to prospects.

✔ Configuration Support

Our technical experts provide dedicated support to help your development teams seamlessly integrate with V2 Cloud solutions, ensuring smooth ISV partnerships and custom implementations.

✓ **Test and Demo Environment**

Receive a complimentary virtual machine for the first six months to test platform features and conduct customer demonstrations. This environment allows you to showcase V2 Cloud's capabilities confidently to prospects.

✓ **Golden Image Creation**

We'll create a standardized, pre-configured virtual machine template that includes your software and is optimized for demonstrations.

This Golden Image enables faster customer onboarding, reduces time-to-market, and eliminates the need to configure each cloud computer individually.

Please contact our Support team to request your custom Golden Image.

✓ **Partner-Only Webinars**

Participate in invitation-only webinars covering product roadmaps, industry trends, and sales best practices. Recorded webinars will also be available in the Partner Portal.

✓ **Product Roadmap Review Sessions**

Receive detailed product roadmap reviews with your Partner Account Manager to understand how upcoming features may impact your integrations and business strategy.

✓ **White Label Solutions**

Deliver virtual desktops under your own brand with our comprehensive white-label platform. Customize domains, login screens, and branding elements to create a seamless experience that appears entirely as your solution.

We handle all infrastructure management while you maintain complete brand ownership and customer relationships.

✓ **Sub-Account Management**

Streamline customer management with unlimited sub-accounts linked to your master account. This feature provides consolidated billing with detailed breakdowns for each customer, enabling accurate and efficient billing processes.

The enhanced administrative structure allows granular permission management, with partial admin roles for parent and child accounts, and dedicated accounting managers at the parent-level accounts, and view the details of fees and usage for each from within the V2 Cloud dashboard.

✔ **Customer Technical Support**

V2 Cloud will provide partners that are not contractually providing first-level support with customer support. V2 Cloud will offer additional support regardless of a partner's involvement at a fee. This will be on a case-by-case basis.

✔ **Unlimited Support Tickets**

Benefit from unlimited support tickets with 24/7 availability in multiple languages. This comprehensive coverage ensures your V2 Cloud implementations remain operational and optimized at all times.

Silver Tier

✔ **Sales and Marketing Resources**

Access our sales and marketing teams through your Partner Account Manager for joint opportunity development and campaign creation. This collaboration ensures your marketing efforts align with V2 Cloud messaging and maximize impact.

✔ **Co-Selling Support**

Qualify for additional marketing and sales resources when collaborating with our direct sales team. We evaluate each registered opportunity individually, providing enhanced support for significant or complex sales cycles requiring extended collaboration.

✔ **Executive Endorsement**

Receive executive-level testimonials and quotes for use across your marketing channels, including websites, collateral, press releases, and social media campaigns. These high-level endorsements add credibility and authority to your marketing efforts.

✔ **Partner Account Manager**

Your dedicated Partner Team professional serves as your primary contact, helping you navigate our sales, marketing, and technical organizations efficiently. This relationship ensures you receive appropriate resources and support for your specific needs.

✔ **Quarterly Health Check**

Regular quarterly health checks with your dedicated Customer Success Manager ensure your partnership remains strong and identifies opportunities for growth and optimization.

✔ **Annual Business Review**

Participate in comprehensive annual business reviews designed to align resources, strengthen our relationship, and recognize your partnership success. These strategic sessions help plan future growth and address any partnership challenges.

✔ **Partner Locator Tool**

Gain featured placement in our Partner Locator Tool on the V2 Cloud website. Provide your business address, website URL, and high-resolution logo to maximize visibility to potential customers searching for local partners.

✔ **Joint Success Story Development**

Upon approval, we'll collaborate to create success stories highlighting mutual customer success stories and demonstrating the value of your combined solutions. You're responsible for securing customer permission, while we handle the design and execution.

Gold Tier

✔ **Dedicated Demo Environment**

Receive your own dedicated virtual machine specifically for testing and demonstrations, ensuring consistent availability and performance for your sales activities.

✔ **Enhanced Golden Image Support**

Access specialized Golden Images for separate demo environments, each optimized for specific use cases. We recommend dedicated VMs for each Golden Image to maximize performance and flexibility. Please contact our Support team to configure multiple specialized environments.

✔ **Troubleshoot Training**

Participate in comprehensive troubleshooting training to enhance your support capabilities.

✔ **Personalized Technical Online Workshop**

A V2 Cloud expert will provide partners with a customized technical workshop. Content will be pre-defined in conjunction with the Partner Account Manager and will be provided as needed up to a maximum of one per quarter. Exceptions on a case-by-case basis.

✔ **Dedicated Sales Engineer**

Access senior technical experts familiar with complex implementations and dedicated specifically to Gold and Platinum partner success. These specialists provide deep technical expertise for your most challenging opportunities.

✔ **Annual Technical Review**

Beyond business reviews, participate in detailed annual technical assessments examining support tickets, roadmap alignment, and implementation challenges. Receive specific recommendations and improvement suggestions based on a comprehensive analysis.

✔ **Technical Partner Support**

Receive prioritized, tailored support with accelerated issue investigation and certified resolution processes. Your dedicated Partner Account Manager or Client Success Manager personally reviews and prioritizes your support requests.

✔ **Prioritized Support Tickets**

While we cannot guarantee specific resolution timeframes, Gold partners receive issue management and prioritized communication, ensuring focused attention on critical and high-priority challenges. *At V2 Cloud, we treat our partners like VIPs.*

✔ **Event and Content Support**

Access our content, research, experts, speakers, and marketing assets for your webinars, seminars, conferences, and industry events. Customize materials with prior approval to ensure brand consistency while maintaining professional quality.

✔ **Partner Advisory Board Access**

Join our exclusive, invitation-only strategic forum where you can provide feedback and help shape V2 Cloud's product roadmap and strategic direction.

Platinum Tier

✓ Quarterly Strategic Alignment

Your Partner Account Manager conducts comprehensive quarterly calls within 30 days of each calendar quarter, ensuring all aspects of our relationship advance smoothly.

These sessions cover business plans, technical objectives, revenue targets, and strategic initiatives.

✓ Infrastructure Optimization

V2 Cloud will implement a white glove approach by planning regular infrastructure reviews, including integrations, to ensure everything is configured in the most efficient and optimized manner.

A Senior Technical Support expert will meet with partners' technical teams to provide advice, best-practice and ongoing follow-up assistance.

✓ Early Design Review Access

Shape V2 Cloud's future through exclusive participation in our Early Design Review program.

Access upcoming features before public release, provide direct feedback to our product team, and influence platform development to meet your market needs.

✓ Joint Marketing and Collateral

Collaborate closely with our marketing team to support conferences, joint presentations, and co-marketing initiatives. This partnership ensures maximum market impact and professional presentation quality.

✓ Executive Strategic Partnership

Access senior-level V2 Cloud executives who work directly with you to strategize joint business initiatives and develop comprehensive growth plans. This executive relationship ensures alignment at the highest organizational levels and is a strategic priority for your partnership success.

➔ V2 Cloud Contact Channels



Partner Sales:
partners@v2cloud.com



Technical Support:
support@v2cloud.com



Live Chat: Available
through V2 Cloud