



CHANNEL PARTNER PROGRAM

Accelerate your business and drive unprecedented growth and profit

The Company

Profitap develops and manufactures network monitoring solutions that drive network visibility and analytics on all traffic across physical and virtual infrastructures. All these solutions are designed with the security, forensics, deep packet capture and network & application performance monitoring sectors in mind.

Profitap's network visibility solutions provide reliable and secure traffic access, help optimize and manage data flow and assist in capturing and analyzing network data of interest. With a portfolio of high-end network packet brokers, the most diverse TAP portfolio on the market, and award-winning ProfiShark® 1G and IOTA®, Profitap partners can provide their customers with the solution they need.

As an expert in the field, Profitap offers products that set new standards in an industry where the definition of excellence is constantly being challenged. With more than 1,000 clients, many of which are among Fortune 500 companies, from 60 countries, Profitap has become a must-have partner.

Profitap Partner Program

The Profitap Partner Program helps you retain and grow your customer base while increasing profits. Profitap partners enjoy deal protection, competitive discounts, ready-to-use lead generation programs, world-class sales tools and training.

The program is designed for flexibility to meet the needs of your growing business with extra margin available for partners looking to provide additional commitment such as co-operative marketing activities and lead registration.

"Our channel-focused sales model means that our partners come first and are key to our success. We are fully committed to helping our partners increase their profits and customer loyalty!"

GEOFFREY KEMPENICH, CEO Profitap

Why Partner With Profitap?

At Profitap we take pride in our promise to deliver the best and most reliable TAPs for you and your customers. This coupled with an outstanding personal support service available 24x7, all year round.

All devices are subject to a zero-failure production regime and a 48H burn-in tested. Fiber TAPs are individually tested for insertion loss and microscopically inspected to ensure that the optics are dust free.



**Premium
Quality**



Innovation



**Easy to
work with**



**Global
Coverage**

Easy to Work With

We are constantly improving our sales tools and developing our marketing programs based on a clear understanding of your needs. We promote and enjoy regular contact with all our Partners and seek your valuable feedback.

Our Partner Portal is an essential tool that provides you with all the resources, technical information and sales materials you need to start selling Profitap solutions and drive your business growth. It includes marketing templates, presentations to give you that professional edge.

“Profitap’s high quality visibility and network monitoring solutions are extremely reliable and provide complete visibility and access into our network. Profitap devices are now an integral solution within our business.”

NETWORK MANAGER Financial Institution

THE PROFITAP PARTNER PROGRAM GIVES PARTNERS ACCESS TO BENEFITS, REWARDS AND RESOURCES THAT HELP CREATE NEW OPPORTUNITIES AND DIFFERENTIATE THEM FROM THEIR COMPETITORS.

	AUTHORIZED	SILVER	GOLD
SALES AND MARKETING BENEFITS			
Deal registration	•	•	•
Competitive discounts	•	•	•
Social media content	•	•	•
Access to Profitap Partner Portal	•	•	•
Access to joint marketing programs	•	•	•
Product promotion campaigns		•	•
Demo equipment program		•	•
Roadmap involvement			•
Discount increase based on performance and sales volume			•
Access to Marketing Development Funds (MDF)			•
Dedicated Channel Manager			•
Receive qualified leads			•
TECHNICAL SUPPORT BENEFITS			
Technical onboarding session	•	•	•
Year-round technical training		•	•
Priority 24x7 and all year round			•
PARTNER REQUIREMENTS			
Partner Agreement	•	•	•
PoC activities		•	•
Sales volume requirements		•	•
Quarterly business plan		SUGGESTED	REQUIRED
Profitap brand promotion		•	•
Product & Technical knowledge		•	•
Joint marketing activities			•