

Value Added Channel Partner

FOR VALUE ADDED RESELLERS, SYSTEM INTEGRATORS, OEMS

JOIN NOVIFLOW'S VALUE ADDED CHANNEL PARTNER PROGRAM

At NoviFlow, we are focused on helping our partners manage the transition from selling *speeds and feeds* to *programmable network solutions* that drive innovation via open, standard interfaces such as OpenFlow, gRPC and P4-Runtime.

With over 5 years of development, and hundreds of production deployments, NoviFlow is ushering in a new era of data plane programmability, visibility, and interoperability for carrier, data center, cloud and enterprise networks.

We design, innovate and bring to market solutions that transform how networks interact with applications. We provide a solid, reliable foundation upon which to leverage the complete range of SDN's capabilities in order to solve network issues differently and take full advantage of the benefits of network virtualization, evolved network storage, and modern orchestration and dev ops tools.

PARTNER RESOURCES

Website

<https://noviflow.com>

Product Resource Page

<https://noviflow.com/products-overview/>

Marketing Support

marketing@noviflow.com

WE DELIVER RESULTS

Empower your business

Ramp up your competitive advantages by selling innovative, comprehensive networking solutions. Our partner program is designed to help your business provide unmatched multi-threat security solutions, while assuring a profitable contribution to your business.

Enable your growth

A 100% channel model means that our partners are treated as if they were an extension of the company, so we're constantly creating marketing and enablement programs specifically designed to drive demand.

Lead the industry

Organizations are re-evaluating their existing strategies to deliver consistent, seamless, edge-to-core SDN based centralization and control. With NoviFlow, partners get industry-leading SDN based networking and threat protection from the perimeter to its core, with full visibility and control across network architectures and domains.

INNOVATIVE PRODUCTS

NoviFlow’s **NoviWare NOS** is the SDN industry’s most complete and highest performance implementation of the OpenFlow 1.3/1.4/1.5 standard for use in switches, WAN IP/MPLS routers, network appliances and other high-performance forwarding planes. It is deployed around the world in NoviFlow’s *NoviSwitch* products, and is also offered via software license to OEM and ODM switching platform suppliers. *NoviWare NOS* consists of all the software necessary for a pure-play OpenFlow switch, and currently supports the Mellanox NP-4 and NP-5 network processor and Barefoot’s Tofino 6.5 Tbps chipset.

NoviFlow delivers the fastest fully programmable forwarding plane solutions in the market, with up to 6.5 Tbps of genuine wire-speed performance, up to 1 million wildcard match flow entries, up to 6 million exact match flow entries and up to 40,000 flow-mods/sec.

Our **NoviSwitches** were specifically designed for deployment in carrier networks and data centers looking to leverage the benefits of software-defined networking to improve the cost/performance, security, scalability and flexibility of networks. Applications include SD-WAN, SDN-based Access Networks, Network Optimization, NFV, EPC, Cloud, and Hyperscale Networking.

NoviFlow’s **CyberMapper** enables NoviWare™ compatible switches (such as NoviFlow’s *NoviSwitches* and select commercially available white-box switches) to deliver packet filtering, threat mitigation and load balancing directly in the network fabric in a simple, scalable pizza-box form factor, and at a fraction of the price of conventional threat mitigation solutions.

CyberMapper leverages the power and flexibility of the programmable SDN match-action pipeline to implement fine grain mapping of cyber mitigation events including reputation filtering and load balancing into a DPI security cluster, delivering a high-performance Threat Intelligence Gateway that can process up to 6.5 Tbps in a single switch using open standard interfaces such as OpenFlow, gRPC and P4-runtime

BENEFITS

GOLD	SILVER
Customer visit tours – 4/year	Customer visit tours – 2/year
Training programs – 4/year	Training programs – 2/year
Marketing Events/Campaigns – 4/year	Marketing Events/Campaigns – 2/year
Deal Registration	Deal Registration
Lead Sharing	Lead Sharing
Technical Support – On call	Technical Support – 24h turn around
Marketing Support – On call	Marketing Support – Preferred
Sales Support – On call	Sales Support – Preferred
Partner Portal Access	Partner Portal Access
Access to Customer Demo Environment	Access to Customer Demo Environment

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GOLD VALUE ADDED CHANNEL PARTNER DETAILS

PREREQUISITES

- Ongoing business in networking, telco, cyber security
- Existing customer relationships
- SDN business: partners on the control plane
 - Have minimum of 1 Cisco Certified Internetwork Expert (CCIE) or equivalent

RESPONSIBILITIES

- Sales, Fulfillment, Customer Support
- Hold stock
- Recruit VAR/Sis
- Marketing Materials
- Technical Support to their customers
- SDN lab w/ a NoviSwitch
- 6 & 12 month Performance Reviews

YEAR 1 COMMITS

- Annual sales target of NoviFlow Products and Services
- SDN lab with a NoviSwitch for demos, testing, debugging
- Minimum 2 engineers completed NoviFlow certification

DISCOUNTS

- Volume based discount tiers
- NoviFlow Certified Engineers & Trained Trainers
 - OpenFlow and NoviFlow Experimenters; updated twice per year
 - Additional discount for each fully certified engineer and/or Trainer beyond the 1st certified engineer
- MDF when minimum sales achieved, annually
 - (% of previous year sales)
- Achieved Volume Tiers are rolled over to next calendar year

SILVER VALUE ADDED CHANNEL PARTNER DETAILS

PREREQUISITES

- Ongoing business in networking, telco, cyber security
- Existing customer relationships
- SDN business: partners on the control plane
 - Have minimum of 1 Cisco Certified Internetwork Expert (CCIE) or equivalent

RESPONSIBILITIES

- Sales, Fulfillment, Customer Support
- Hold stock
- Recruit VAR/Sis
- Marketing Materials
- Technical Support to their customers
- SDN lab w/ a NoviSwitch
- 6 & 12 month Performance Reviews

YEAR 1 COMMITS

- Annual sales target of NoviFlow Products and Services
- SDN lab with a NoviSwitch for demos, testing, debugging
- Minimum 1 engineer completed NoviFlow certification

DISCOUNTS

- Volume based discount tiers
- NoviFlow Certified Engineers & Trained Trainers
 - OpenFlow and NoviFlow Experimenters; updated twice per year
 - Additional discount for each fully certified engineer and/or Trainer beyond the 1st certified engineer
- MDF when minimum sales achieved, annually
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PROGRAM APPLICATION PROCESS

1. Initiate the Program application process by either filling out the form available online at <https://noviflow.com/value-added-channel-partner/> or by sending an email to partners@noviflow.com with the product name(s) to be validated for integration, along with email address and phone number of the business and technical contacts for the solution integration.
2. NoviFlow will review and respond to the request with follow-up engagement to collect the relevant business and technical information.
3. NoviFlow will work with the partner to execute the NoviFlow Value Added Channel Partner Agreement.
4. Upon execution of above agreement and NoviFlow executive agreement to proceed NoviFlow will welcome the partner into the Program.
5. The partner may need to initiate technical validation by purchasing the appropriate NoviFlow equipment for developing, testing and validating the solution.
6. The partner may need to provide NoviFlow with remote access to their testing facilities and solution documentation in order to provide development support.
7. The partner will work with NoviFlow to develop a joint solution brief as well as a technical solution brief, sales enablement, and go-to-market plan as appropriate.
8. The partner will ensure the validation of solution integration is kept current over time.
9. Upon review and approval of the above steps, the partner and NoviFlow will each provide their respective branding logos for marketing purposes.
10. The NoviFlow Value Added Channel Partner website will be updated with the new partner listing and the new partner branding logo.
11. The partner will update their website with information on the partnership with NoviFlow and with the NoviFlow logo.