

ELEVATE

PARTNER PROGRAM

FY22 SERVICE PROVIDER PROGRAM GUIDE

SUCCESS TODAY | BUILT FOR TOMORROW

Welcome

When it comes to the enterprise cloud market opportunity, your expertise makes all the difference.

The Nutanix vision is to provide a seamless multicloud experience, including solutions offered through our network of highly skilled Nutanix Service Providers. This vision strives to deliver one-click simplicity coupled with freedom of choice; the freedom to choose the hardware, the hypervisor, and the cloud (or clouds) that make the most business sense. As a Nutanix Service Provider, together we can partner to deliver a cloud that's simple, delightful, multi-purpose, and achieves a shared goal of producing better business outcomes for our customers.

The Nutanix Elevate Service Provider Program provides benefits and sales resources designed to help facilitate Service Provider solution sales, drive opportunities, and increase your profitability. You can take advantage of focused technology and services, sales and technical training, marketing and sales tools, and specialized technical support to better enable you to offer a Nutanix-based solution to your end users.

Nutanix is committed to offering Service Providers, as our valued partner, robust benefits and incentives to pave the way for greater mutual success. Our partner portal, eligibility based incentive rebates, technical support, and sales resources are just some of the ways that we are working to make the Elevate Service Provider Program highly accessible and profitable for Service Providers.

Whatever your future is set on, own it with Nutanix.

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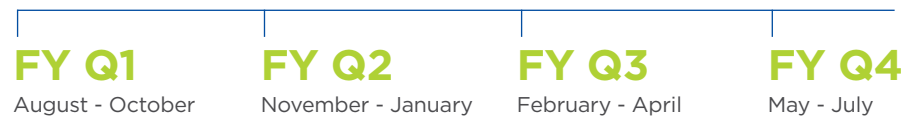
Take the tour



Program Structure

The Nutanix Elevate Service Provider Program provides enhanced benefits as Service Providers increase their skillset and Nutanix revenue while selling more of the Nutanix solution offerings.

Our programs are reviewed and updated based on the Nutanix fiscal year.



Authorized Service Provider

These Service Providers have signed the needed agreements and are early in their Service Provider journey with Nutanix.





Professional Service Provider

Service Providers with an enhanced Nutanix skillset, regular revenue across multiple Nutanix solution offerings.





Program Requirements

	 AUTHORIZED SERVICE PROVIDER	 PROFESSIONAL SERVICE PROVIDER
Business Requirements		
Signed Nutanix Elevate Service Provider Program (NESPP) Agreement	✓	✓
Number of unique Nutanix-based offering sold	Minimum 1	Minimum 1
Annual Booked Business (Nutanix software, services and support products, TCV)	–	Minimum annual bookings required based on the locations/countries where the Service Provider is authorized to conduct business.
Training		
Nutanix Certified Professional - Multicloud Infrastructure - NCP-MCI (formerly NCP)	1	2
Technical: Nutanix Certified Systems Engineer - NCSE Core (formerly NCSE Level 1)	–	1
Nutanix Certified Services Core Professional (NCS Core)	Required to access Nutanix Services IP	

Program Benefits

The Elevate Service Provider Program offers a variety of benefits based on your Service Provider Partner Level. We offer tools, resources, education and investments to help drive your profitable business and deepen your strategic partnership with Nutanix.

Benefits	 AUTHORIZED SERVICE PROVIDER	 PROFESSIONAL SERVICE PROVIDER
Nutanix Partner Portal Access	✓	✓
Ability to Utilize Nutanix Sizer	✓	✓
Access to knowledge base and support forums	✓	✓
Access to Nutanix Services IP	✓ *	✓ *
Access to training/education material and discounted certification	✓ *	✓
Access to NFR / XLAB limited licenses	XLAB* + NFR	XLAB* + NFR
Eligible for joint Nutanix sales enablement		✓
Ability to utilize XPAND partner demand center & partner XTRIBE community + rewards		✓
Incentive Rebates (based on eligibility)		✓
Access to SP specific products & pricing		✓
Technical Solutions and Services Workshop with Subject Matter Experts		✓
Usage of Nutanix Service Provider program branding tools		✓
Business Development Funds (BDF)		✓
Regular Business Review and Services Planning with designated Nutanix team		✓

* Access enabled after fulfilling requirements set in NESPP program.

Performance+ Deal Registration

We are excited to introduce the Performance+ Deal Registration Program for Service Providers. With the simplified and highly-modernized Performance+ Program, there is no ambiguity related to pricing and your pricing advantage is consistent across deals.

Every Nutanix deal has a registration that is identified as either a Channel Initiated Deal (CID) or a Nutanix Initiated Deal (NID).

With CID, when you bring a deal to Nutanix, you will receive the highest partner pricing advantage. NID will offer a basic partner pricing advantage, and our sales team will assign the appropriate partner to work with on the deal.





How to Access Nutanix Training

Your Nutanix journey

Your Nutanix training and certification journey begins on the enhanced Partner Portal. The Learn page is your centralized hub to access Nutanix training, certifications, and enrichment content located on Nutanix University.

All of the Nutanix training for both sales and technical professionals on Nutanix University enables you to effectively deliver the value of Nutanix solutions to your customers. A majority of the training is offered on-demand and is broken into convenient segments making it easy to complete.

Within Nutanix University you can see the latest news and releases pertaining to Nutanix training and certifications. And within the Partner Portal you can view your real-time Nutanix certifications to track your learning progress.

For any additional training specific questions, please contact education@nutanix.com



Competencies

Services Certifications



Nutanix Certified Professional - Multi Cloud Infrastructure (NCP-MCI):

NCP-MCI 5.x certification holders have demonstrated the skills and knowledge to manage Nutanix AOS nodes, blocks, and clusters in the datacenter. Earning it validates your ability to deploy, administer, and troubleshoot Nutanix AOS, proving your mastery of key concepts from VM management to lifecycle operations.

Please note, this is the same certification formerly called NCP 5 - just with a new name to better reflect the technology and skills reflected by its holders.



Nutanix Certified Services Core Professional (NCS Core):

This certification exam tests your skills and abilities deliver cluster deployment services. Successful NCS Core candidates are able to assess customer environments, collect appropriate data, complete sizing and effectively present solutions. The exam is delivered in a remotely proctored environment to add security and help ensure the seriousness, authenticity, and credibility of the certification.

Technical Certifications



Nutanix Certified Systems Engineer Core (NCSE Core):

This technical pre-sales certification validates that you have demonstrated the knowledge and ability to evangelize, size, propose, and handle competitive objections for core solutions on the Nutanix Enterprise Cloud platform.

The NCSE Core certification replaces the previous partner technical certifications: NCSE Level 1 and NCSE Level 2.

Proposal-Based BDF

Nutanix is pleased to offer an updated Business Development Funds (BDF) program for eligible partners in our FY22.

Per the Nutanix Elevate Partner Program for Resellers, Champion and Professional partners are eligible to submit proposals for BDF investment to help you grow your Nutanix business.

BDF is comprised of two funding types:

- Marketing Development Funds (MDF)
- Sales Development Funds (SDF)

Together, both funding types can be supported within the Nutanix BDF Program.

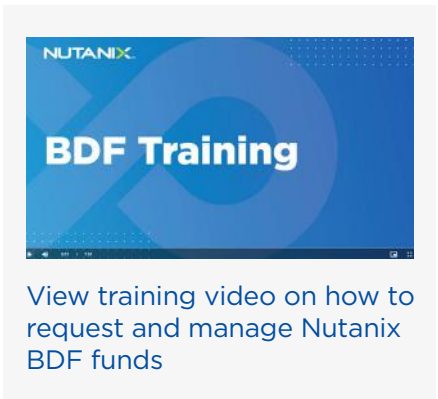
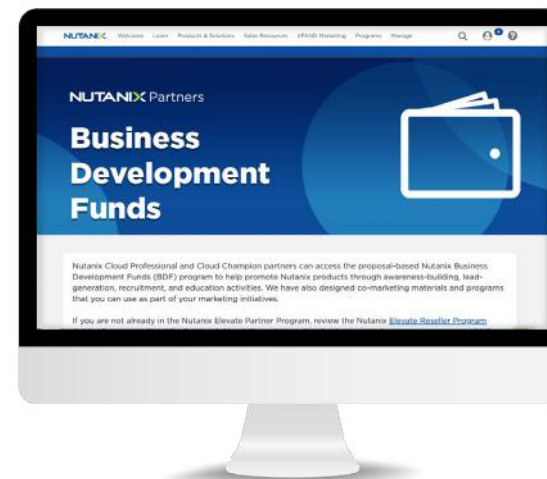
What's new with the BDF Program for FY22?

- Definition of MDF vs SDF funding types, to enable clearer planning, request, and approval processes
- Details on the types of activities that can be supported with MDF and SDF
- Details on reimbursement levels for the supported types of MDF and SDF activities
- Integration of the BDF tool into the Nutanix Partner Portal, with improvements in the request process and reporting, making it even easier to do business with Nutanix

Please refer to the [Nutanix Elevate Partner Program Guide](#) for information on additional program benefits beyond BDF.

Partners can access BDF information and resources as well as submit and manage BDF requests in the Nutanix Partner Portal.

To manage and request BDF for your organization, you must have the proper BDF admin access on the partner portal. If your organization is eligible for Nutanix BDF and you require this access, please email partnermarketing@nutanix.com.



Resources

As a valued partner, leverage these resources to help you learn, market, and sell Nutanix products and solutions better and faster.

The Nutanix Partner Portal gives you an integrated business tool to grow and manage your business.

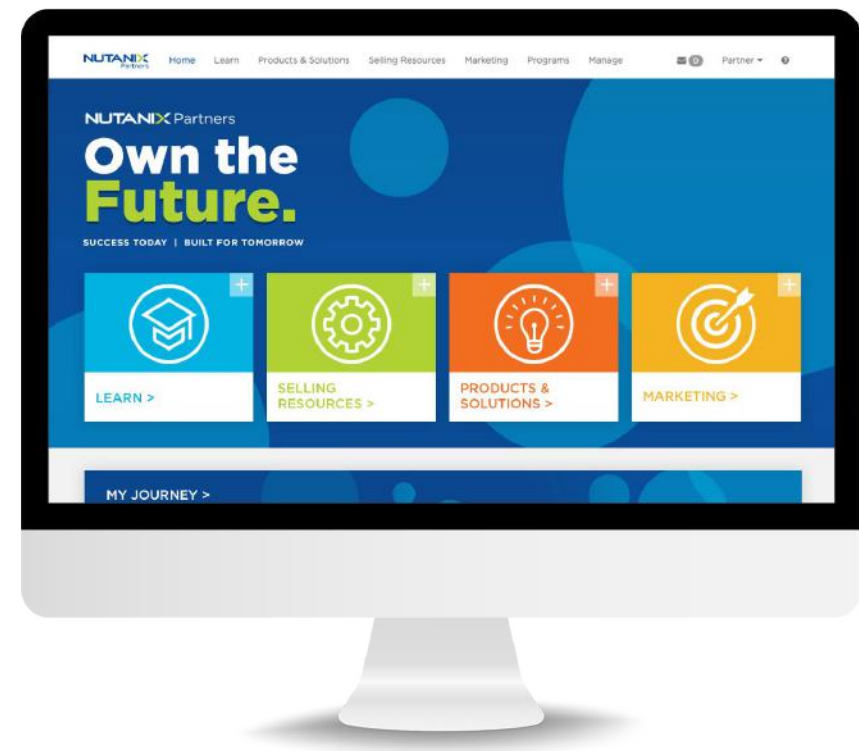
Partner Portal Benefits:

Sales Reps: Quickly access learning and selling tools and assets, view your deal registrations and opportunities, estimate incentives earned on closed deals, create and send custom emails to prospects.

Marketers: Customize and launch full digital demand generation campaigns, manage leads, request and manage Business Development Funds.

Business Managers/Administrators: View organizational business and training performance, view your Elevate Program Status, manage your Nutanix Partner Locator Profile.

To request Partner Portal administrator access for your organization email partnerhelp@nutanix.com.



Resources

Learning Resources



Nutanix University

Access Sales and SE certification courses as well as online and instructor-led training.



Partner XTRIBE

Get rewarded and enabled by completing fun challenges to test your Nutanix skills.



Partner Webinar Library

Access and view on-demand sales, technical, and marketing-based webinars exclusively for our partner community.



Partner News Center

The latest and greatest partner news on Nutanix products, programs, and incentives.

Selling Resources



Deal Registration Portal

Submit and view your Nutanix deal registrations to better manage your business and protect your opportunities.



Nutanix Test Drive

Test Drive Nutanix products and features through a guided, real-time experience.



Nutanix Sizer

Create design scenarios, size workloads and download BOM.



Partner Collateral Library

integrated with Nutanix's internal sales content management system, access the same product/solution assets and enablement content as Nutanix sellers.



Manage Your Business

View information on your current Nutanix deal registrations, opportunities, and training certifications.

Marketing Resources



XPAND Partner Demand Center

Automated digital demand platform: Create full funnel campaigns, send custom, co-brandable Nutanix demand generation content and syndicate rich social media content to your prospects, plus get real-time notifications of the leads they generate.



Service Provider Program Branding

Service Provider collateral, website, and promotional materials will be made available to Service Providers free of charge. For Service Providers at the Professional Service Provider level, additional programs will be discussed during joint reviews.

Contact Us

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The logo for the Elevate Partner Program is centered on the page. It features the word "ELEVATE" in a large, white, sans-serif font, with the letter "V" highlighted in a vibrant yellow-green color. Below "ELEVATE" is the phrase "PARTNER PROGRAM" in a smaller, white, all-caps sans-serif font. The entire logo is set against a background of a blue sky with white clouds, framed by a large, glowing yellow-green diamond shape that has a slight 3D effect.