Motadata Partner Program Overview

Web: www.motadata.com/partner
Email: partners@motadata.com

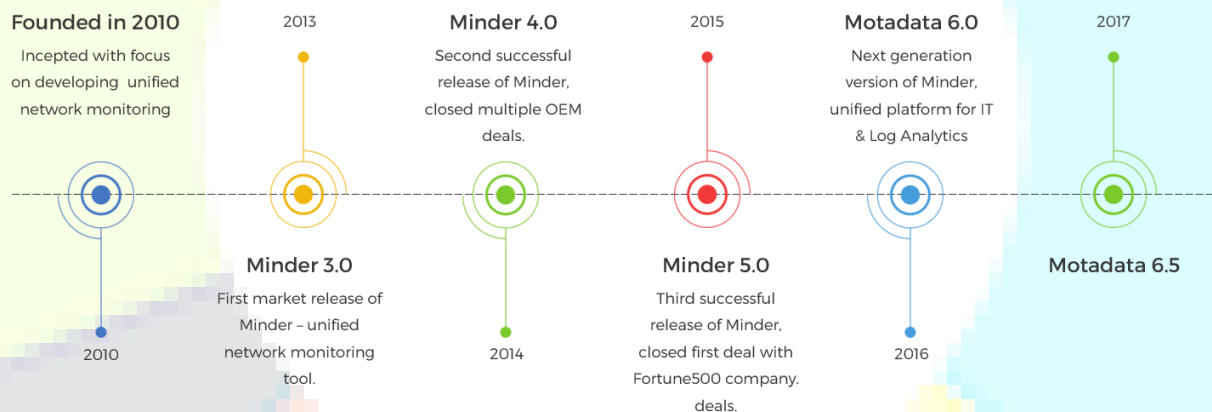# Contents

About Mindarray Systems Private Limited

Mindarray Systems Private Limited (MSPL) was established in 2010 with a mission to offer an integrated IT infra monitoring and analytics platform which provides control, simplicity and freedom to our customers

- Control - An eagle's eye view of complete IT infrastructure for total control, visibility, analytics and quick root cause analysis
- Simplicity - Quick, and easy installation, configuration, auto-discovery and human-centric visualization
- Freedom - Anxiety and stress-free management and monitoring through a multi-protocol, multi-vendor-aware, cloud and virtualization-ready comprehensive product that does not exhaust company's IT budget.

Modernizing IT operations for digital enterprise is the need of an hour to gain IT insights across all business operations.

Founded in 2010
Incepted with focus on developing unified network monitoring

2010

2013

Minder 3.0
First market release of Minder – unified network monitoring tool.

2014

Minder 4.0
Second successful release of Minder, closed multiple OEM deals.

2015

Minder 5.0
Third successful release of Minder, closed first deal with Fortune500 company. deals.

2016

Motadata 6.0
Next generation version of Minder, unified platform for IT & Log Analytics

2017

Motadata 6.5

The first product called "Minder 3.0" was introduced in 2014 and recently launched "Minder 6.0" which is known as "Motadata" - a complete unified monitoring platform for all layers of IT infrastructure including network, server, application, and log data.
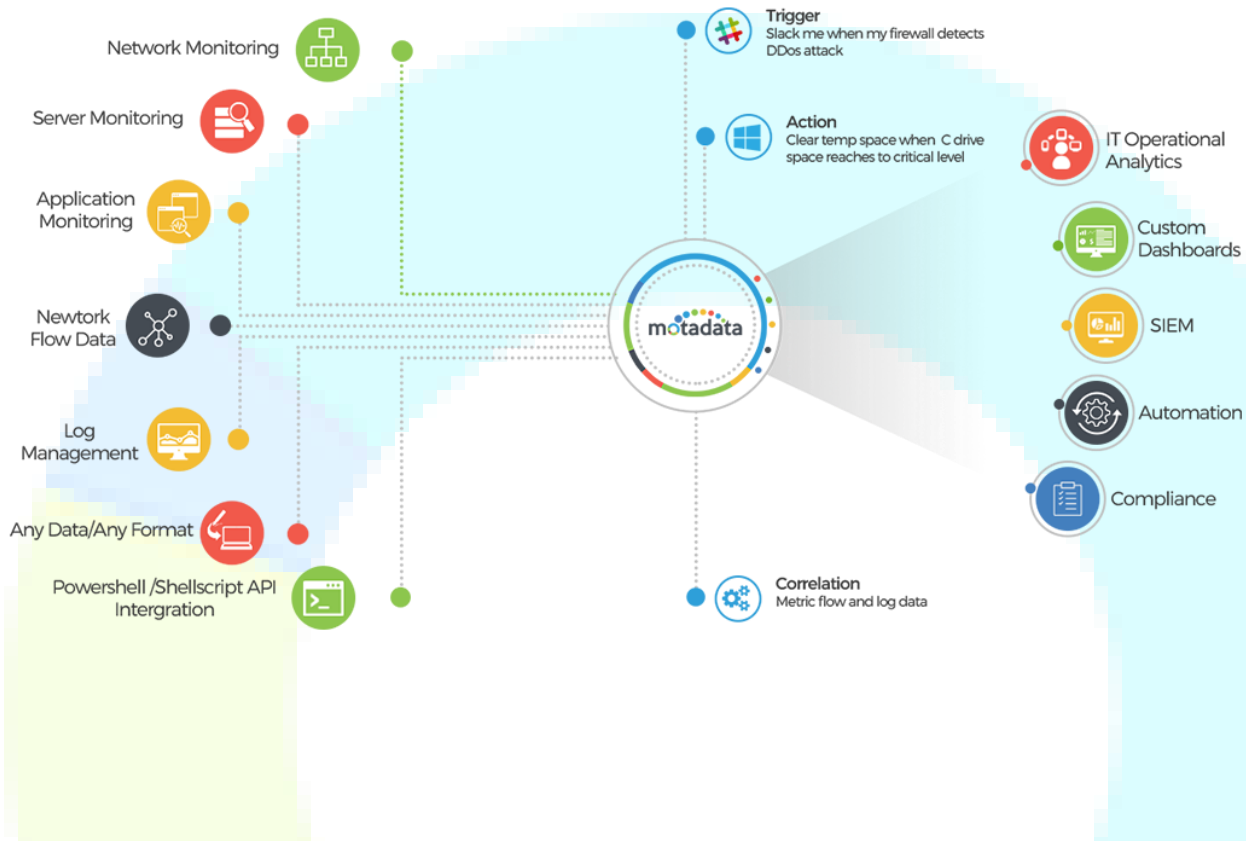
About Motadata

All Events, One Platform - Correlate, Integrate, Analyze

Motadata is the unified analytics platform that empowers operation teams to be on top of things by collecting, analyzing and correlating metric, network flow and log data events on a single dashboard.

Enterprise IT environment has evolved into a complex, hybrid, and virtualized multi-layered infrastructure. Business critical services can be at risk without clear visibility into complete IT infrastructure. Motadata provides deep insights into all layers of your IT environment

applications, databases, servers and network devices – irrespective of whether they are hosted on physical servers, or virtual, on premise or in-cloud.

Correlated Analytics for all of your IT data at one single place

Correlate Metric + Flow + Log – All in a single dashboard	• Monitor and track metrics of any infrastructure component • Behaviour analysis to instantly spot suspicious network behaviour • Actionable insight from any log, any event
Integrate Automate, Collect and Notify your Existing Infrastructure	• Existing monitoring tools • Collaboration tools – Slack, HipChat etc. • Logs of any device (including IoT, CPE) or service (AD etc.)
Analytics Accelerate your Root Cause Analysis with Correlated Analytics	• Analytics – Monitoring, Security, Operational • Search against millions of events • Visualize the data to make informed security decisions

Why Motadata?   Page: 5

- Unified platform for Infrastructure Monitoring + Log Management + Flow Monitoring
- Identify network bottlenecks and security threats with real time correlation of network operations and log data
- Custom dashboards and intuitive visualization of analyzed data to meet needs of both IT admins and CXOs
- Stay on top of potential threats and IT infrastructure issues with predefined alerts via email and SMS
- Plugin driven architecture to integrate with any third party applications
- Safeguard already made IT investments via easy integration with existing tools
- Flexible licensing option

Use Cases - How Motadata can help customers

- Infrastructure Monitoring (End to End Performance Monitoring)
- Windows Event Log Analysis
- File Integrity
- Database Monitoring and Log Management
- Web Server Monitoring and Log Management
- Linux OS Log Analysis
- Network Routing Protocol & Reporting(Static and Dynamic Routing)
- Firewall Monitoring & Log Analysis
- Virtual Private Network (VPN) Management (IPsec/SSL)
- Virtualization Monitoring & Log Analytics
- Network Flow Log Analysis (Net-flow v5, v9, Sflow, IPFIX)
- Remedy Actions (Trace route, Top N Process for CPU and Memory)
- Network Topology Mapping (End to End Layer Topology)

What Motadata Offers?

1. **Performance Monitoring**
   Network, Server, Virtual Machine, Application, Webserver, Cloud, Network Flow (netFlow, sFlow, IP FIX)
2. **Security Management**
   SIEM, HIDS, File Integrity, Intrusion Detection
3. **Log Analysis**
   Audit logs, Transaction logs, Intrusion logs, Connection logs, System Performance Records, User Activity Logs, Different Systems Alerts, Correlation
4. **Seamless Operations**
   Automation, Workflow, APIs integration, Custom Reports & Dashboards
5. **Compliance Management**
   SLA management*, Service-Assurance*, Reporting

About Channel Partner Program

We do understand that a successful partnership needs to be mutually beneficial, offering complementary skills and relationships that can uncover opportunities to help businesses grow in evolving markets. Key objective of channel partner program is to have win-win relationship leading to profitable growth for both companies - Partner and MSPL.

In partnership with MSPL, partner can penetrate new markets, increase customer acquisition, grow customer's share of wallet, and improve profitability with new revenue streams. There are add-on benefits such as increased visibility, certification and trainings.

Partner Ecosystem

The MSPL partner ecosystem is comprised of following categories that are based upon the partner's primary business model. Each category highlights how the partner engages with their customers. Ideally partners should have competency in IT infrastructure or data centres, or networking products or compliance through offering of products or services.

Distributors

Sells to sub-distributors and resellers.

Reseller

Includes both value-added-reseller (VAR) and large-account-reseller (LAR) who sell to end –customers and may provide "pre" and "post" sales support and services.

System Integrator

Company that specializes in bringing together component subsystems into a whole and ensuring that those subsystems function together.

OEM/Solution Provider

Hardware, software and services company developing IT management and/or infrastructure and/or networking solutions.

Managed Service Provide (MSP)

Provides delivery and management of network-based services, applications, and equipment to enterprises, residences, or other service providers.

Compliance Services Provider

These are companies who offer IT security, risk management and compliance.

Referral including Independent Consultants/Experts

Individuals who will connect or help MSPL to sell its product to end-customers.

To enrol into MSPL's partnership program, visit www.motadata.com/partners and submit the partner application form.

Partnership Types

As a new partner, you enter the program at the Associate tier with a solid set of benefits and may advance to Select or Premier tier upon achieving specified revenue targets and adhering to the tiered program requirements. Here is a table outlining benefits;

Partnership Level	Associate (Silver)	Select (Gold)	Premier (Platinum)
Revenue/Sales target*	Yes	Yes	Yes
Required trained sales & technical members	-	1	2
Lead sharing	Yes	Yes	Yes
Deal registration	Yes	Yes	Yes
Incentive Margin**	Yes	Yes	Yes
Access to partner portal	Yes	Yes	Yes
Marketing Development Funds***	No	No	Yes
Use of MSPL product for own use	Yes	Yes	Yes
Pre-sales assistance	Yes	Yes	Yes
Sales training	Yes	Yes	Yes
Technical training	Yes	Yes	Yes
Collaterals development & access	Yes	Yes	Yes
Named support account manager	No	Yes	Yes

Incentive Margin Model

MSPL has designed its incentive margin model such that channel partner can benefit more with increased level of involvement in an opportunity. To be eligible to receive incentive margin, channel partner must accurately inform about the opportunity to MSPL as early as possible in the sales cycle. Channel partner should meet one or more criteria set out in following table in order to be eligible for the incentive margin.

Type	Criteria	Involvement by Partner
Opportunity Identification	Partner was the first to bring qualified opportunity to MSPL and/or Partner sponsored the initial client introductions.	Name of company, department contact name and information – project managers/referrals/decision makers scope/requirements is/are clearly defined budget and time frame are identified
Opportunity Management	Partner contributed significantly to the end-customer's business and technical assessment by qualifying and validating and helping MSPL Sales to answer Why Change, Why Motadata, and Why Now.	**Influence:** 1.Help define business problem, requirements, and selection process 2.Provide information on competition (strengths & weaknesses) 3.Introduce and recommend Motadata to decision makers/influencers **Participation:** 4.Present / co-present solution, recommendations 5.Demo MSPL solution / support MSPL in demonstrating joint solution 6.Lead or actively participate in the development and validation of Motadata POC for the customer
Opportunity Closing	Partner closely worked with end-customer in finalizing contract, proposal, and getting PO	**Influence:** 1.Help gain access to key personnel in purchase/procurement / supply chain 2.Provide guidance in the development and negotiation of terms and conditions of contract **Participation:** 3. Commit resources and assets to the planned implementation of the solution for the customer. 4. Provide appropriate guidance in developing a proposal that is tailored to the customer requirements.
Billing & Support	Ongoing basis, Partner coordinates invoices/payments and supports end-customer	**Billing:** 1. Invoices and payments **Support:** 2. Offers L1 & L2 support and involves MSPL only for L3 support

How We Work with Partners?

Selection
- Synergy
- Domain expertise
- Geo reach
- Track record

On-boarding & Training
- Business plan (1 pager)
- Training (Sales & Technical)
- Partner portal access – collaterals, lead/case registration, support
- Listing of Motadata on partner website, Joint press release etc.

Engagement
- Communication - Product updates, newsletter, webinars, emailers, joint GTM
- Review – Closures, funnel, customer feedback
- Joint campaigns/events/colla terals/testimonials

Measurement
- Revenue contribution
- Funnel (qualified leads) and level of involvement

Partner Portal

Partner portal provides access to various types of collaterals, lead/case registration and also an option to track customer renewals.
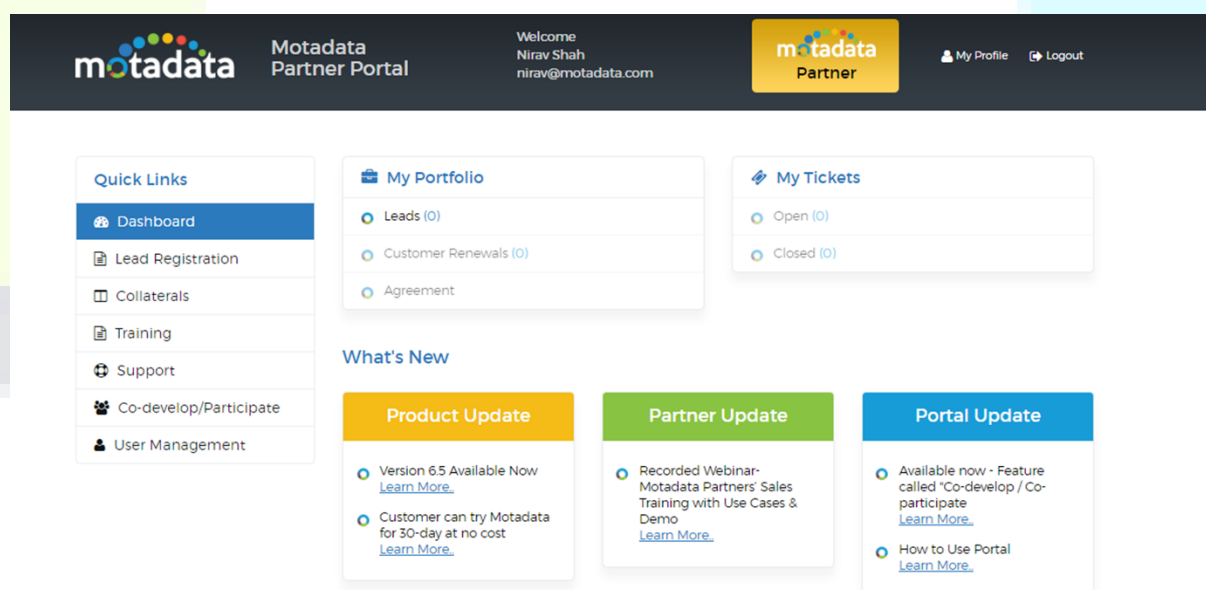
Program Benefits

Pipeline Generation

Sourcing and driving business opportunities are keys to success in the MSPL Partner Program. In order to help our partners achieve their growth goals, our marketing team provides marketing resources (including product campaigns, nurture emails, event, etc.) to uncover opportunities and allocate leads to partners based on region and capability.

30-day Product Trial Program

When Motadata is evaluated effectively, customers better understand how Motadata can add value to their business and technical needs. We have 30-day Product Trial Program for our potential customers to do the product evaluation.

Partner Portal

The Partner Portal is the central place for partners to find information related to their account, product and training. Partner portal will also offer lead and opportunity management. MSPL Partner Portal is available to selected employees of partners.

Internal Use License Program

We really want our partners to install and use MSPL's Motadata product internally. Once a partner experiences the power of Motadata, we believe they will be in a perfect position to explain the benefits of Motadata to their prospects and customers. Please note license will be limited to certain number of devices and log size.

Marketing Development Funds (MDF)

Marketing Development Fund is a benefit for qualified partners in certain regions. The purpose of the MDF is as an aid to support MSPL's channel partners in their efforts to develop and increase market share of MSPL products and professional services. With the limited fund, MSPL supports selected partners by co-funding preapproved activities.

Terms and Conditions

Membership Period

The membership period is one year from the date of signing the contract. Partner must meet the minimum program requirements of assigned tier by end-date of the agreement. MSPL reserves the right to evaluate your membership status at any time.

Program Enrolment

Prospective partners interested in partnership are required to complete the Partner Application Form found at www.motadata.com/partners. MSPL will review the application, and, if approved, MSPL will contact you regarding next steps and to obtain any additional information necessary to complete the contract process.

Contract Renewal

Program membership is subject to quarterly and an annual review. During the renewal process, your achievements relative to your program tier requirements are reviewed. Partner is accountable for meeting the requirements of the program. Determinations for possible tier changes will be made during the annual renewal process. If appropriate requirement milestones have not been achieved, MSPL will work with you to collaboratively develop a plan for success.

Advancement in the Program

During the year, MSPL proactively reviews your performance to determine if you may be eligible to move to the next membership tier. At any time during your membership period,

you may request a review if you believe you meet the next program tier's requirements. Membership tier changes will take effect no later than 30 days after the communication from MSPL that the tier change has been approved. Benefits accrued by moving to a new tier are not retroactive and are only effective upon membership update. You can send a request for a formal review to partners@motadata.com

Others

From time to time, MSPL may update or modify this guide. MSPL reserves the right to make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits. All partners are responsible for their employees' compliance with the guidelines and terms of the MSPL Partner Program and the applicable MSPL partner agreement. The information in this guide should be considered accurate at the time of publishing; however, you should check with MSPL for any changes. MSPL is not responsible for any partner's reliance on specific terms of this guide that are subsequently modified by MSPL. Unless otherwise stated, all electronic transmissions and printed materials are in English.

Summary

- Global IT infrastructure monitoring market continues to grow
- Motadata's advantage
  - Unified Platform – All Events One Platform
  - Delivers values at lower TCO
- Partnership program provides an excellent opportunity to grow revenue profitably

Us

For more information about the partner program,
Please visit www.motadata.com/partners
Email: partners@motadata.com