

The logo features the word "ELEVATE" in a bold, white, sans-serif font. The letter "V" is stylized with a yellow-to-green gradient. Below "ELEVATE" is the text "PARTNER PROGRAM" in a smaller, white, all-caps, sans-serif font. The entire logo is centered within a large, glowing, double-lined diamond shape. The left side of the diamond is blue, and the right side is yellow-green, matching the background's color gradient.

ELEVATE

PARTNER PROGRAM

FY2021 NUTANIX ELEVATE SERVICE PROVIDER PROGRAM

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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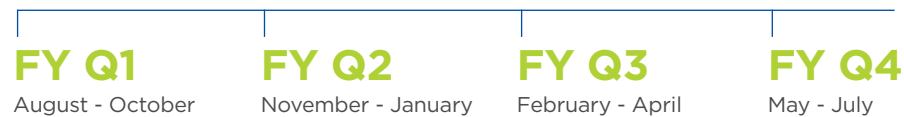
Take the tour



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
Services: Nutanix Certified Specialist (Consulting) - 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 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 Service Provider branding tools		✓
Proposal based MDF		✓
Regular Business Review and Services Planning with designated Nutanix team		✓

* Access enabled after fulfilling requirements set in NESPP program.



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, Consultant (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 MDF

Market Development Funds (MDF)

Professional Service Providers can access the Nutanix Market Development Funds (MDF) program, to help them promote Nutanix products through awareness-building, lead-generation, recruitment and education activities. We have also designed co-marketing materials and programs that you can use as part of your marketing initiatives.

MDF funding is discretionary and proposal-based. Funding is a 50/50 split unless otherwise agreed to in-writing by both parties. This program is at the complete discretion of the Nutanix Service Provider team and is only available to Service Providers who are participating in good standing.

Eligible Activities

- Advertising
- Training, seminars & webinars
- Tradeshows and events
- End-user workshops
- Executive roundtable
- User group
- Collateral development
- Direct marketing
- Nutanix-branded giveaways
- Telemarketing
- Partner internal event 'sponsorship'
- Partner Program approved by Nutanix
- Funded headcount

Ineligible Activities

- Purchasing of Nutanix products and services
- Demo equipment purchases, NFRs, etc.
- Special pricing, promotional cash discounts, vouchers or products
- Partner margin enhancement
- Charitable contributions without the prior approval of Nutanix
- Partner infrastructure costs, office space, furniture, IT systems, general operating costs, CapEx expenditures, etc.
- Others at the discretion of Nutanix

Program Terms

- All MDF requests must be made using the online MDF Request Form at least 30 days prior to the start of a campaign, activity or event.
- The Service Provider agrees to provide all required proof of performance documentation with the request for reimbursement. Failure to submit proof of performance, invoice, detailed receipts illustrating proof of spend in the manner and time outlined above can cause a delay or rejection in reimbursement.
- The Service Provider has sixty (60) days post-completion of the activity to submit a claim. NOTE: No claims will be accepted after 60 days.
- Each party represents that it has not and will not violate any applicable laws in relation to the receipt or spend of MDF or incentive program compensation. Furthermore, each party represents and warrants that it has not and will not violate any applicable anti-corruption law in relation to the receipt or spend of any funds or compensation from Nutanix.
- Each party is responsible for its own respective income taxes or taxes from MDF funds or other incentive program compensation based upon gross revenues, including but not limited to, business and occupation taxes. Partners shall be responsible for any and all applicable taxes related to its receipt of the Nutanix contribution, including but not limited to any sales, use, goods and services, consumption, business, value added, or other taxes or comparable levies, transaction privilege taxes, gross receipts taxes, net receipt taxes, any withholding taxes and other charges such as duties, customs, tariffs, imposts, contributions and other government-imposed surcharges.

For full details of the end-to-end MDF process, as well as MDF terms and conditions, visit the MDF Page on the Partner Portal.

Resources

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

The enhanced Nutanix partner portal is the one-stop location for all partner news, enablement, marketing, and sales tools. With the launch of the updated Partner Portal, experience new features such as the integrated content library, business intelligence reporting, and XPAND partner demand center access for all.



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.

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.



Nutanix Elevate 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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MAY 17, 2021

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