

Partner benefit guide

You've come to the right place

We're more than a cloud marketplace

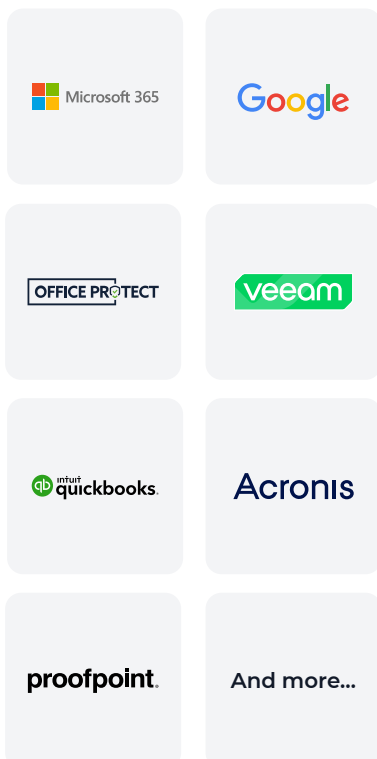
Sherweb goes beyond licensing to connect MSPs with solutions that address key business challenges.

Our robust platform offers access to carefully selected products and solutions to help you grow your business and streamline operations with simple provisioning and billing. We then bring added value with services designed to help offload technical operations and extend cloud expertise, from presales to helpdesk.

Through it all, our growing team of experts are by your side with ongoing support, account management and training. With Sherweb, MSPs can rest assured that they've come to the right place.

What you get when you work with us

Marketplace



Partner services



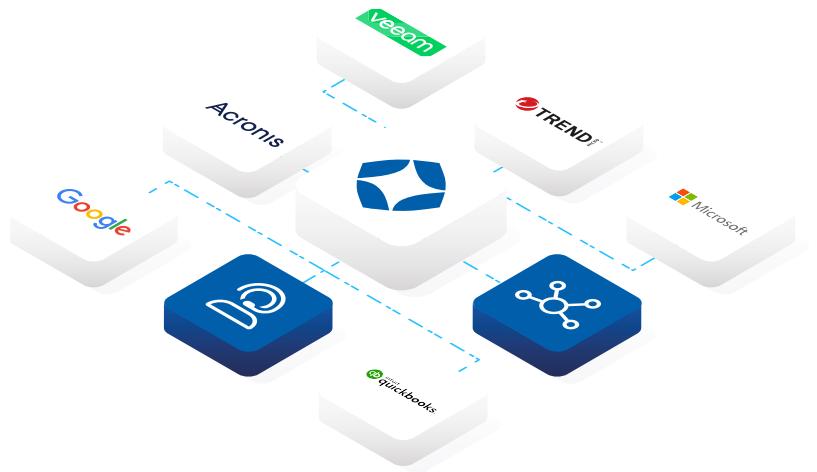
Team of experts



Marketplace

The right cloud solutions for your MSP

Get access to a portfolio of solutions featuring some of the leading names in the industry. Choose the solutions your clients need to help them reach their business goals while adding value to your own business by enriching your offering, increasing your margins and becoming your customers' trusted advisor.



Productivity

- Microsoft 365
- Windows 365
- Hosted Exchange
- Hosted SharePoint
- Google Workspace



Infrastructure

- Azure
- Kalibr8
- Managed cloud
- Performance Cloud
- VMware
- Wasabi



Business apps

- Dynamics 365
- Letsignit
- Monjur
- Nimble
- QuickBooks Online (US only)
- QuickHelp
- Rewst
- signNow
- SyncMonkey



Telephony

- Cloud PBX
- SIP trunking
- UCaaS



Security

- Afi
- Bitdefender Antivirus
- Check Point Harmony Email & Collaboration (formerly Avanan)
- Check Point Harmony SASE (formerly Perimeter 81)
- DefensX
- HacWare
- Huntress
- IRONSCALES
- Keeper Security
- LastPass
- NordStellar
- Office Protect
- Proofpoint Email Protection
- SentinelOne
- ThreatDown powered by Malwarebytes
- Trend Micro
- usecure



Continuity

- Acronis Online Backup
- Acronis Cyber Protect Cloud
- Veeam
- Microsoft 365 backup powered by Veeam
- Dropsuite
- Keepit

Make the most of our marketplace

Bring added value to your clients while keeping things simple with vendor relationships managed for you, efficient provisioning, centralized invoicing and more.

Partner portal

We built our portal with you in mind. Get a 360-degree view of your business, provision services, view price lists and manage your account. It's easy to do when everything is all in one place.

Smart bundle

Looking for a new way to increase your Microsoft 365 margins or stand out from the competition? Leverage Sherweb's unique productivity bundle which includes Online Backup, Office Protect (Sherweb's own security solution), and QuickHelp (an eLearning solution). This bundle is available with most Microsoft 365 plans.

Sherweb intellectual property (IP)

Investing in R&D is an ongoing priority at Sherweb. It allows us to distribute solutions like Microsoft 365 right from our partner portal and offer a wide range of Sherweb-hosted cloud solutions from our data centers in Canada, the US and Europe. We work tirelessly to create our own cloud products, such as Cloud PBX and Office Protect, to help our partners enrich their product offering.

Expert partners (P2P network)

Don't have the product sales or technical expertise to take on a new opportunity? No problem! We can put you in touch with a member of our partner network who does! By working together, you and the expert partner will be able to close the deal and implement the necessary services. You maintain ownership of the customer and invoicing.

Not-for-Resale (NFR) program

It's a lot easier to sell cloud products to your clients when you're already using them yourself. Our partners can use many of our cloud solutions in their own business for free or at a discounted price with our Not-for-Resale program.

PSA integrations

Streamline your billing processes with powerful PSA tools that are integrated directly in our partner portal. Connect your Sherweb transactions to the rest of your business and reduce the amount of time you spend on monthly invoicing tasks.



Promotions

Take advantage of product promotions to boost your margins or provide an extra incentive to prospective clients.

Trial licenses

Get access to trial licenses to give product demos or showcase the value of a product to a potential customer who is still in the sales cycle.

Partner services

Helping you achieve more

Our range of value-added services help you grow faster by offloading technical operations to better serve your customers and extending your expertise with strategic support unique to your business needs.

Account management

Based on your current revenue or growth potential with Sherweb, you'll be assigned a dedicated account manager who will assess your needs and help you set business objectives. They'll advise you about the best solutions and opportunities for your business and ensure that you are maximizing your partnership with Sherweb.



Microsoft consultation services

Need help navigating Microsoft's complex ecosystem? Our experts will tell you everything you need to know about benefitting from Microsoft's financial incentives, competencies, internal use rights (IUR) and programs.

Training & resources

Get access to partner training and resources so you can become the IT expert and advisor your clients are looking for. Take advantage of our webinars, product and sales guides, scoping and quoting tools plus 1:1 training sessions.



Marketing program

Get step-by-step expert guidance on how to launch your own marketing campaigns, such as webinars, lunch & learns and more. Includes on-demand masterclasses on marketing best practices and marketing toolkits. Learn how to create new opportunities by showcasing your expertise to potential clients.

MSP Practice-in-a-Box

Get live coaching and training by industry experts on various topics, such as transitioning from break-fix to a recurring revenue model and how to build a solid marketing and sales plan.

Marketing Development Funds (MDF)

Eligible partners can use these funds to create local awareness about their brand, generate leads and sell managed services to new end customers. The primary objectives of the MDF program are to help partners acquire new customers and diversify their product offering.



Sales Performance Incentive Fund (SPIF)

Motivate your sales reps to sell new cloud solutions by providing them with extra financial incentives.



Marketing consultation services

Eligible partners can meet with a member of Sherweb's Partner Success team and/or a marketing specialist to review go-to-market strategy, initiatives or materials. The team will provide recommendations to ensure you are ready to attract and engage customers.



Lead generation program

Eligible and certified partners can receive end-customer leads who have an interest in both Sherweb's cloud services and your managed services.



Data migration

Your clients can be up and running in less than a week. Our expert team can migrate applications and data from any type of platform with no data loss or downtime. You'll have more time to concentrate on your business.

Partner-branded valet services

Save time and focus your efforts on attracting new customers. Sherweb will provide industry-leading support to the clients you already have. We offer white-label services directly to your customers and under your brand for presales, migration/onboarding and 24/7 technical support.

Partner toolbox

Our partner toolbox is chock-full of resources to help you become a sales and marketing expert. You won't have to create the content yourself or pay a marketing agency to do it for you. Find out how easy it is to launch campaigns with ready-made email templates, pitching tips and shareable content.

White-label helpdesk

Running a helpdesk can be chaotic. Lighten your workload with 24/7/365 and after-hours white-label support. Choose a monthly plan—per seat or per ticket—or full-time dedicated support.

NOC services

Our NOC services (network operations center) support you in overseeing and protecting platforms such as Performance Cloud, AWS, Azure, Google Cloud, and on-premises servers. Our skilled architects and system administrators will help you manage your clients' entire operations proactively and deliver excellent security and support capabilities—all without extra manpower on your end.

Team of experts

The help you need, when you need it

Rely on a team of passionate cloud experts who are fully engaged in getting the job done and solving your business challenges. Think of our team as an extension of your own business. Instead of spending your days trying to handle tech support, sales, marketing and HR, let us do the heavy lifting.

Cloud Solution team (CST)

This is your point of contact for all things Sherweb. Have questions about our products, our portal or need help to close an opportunity? The CST can handle it. If they don't have the answers you need, they'll direct you to someone who will!

Partner onboarding

Get all the tools and help you need to go to market as soon as possible. This includes how to use our partner portal, sales and technical training and how to coordinate a data migration with our migration team.

Presales Solution Architects

As a Sherweb partner, you can rely on our technical team for help with solutions engineering, technical advice and best practices. Our experts will even jump in on calls and introduce themselves as your own specialist to help you close complex deals.

Co-sell assistance

Our Sales team will help you close deals faster by taking calls with you and your prospective clients. Your customer will think we're part of your team!

Technical support

Your customers experience all kinds of technical problems and we've got the expert staff to handle them. Our 300+ agents, who are available 24/7/365, resolve about 10,000 tickets every month with an average response time of 40 seconds.

Technical Account Supervisor (TAS)

This is your escalation point for all technical support issues. This service is available 24/7/365. The TAS will coordinate the intervention of various technical teams to ensure they work efficiently to solve any problems that arise.

Marketing support

Our Marketing team has more than 300 years of combined experience in the field and they've put all that brainpower to work for you! We've got resources to help you become a better MSP or market your services to customers.

Partner Success team

Here's a team that is really dedicated to your success! Our Partner Success team will help you obtain marketing development funds, organize events, produce content for your customers and create resources you need to grow your business.

Partnership models

One of the first things you did when you signed up with Sherweb's partner program was to choose a partnership model. We want you to know that you're not stuck with that choice. If your business needs change, you can adapt your partnership model to suit your needs.

Here's a quick reminder of how our partnership models work.

White-label

Your brand

- ✓ You sell under your brand
- ✓ You set your own pricing and margins
- ✓ You bill your customers
- ✓ You support your customers and we support you

Co-branded

Your brand

+  sherweb

- ✓ You sell under your brand and ours
- ✓ You set your own pricing and margins
- ✓ You bill your customers
- ✓ We support your customers

Advisor

 sherweb

- ✓ You sell under your brand and ours
- ✓ You refer customers to us
- ✓ You receive a recurring monthly commission
- ✓ We bill and support your customers

Exclusive benefits

As you grow your business, you unlock incremental loyalty benefits based on your Monthly Recurring Revenue (MRR) with Sherweb. The more your business grows, the sweeter your benefits will be! Don't have the required MRR to access these benefits? No problem. We can give you access for an agreed period of time based on your growth potential and your overall engagement with Sherweb.

Level 1

The self-serve approach to Sherweb services. Includes level 2 technical support, help from our Cloud Solutions team and online training.

Personalized service	
Resources	
Training	
Marketing	
Technical support	

Level 2

All benefits in Level 1, plus VIP technical support and a dedicated account manager (based on your MRR).

Personalized service	
Resources	
Training	
Marketing	
Technical support	

Level 3

All the benefits in Level 2, plus 24/7 access to a Technical Account Supervisor. Exclusive marketing and sales programs.

Personalized service	
Resources	
Training	
Marketing	
Technical support	

Level 4

The high-touch approach to Sherweb services. Includes on-site visits for strategic account planning and training plus all benefits in Level 3.

Personalized service	
Resources	
Training	
Marketing	
Technical support	

If you want to learn more about what's included at each level, contact your account manager or send us an email: partners@sherweb.com.

These are just some of the ways our 7,500+ partners have grown their business with Sherweb. Want to see our partner program in action? Take a look at these real-life success stories:



Want to learn more?

For information about how you can get started, contact your account manager, call us at 1 (855) 253-3213 or email us at partners@sherweb.com

