



Partner Advantage

Program overview

Google Cloud





Partner Advantage



Partner Advantage

Our mission is to provide our shared customers with the **best solutions** possible. Expanding our **partner ecosystem is fundamental to that effort.** This is not about Google. It's about us **building the future together.**

Partner Advantage



Simple

One program that enables you to innovate the way YOU want to build your Google business



Collaborative

Open, two-way dialogue that invites partners to team with Google Cloud



Innovative

Your unique value to the customer is emphasized in the market



Built for growth

Flexible leveling and the right benefits to grow your business

Old Partner Model

Highly Transactional



Prescribed Behavior



Very Complicated



Seen as Sales Agents



Rewarded Based Solely on Sales



Focus on the Partner



Subordinate to IT Leaders



New Partner Model

Highly Strategic

Partners are the Experts

Flexible and Simplistic
Engagement

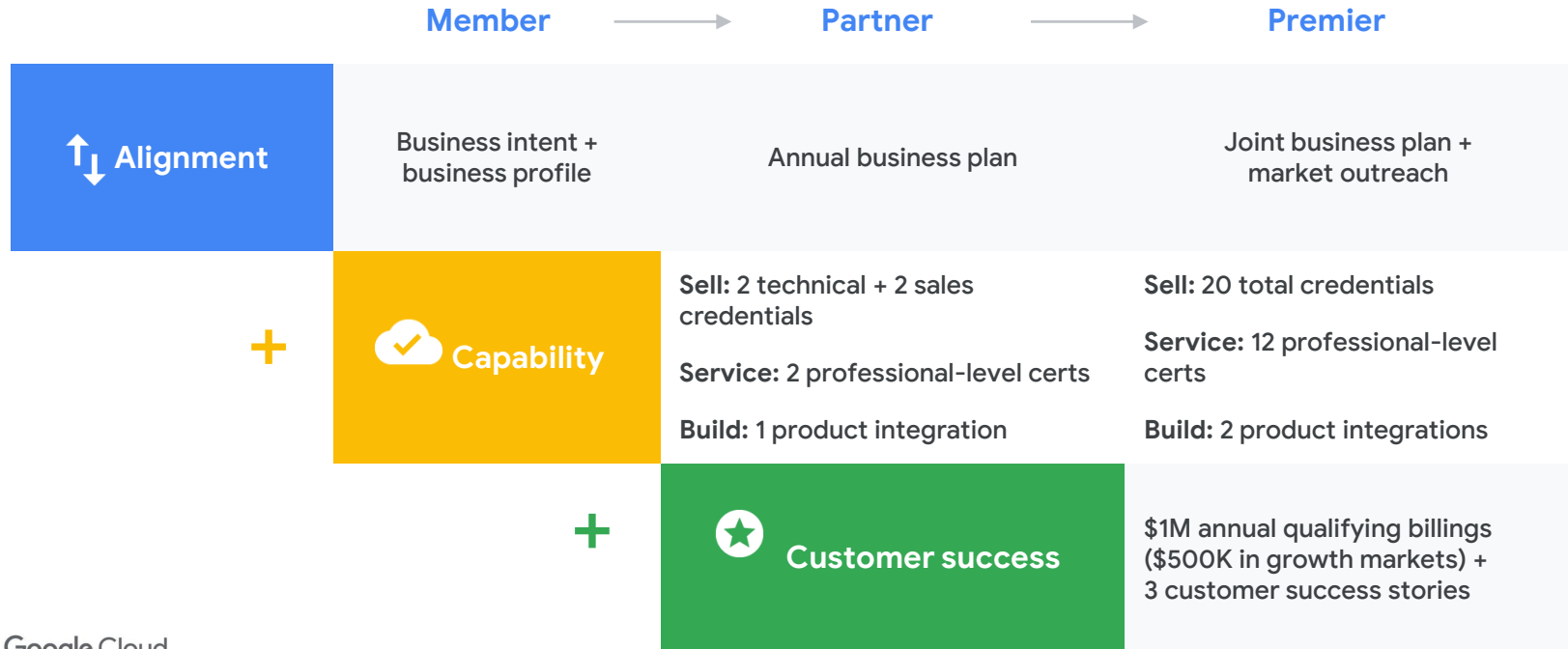
Strategic Advisors

360 Degree Adoption and Consumption

Customer Centricity

Advisors to Disruption "Imagineers"

How to succeed in Partner Advantage



Partner Advantage overview



One program, three engagement models



Sell

Collaborate with Google
Cloud sales

Integrate Google offerings
into your portfolio



Service

Provide consulting and
integration services

Transform and manage
customer applications and
workloads

Provide Google Cloud
authorized training



Build

Build your product and run
it on Google Cloud
Platform

Build an extension for a
Google Cloud product

Integrate your existing
product with a Google
Cloud product



Partner Advantage

Leveling

Transparency of benefits, engagement and expectations



Partner
For partners with at least one Partner Authorization

Partners gain access to marketing and sales benefits

2

1

Premier

For partners who have demonstrated higher levels of capability and performance

Premier partners get enhanced benefits and engagement from Google

Member

For incubation to earn a Partner Authorization

3

Members get access to technical and business enablement



Partner Advantage



Partner Benefits







Benefits Framework






Technical

5X certified partners

-  Sandbox credits
-  On-demand technical training
-  Access to self-paced labs powered by Qwiklabs—new
-  Partner Service Kits





Business

3X partner focused Googlers

-  Quarterly Business Reviews
-  partner directory
-  Concierge
-  Business Planning





Marketing

Refocused PIP / MDF investment

-  New content in Partner Marketing Studio
-  Assistance to develop customer success stories
-  Marketing Incentive Program
-  Solutions Hub

Sales

3X in PSF investment

-  Deal Registration and deal referral
-  PSF expanded to smaller deals and to help customers ramp
-  TCO / ROI Assessment Tools
-  Industry / Competitive Hubs



Partner Advantage

Benefits framework

Partners receive core Partner Advantage benefits based on their level.

Participating in initiatives or specializations unlock additional benefits.

