

CloudFirst for MSPs



cloudfirst.host



Why Partner **with CloudFirst?**

The CloudFirst Partner Program is a simple easy way to increase profits as your organization continues building sustainable recurring revenue.

- Strengthen your trusted advisor position by helping clients manage mission-critical legacy workloads transition to cloud, including IBM POWER (IBM i, AIX), Windows and Linux
- Capitalize on new 'easy-to-win' revenue opportunities from IBM i (formerly AS400) systems that require modern services
- Capture market share within existing clients by adding new service offerings for existing IBM i and AIX workloads
- Access end-to-end marketing and sales support to initiate client discussion in two simple steps
- Monitor client feedback on event-driven pricing proposals that solve longstanding business problems
- Industry leading compensation that builds value and profitability over contractual term
- Minimal upfront time commitment to start



WE ARE YOUR IBM POWER CLOUD SERVICES TEAM with a reliable history of securing client workloads with simple, comprehensive infrastructure and business continuity service offerings for IBM POWER (IBM i AND AIX)



Packaged services that can be personalized to enable smooth proposal generation, allowing your business to scale efficiently



Maintain visibility and access to Service Delivery Operations with integrated project management automation and client portal access



Remove cybersecurity risk to clients' legacy but critical ERP system with best-practice security services built-in to each offering

The **Best Partner Program** in the Industry

The CloudFirst Partner Program is designed to make referring IBM Power cloud services **simple and easy**.

PROGRAM FEATURES

Marketing Launch, Sales Training

Trustworthy Team: 25+ years with IBM i, AIX, Linux, x86, and Cloud Environments Intuitive program, minimal training

Tools such as animated videos, email campaigns, templates, and Portal Registration

CLOUDFIRST CLOUD

Tier 3, Carrier Class Data Centers

Multiple locations throughout U.S.

Enterprise Level Systems and Storage

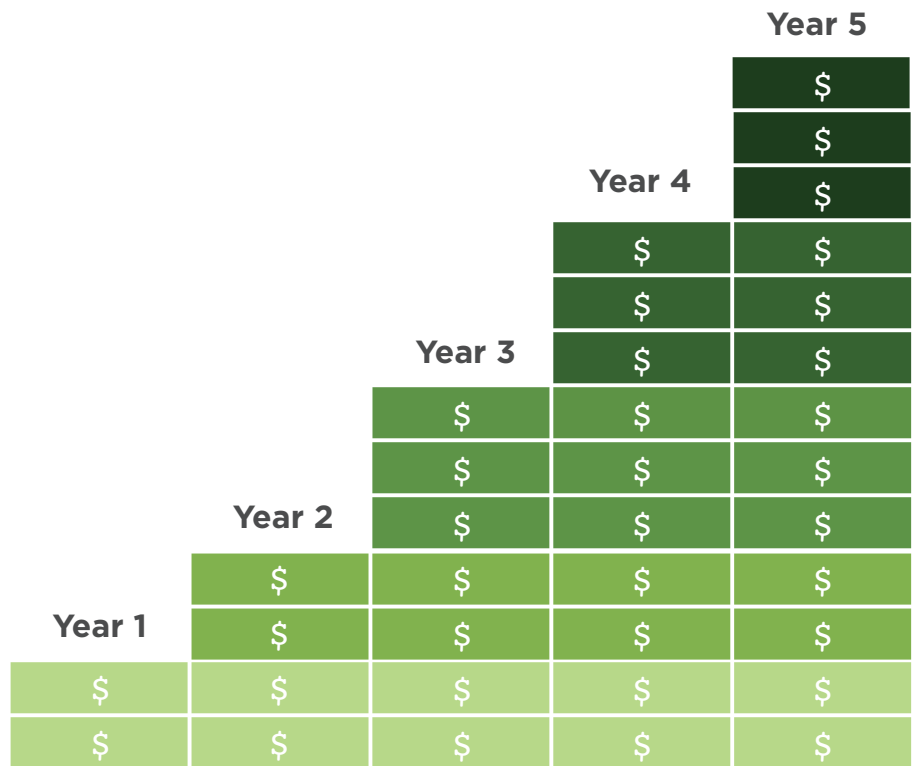
Fully Redundant, Fully Managed

99.999% Uptime

90%+ Client Retention Rate

Recurring Revenue

- Monthly revenue grows over time within original contract
- Monthly revenue grows when contracts renew
- Multi-year contracts often renew for original term
- 90%+ renew or upgrade
- Compliments your existing MSP Services



DEALS STACK

Referral Partner Program

PARTNER TYPE	REFERRAL
What will it cost?	No cost
How will you sell it?	Referral; with CloudFirst as lead
Which brand does the client see?	Partner / CloudFirst
Who supports the customer?	CloudFirst
Who bills the customer?	CloudFirst
How is the price set?	CloudFirst Standard pricing in partner portal

CLOUD BACKUP COMPARISON

	POWER	x86
Infinite Scalable	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Offsite Disaster Protection	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-Service Full Restores	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Copies accessible locally	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automated & Tapeless	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3-2-1 Copies as best practice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Encrypted in flight and at rest	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customizable data retention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access Control	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backup History and Status Availability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Geographical Diversity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Push button Simplicity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Your **One-Stop Shop** for IBM Power cloud services

IAAS

- Built on IBM Enterprise Systems and Storage
- IBM i, AIX, Linux, x86, and Windows VMs

OPTIONS

- Managed Private Cloud
- Multi-tenant Public Cloud
- Cloud Storage
- Object Storage

CLOUD BACKUP

- Managed
- Off-site
- Standby Recovery Environment



Production



High Availability



Test & Dev



SAN Replication



DRaas

ezVault

ezVault is an easily managed cloud backup solution with built-in multiple site redundancy and client-controlled encryption, job scheduling, retention and retrieval. Advanced data reduction technology and incremental forever data saves reduce backup windows and minimize data transmission to the cloud—with little to no impact on production applications.

ezRecovery

ezRecovery combines our ezVault backup services managed standby compute, storage and network infrastructure resources, which allows for quick and easy restoration of your vaulted data.

ezHost

IaaS-hosted systems built with easily scalable enterprise-level resources deployed in isolated environments with strict security controls. All ezHost services include hardware lifecycle management, maintenance, and public internet access with VPN support, as well as options for client-provided private networks.

ezSecurity

ezSecurity for IBM i is a powerful suite of security offerings that provides one annual Security Risk Assessment Report and tiered packages to make it easy for clients to choose solutions that meet security and compliance requirements.

ezAvailability

ezAvailability consists of full-time enterprise system, storage and network resources allowing you to quickly and easily switch production workloads to our cloud when needed. ezAvailability services are backed by a clear and well-defined SLA guaranteeing performance, availability and access.

Technology FAQ

DATA CENTERS

How many datacenters do you have?

We currently have 4 full-service data centers. All data centers are Tier-3 with fully redundant sub-systems (cooling, power & network links) with compartmentalized security zones controlled by biometric access controls methods.

Where are they located?

We currently have infrastructure in Marlborough, MA, Raleigh, NC, Hawthorne, NY, and Dallas, TX.

What are your datacenter's specifications and certifications?

SSAE 18 SOC 1 Type II, SOC 2 Type II, PCI-DSS1, GLBA and HIPAA.

SUPPORT

Do you offer a dedicated account representative?

Yes, when you become a CloudFirst partner, you are assigned a dedicated rep.

Do you provide round-the-clock technical support?

Yes, we offer 3 shifts (24/7) of IBM-certified engineers.

How can I reach the support department?

Sign in to CF's support portal at: support.cloudfirst.host
Call 877-525-4477, email: support@cloudfirst.host

What is your average response and issue resolution time?

Under 15 min. / 2 hrs.

Where is your support team located?

New York, NY and Warwick, RI, USA.

Can you provide any customer references?

Yes, we can provide references for most major industries.

HARDWARE

What kind of architecture do you use?

IBM Scale Out Power Systems and IBM Cloud purposed enterprise all flash storage.

How scalable is your infrastructure?

Highly Scalable, Highly Available, Highly Reliable.

What about redundancy, availability and reliability?

All systems and storage are IBM certified as 99.999% available in our fully redundant data centers. We have redundant network, systems and storage within the data centers and a fail over at alternate data centers, providing fail over in accordance with the required recovery points and times.

SERVICE

What kind of Service Level Agreement do you offer?

100% Availability guarantee

Is it financially-backed?

If IAAS Infrastructure is subject to an Outage, a Service Level Failure shall be deemed to occur and Client will be entitled to a Service Credit based on a percentage of the MRC for the Affected Service:

- ✓ 99.90 to 99.98 - 5%
- ✓ 99.50 to 99.89 - 10%
- ✓ 99.00 to 99.49 - 15%
- ✓ 98.00 to 98.99 - 20%
- ✓ 97.00 to 97.99 - 25%
- ✓ Less than 97% - 30%

How much downtime have you had in the last month/six months/year?

No unplanned downtime in the last three years.

Partner Program FAQ

Cloud Services aren't my specialty. How am I supposed to sell and support them?

Think of the CloudFirst Partner Program as Cloud Services in a Box. We act as your cloud team to provide full end-to-end sales and client support experience.

How Much Can I Make?

CloudFirst has some of the most aggressive pricing in the industry, allowing you to earn healthy double-digit margins, 2-3x higher than our competitors. Our Pricing Tool will generate a standard price using data gathered by our Integrated Assessment Tool. You, as account owner, are compensated by a percentage of MRC.

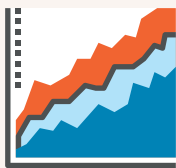
Is There a Real Opportunity to Sell IBM POWER Hosted Services?

YES!! Over the past 35 years, research indicates that IBM sold over 100K systems in the U.S.! For the 30-40K systems that remain after consolidation, support for internal development and system administration services are steadily aging out of the workforce.

How Do I Make Money on Cloud Services?

Cloud contracts are generally 3-5 years and are paid monthly. Being able to lock in long-term profits adds resiliency that will allow you to deal more effectively with changing or adverse market conditions. CloudFirst has a 90%+ retention rate of customers who either renew or upgrade their contracts.

Three Reasons Why You Need to Get Onboard Today



BOOMING MARKET

in Cloud Services, resulting in a potential piece of a \$110 Billion market



LONG TERM STABILITY

Protect the future of your business



GROW YOUR BUSINESS

Deepen trusted relationships



To learn more about the partnership opportunities with CloudFirst, contact Chris Annese:
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