

Why partner with eStructure?

Enterprise demand for scalable, reliable colocation and connectivity services is continuing to grow. Finding a data center partner that can truly support you in meeting your customers' demands can be a challenge for service providers. Fortunately, when you partner with eStructure, you become a vital, valued part of our mission to offer more choice to enterprises wherever they are.

With our expertise in network and cloud-neutral data center services and fourteen facilities across Canada, we are a reliable and responsive partner that will stand by your side as you work to expand in your target markets. **A dedicated eStructure relationship manager will work with you to understand your specific needs and those of your customers. We will equip you with all the resources needed to drive revenue.** Our program is open both to regional customers and those with international end-users looking to get into the North American market.



Join Today

Are you looking for more than just another data center provider? Looking for a company that lives and breathes partnership? Join us and become an eStructure Channel Partner.

We make it easy to grow together and drive value for your customers, wherever they are.

www.estructure.com

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**Become a Channel Partner:
Grow Your Business
With eStructure.**

Successfully Meet the Data Center Needs of Your Customers



Choose Your Partnership

Our program operates on two basic partner categorizations – Referral and Reseller (VAR) Partners. Companies that do not want to involve themselves in areas such as selling services directly, assuming support obligations or layering their own services on top of eStructure’s can benefit greatly from becoming Referral Partners. Those who want to own their customer relationships will be better served by joining as Reseller (VAR) Partners. These providers can leverage our colocation (as well as network and managed services) solutions while being able to layer on additional offerings at their discretion.

Referral Partners

- eStructure to manage end-user contracts and all support and payment obligations
- eStructure to pay partner commissions based on the value of the end-user contract
- eStructure to inform partner when a client is represented by multiple brokers
- eStructure to support the first broker that registered, or the broker of choice as specified by the customer

Reseller (VAR) Partners

- Layer other services on top of our colocation and network services
- Mark up prices at your discretion
- If a customer comes directly to us, we’ll advise partners on the list price and will not undercut
- eStructure supports multiple partners

Whether you sign up as a Referral or a Reseller (VAR) Partner, you receive the following key benefits:

- A dedicated Relationship Manager
- Comprehensive on-boarding sales enablement training
- Preferred rates, enabling Partners to deliver competitive pricing
- Access to Partner Portal resources
- Co-branded collateral and marketing support
- Channel Partner seminars
- Reseller Partners benefit from a joint go-to-market strategy with eStructure

Payout Structure

Our commission structure is listed in the tables below.

Referral Pay Structure				Reseller Pay Structure			
DEAL SIZE	\$0-10K MRR	\$10-50K MRR	\$50K+ MRR	VOLUME	1 CABINET	2-5 CABINETS	6+ CABINETS
COMMISSION	15%	10%	~5%	DISCOUNT	20%	15%	Subject to end customer price