

ZELLA Partner Program™

Giving you the Edge. At the Edge.



Visit zelladc.com/zella-partners to join the Zella Partner Program

ZELLA DC™

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The Zella Partner Program has been designed to help our valued partners maximize opportunities by staying connected with us and our products and services. We regard partnership as one of the most important aspects of our business and are dedicated to ensuring our partners feel confident and secure when offering Zella DC products as a solution to their clients.

Our Goal: Your Success

When you partner with us, you join a team dedicated to helping you and your customers. We make doing business with us easy with one goal: your success.

We are committed to ensuring our partners have all the support, training and confidence to satisfy your customer's needs and most importantly, help you make the sale.

By working together, we can help you achieve better results faster and easier. In addition to increasing sales, you can earn greater returns on your investment.

Partnering with Zella DC can help you achieve new levels of market penetration, sales, and profitability. Our easy to use sales tools shorten the sales cycle to help you get to revenue faster. And to help you succeed with these opportunities, you'll have exclusive access to training, tools, best practices, and technical experts.



ZELLA Pro12™

ZELLA Pro25™

ZELLA Pro38™

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Partnership Benefits

Our success is founded on continual innovation and the pursuit of broader market reach. The Zella DC Partner Program leverages these strengths to create unique opportunities for you and your business. Together, we can offer a winning combination for greater success.

1. Opportunity registration program - easily register any opportunity through the partners portal.
2. Generous commissions.
3. Dedicated marketing portal including updated marketing materials in several languages.
4. Dedicated sales support team and qualified sales leads.
5. Sales and technical training with access to Zella DC showroom.
6. Joint marketing activities.



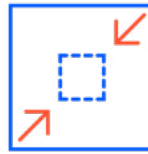
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Our products are designed to help your customers:



Reduce their energy bills by up to 70% and save money



Reduce the footprint of their servers and save space



Monitor their servers in real-time from anywhere in the world



Improve their security access and keep their data safe



Simplify their maintenance, saving time and money



Use less energy and reduce their carbon footprint

The Zella Partners Program will help you communicate these benefits to your customers.

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Be rewarded for commitment to Zella DC.

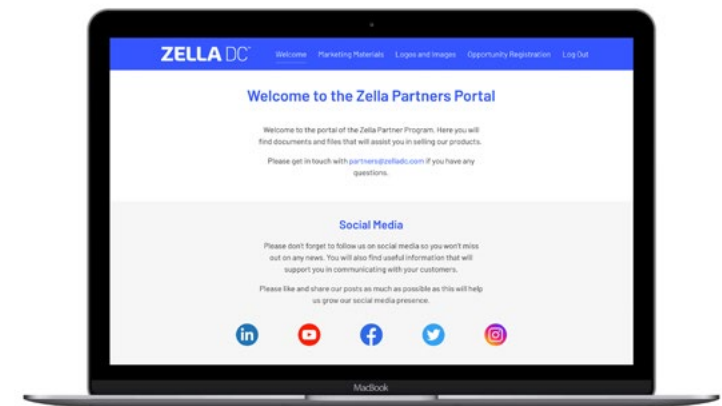
The Zella DC Program includes Partner levels which offer benefits based on your revenue, activity and training completed. As you progress through each level you become eligible for Partner-related benefits. The Partner benefits have been designed to help you increase your sales and profit and give you the confidence to actively promote Zella DC products.

There are three Partner levels, with specific benefits:

1. Certified
2. Registered
3. Authorised

Benefits through connection

As a Zella DC Partner you receive maximum benefit from a tiered Partner Program. The Program allocates benefits to Partners in each level based on their individual commitment to Zella DC.



Dedicated Partners Portal

Partner level benefits

BENEFIT	AUTHORIZED	REGISTERED	CERTIFIED
Marketing Materials	✓	✓	✓
Sales Support		✓	✓
Generous Commissions		✓	✓
Opportunity Registration		✓	✓
Dedicated Partner Portal			✓
Dedicated Sales Support			✓
Sales and Technical training			✓
Joint Marketing Activities			✓ (On application)
Access to Zella DC Showroom			✓ (WA only)

Partner level requirements

Your progression through each tier is linked to your performance. Once you increase your Zella DC activity, investment and proficiency regarding the Zella DC product range you will progress through the levels.

Partner levels are assessed frequently taking into consideration the following:

REQUIREMENT	CERTIFIED	REGISTERED	AUTHORIZED
Activity	Sales > \$250k pa	Sales > \$50K pa	n/a
Staff Training Requirements	1 Sales + 1 Technician	1 Sales	n/a

ZELLA Partner Program™

Opportunity Registration

Registering your Opportunities

The Zella Partner Program rewards partners who identify, develop and ultimately win new Zella DC business. Zella DC wants to ensure our partners have the confidence to generate demand for Zella DC products without being concerned about competitive poaching. We have opted for a neutral system that authenticates new deal opportunities as they are presented.

How it works

When you partner with Zella DC, we work closely with you to help your customers. Transparency throughout the opportunity registration process is critical to the success of the partner program. When you register an opportunity with Zella DC, you'll feel confident it's in safe hands.

Once you identify an opportunity, you notify the Zella DC team. As Zella DC is totally committed to ensuring Partners feel confident and secure, we will undertake a qualification process for each and every opportunity that is presented.

The Rules

Registering an opportunity offers security and confidence during the sales process. Given this, there are a few program rules that help streamline the authentication process:

1. The opportunity presented must be a new opportunity.
2. Each opportunity must be qualified and accepted by Zella DC before it is regarded an official opportunity.
3. Zella DC needs to be satisfied that the partner is pursuing the opportunity effectively.

Program Criteria

Once an opportunity has been registered with Zella DC, it will remain an active opportunity for a period of three months. Partners can request an additional three month extension should the opportunity take longer to close.

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Join the Zella DC team

At Zella DC we are dedicated to the success of our partners. As a Zella DC partner, you'll earn great results quicker and easier. You get exclusive access to the tools, resources, and support you need to create new market opportunities and to accelerate your success.

We look forward to working with you and helping you take your business further, faster with the Zella DC Partner Program. For information on how to get started working with us, visit zelladc.com/zella-partners today.

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Visit zelladc.com/zella-partners and get ready to roll.

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