

FREQUENTLY ASKED QUESTIONS

RESELLER PROGRAM

1. What is the Equinix Global Reseller Program?

The Reseller Program attracts and helps to strategically align managed service providers (MSPs), system integrators (SIs), value-added resellers (VARs) and others to drive incremental Equinix growth. Resellers can grow sales and pursue new revenue by leveraging Platform Equinix, Equinix products and services, and Equinix's geographic reach. Equinix is an attractive cloud solution partner, as resellers shift from hardware to recurring revenue models to exploit the enterprise shift from on-premise data centers to a distributed data center model or hybrid cloud IT infrastructure.

2. What kinds of companies are good candidates for the Equinix Reseller Program?

IT solution providers who deliver a bundled and integrated solution for their customers are a good fit for the program. All reseller candidates must be current customers. Additionally, resellers with a global reach in all three Equinix regions (AMER, EMEA, and APAC) are in the best position to benefit from Platform Equinix. Resellers who are market leaders in their areas will also be considered for the program. For details about partner qualifications, contact your Equinix Account Manager.

3. How do I learn more about the Equinix Reseller Program?

Complete the online Program Inquiry form at: <https://partnercentral.equinix.com/pub/#/pub/support/contact-us>

4. What determines a partner's readiness to partner with Equinix in this program?

During the new partner review process, partners will be evaluated based on four categories:

- ✓ Geography/reach
- ✓ Relevant competencies
- ✓ Partnering IQ
- ✓ Strategic alignment

These weighted criteria are used to determine the partner's participation level in the Reseller Program (ranging from bronze, to silver, gold and platinum). Each level includes partner performance goals and corresponding Equinix program benefits. For more information about the program benefits by level, review the Equinix Partner Program Overview on [Equinix.com](https://www.equinix.com).

5. Once I become a partner, who will I be working with at Equinix?

If you already have an Equinix Account Manager, then you will continue to work with him or her. If your company is not a customer, complete the Equinix Program Inquiry form and a sales manager will contact you for more information.

6. How do partners get started in the Reseller Program once they have been approved?

Once the partner has been approved into the program, the partner should register to join on Partner Central. Partners must be pre-registered on Partner Central before they can access the site. Your company will automatically be pre-registered during the enrollment process.

7. How do partners get marketing benefits?

All Partner Program benefits are requested through Partner Central. These include event support, joint collateral development, promotion and demand generation marketing. Not all benefits are available in all regions.

8. Are the Reseller Program Terms & Conditions negotiable?

No. See the Reseller Program Guide for program details and annual partner participation requirements.

9. Is there a periodic partner review process to determine if partners are meeting their commitments?

Yes. Equinix and the partner will meet annually to review sales, training and marketing planning. Resellers at the gold and platinum level may be required participate in joint partner marketing activities with Equinix Platform partners, e.g. Amazon, Cisco, Google, SoftLayer, Verizon and Comcast.

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10. When does Equinix start tracking the reseller partner's monthly sales to establish the revenue commitment?

Monthly sales are measured from the date we receive the reseller's first fully executed sales order.

11. Do resellers need to use the Deal Opportunity registration form?

Yes. All deals must be submitted via the Equinix Deal Registration process. This provides price parity protection for the partner as they build their customer quotes.

12. Where do I find more information about the Equinix Reseller Program?

[Equinix Partner Central](#)
[Equinix.com](#)

Need help?

Channel Program Team: sales-channel@equinix.com
Partner Central Support: PartnerCentralAdmin@equinix.com