

The background of the slide is a photograph of two men in business attire sitting at a desk. The man on the left is wearing glasses and a striped tie, looking at a tablet. The man on the right is holding a pen and looking at the tablet. A laptop and a glass of water are on the desk. A large window in the background shows a cityscape.

# Motadata Partner Program Overview

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# About Motadata

Motadata is a brand owned by Mindarray Systems Pvt Ltd, which is a global IT product company.

It offers state of the art affordable yet powerful product suite – Motadata, consisting of Network Management & Monitoring, Data Analytics Platform, IT Service Management, Asset Management and Patch management platform. The platform empowers both IT administrators and CXOs to analyze, track & resolve IT operation issues.



Company Established  
**Sept, 2010**

Analyst Recognition



**Deloitte.** | **Gartner**

Segment We Servre



Telecom



Government



Enterprise



**25+** Countries



**250+** Partners



**150+** Strong Workforce



**10K+** Customers



# Motadata Solution for Digital Transformation

## Adopt Business Process Automation

Business process automation is a critical component in any business process. It can be used to automate tasks that are time-consuming, repetitive, or both. Our solution provides the necessary automation that can streamline processes and reduce the cognitive load on service technicians.

## Create a Resilient IT Infrastructure

The demands for privacy and compliance are also increasing at an insurmountable rate, meaning that point solutions will not be sufficient in containing all the issues. We provide solutions that allow organizations to take a holistic, analytical approach to securing their most valuable assets, applications, and data.

## Draw Valuable Insights from Your Data

With our software, you can use AI to sort through unlimited amounts of data and surface accurate, actionable insights quickly. Now that you understand how to model data, you're ready to make predictions and influence business outcomes.

## Streamline Your Hybrid IT

Hybrid IT can be quite unstable, but our solutions give you the opportunity to manage it more easily. We help you to expedite the bridging of services across disparate infrastructures, from mainframe to mobile. This gives your company new agility in the digital era. business outcomes.



# Motadata Products and Solutions

We offer a comprehensive IT product suite to monitor, analyze and resolve IT operation issues efficiently that includes the following product lines:



## AIOps

- Network Observer
- Infrastructure Monitoring
- Log Analytics
- Network Traffic Analytics
- Network Automation



## ServiceOps

- IT Service Desk
- Asset Manager
- Patch Manager



# About Channel Partner Program

Motadata understands that a partnership can be rewarding only if it is mutually beneficial. Having complementary skills is a win-win proposition leading to revenue growth and profits in today's evolving market. Motadata has designed its Channel Partner Program keeping these pointers in mind.

Channel partners are an integral part of Motadata strategy for addressing its markets. Motadata offers all its partners an opportunity to capitalize on their existing customer base, increase share of customer wallet, penetrate new markets, and increase customer acquisition thus improve profitability with new revenue streams. There are add-on benefits such as increased visibility in the market and learning new technological skills through training & certification programs which in turn make them ready to play a bigger game.



# Motadata Partner Program Tiers & Benefits

## Business Advantage

	Silver	Gold	Platinum
Technical training & certification	NA	As per agreement terms	As per agreement Terms
Discount on List Price	As per agreement terms	As per agreement terms	As per agreement Terms
Payment Terms	Against Invoice	As per agreement terms	As per agreement Terms
Invoicing by	Distributor (Motadata will invoice only if there is no distributor in that region)		
Lead sharing	No	Yes	Yes
Deal registration	Yes	Yes	Yes
Access to Partner Portal	No	Yes	Yes
Marketing Development Fund (MDF)	NA	1% of achievement subject to minimum 75% achievement	1.25% of achievement subject to minimum 75% achievement

## Sales and Technical Advantage

Technical training & certification	Yes	Yes	Yes
Sales training & certification	Yes	Yes	Yes
Number of Motadata Enterprise Qualified Sales/Account Manager	1	2	3
Motadata Product/Solution Training	1	2	3
Number of Motadata Certified Pre-Sales Expert	1	2	3
Number of Motadata Certified Implementation System Expert		1	3
Motadata LI Support Training	2	2	3
Motadata Certified Support Expert LI		2	3
Access to collaterals	Yes	Yes	Yes
Demo (NFR License)	NA	At special discounts	At special discounts



### Marketing Advantage

MOTADATA logo & brief profile on partner site

Cobranding collaterals

MOTADATA partner Newsletter

Joint press release

Joint webinars

### Technical Support Advantage

24\*7 Support

Dedicated Support manager

Email,Chat and Call support

Silver	Gold	Platinum
Yes	Yes	Yes
No	Yes	Yes
Yes	Yes	Yes
No	Yes	Yes
No	Yes	Yes
Yes	Yes	Yes
No	No	Yes
Yes	Yes	Yes



# Partner Membership Progression

How we will work with partners and create synergy:

## Selection

- Synergy
- Domain Expertise
- Geo-reach
- Track Record

## On-boarding & Training

- Business Plan
- Training & certifications – Product, Sales and Technical
- Partner Portal Access (Collateral, Case Locking, Support)
- Joint PR

## Engagement

- Communication – Product updates, newsletter, webinars, e-mailer
- Review – Closure, Customer Feedback
- Joint campaign, events, collaterals, testimonials

## Measurement

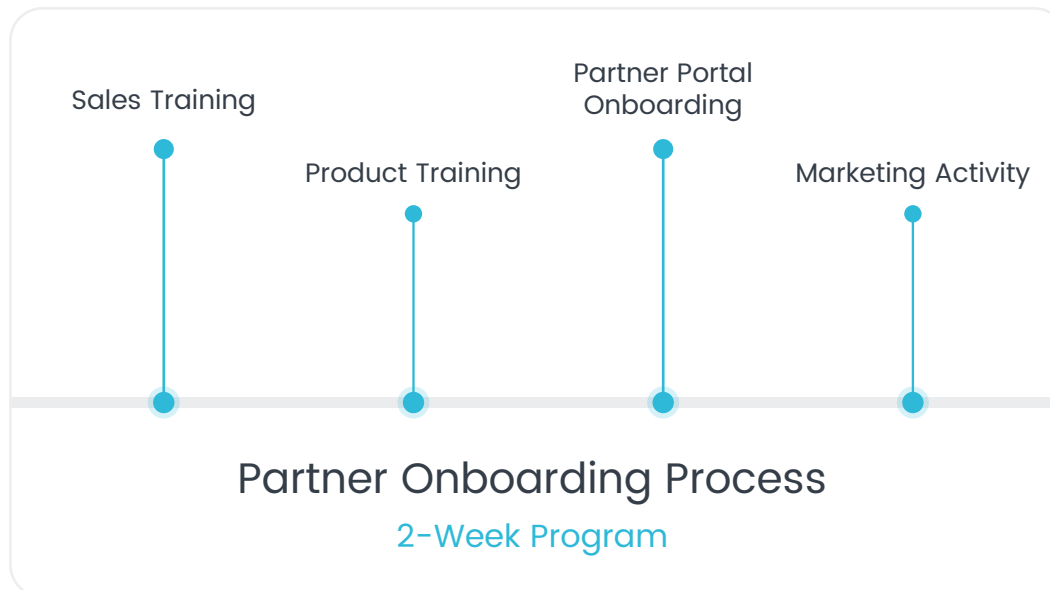
- Revenue Achievement
- Funnel (qualified leads) and level of involvement



# Motadata Enablement and Certification

A good access to training is essential if you want to be able to properly present, demonstrate and sell our products.

Our partners have the same access to training and development opportunities as our sales team. We offer a variety of training options for you to choose from.



## 1. Get On Board

New partners are on-boarded with our product information. They get access to sales training and technical training.

## 2. Get Certified

Certification training to partners based on designation and level.

## 3. Advanced Technical Training

Basic, intermediate, and advanced training for both AIOps and ServiceOps.

## 4. Continuous Learning

Periodic release of training material for continuous learning.



# Market Development Funds

Extending a partner's market reach and accelerating growth.

Motadata runs MDF program under which partners will be eligible to claim marketing budget from Motadata for promotional activities in their regions. The fund will be linked to revenue achievement. This is co-op funds where in Motadata expect partners to invest equal amount from their side as well and carry out marketing activities quarterly, subjected to management approval.



## Keep in touch

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## About Motadata

Mindarray Systems Pvt. Ltd. a global IT product company, offers state of the art affordable yet powerful product suite – Motadata consisting of Network Management & Monitoring, Log & Flow Management, and IT Service Management Platforms. The platform empowers both IT administrators and CXOs to analyze, track & resolve IT operational issues by effectively monitoring various systems and devices from multiple vendors through a unified and centralized dashboard.

Motadata is industry's first IT ops solution that truly correlates the metric, flow and log events and turns them into actionable insights. Our global customers from Telecom, Government and Enterprise domain, rely on Motadata for proactively monitor their network infrastructure.

For more information



[www.motadata.com](http://www.motadata.com)

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