



NinjaRMM Partner Program Overview



Welcome to the NinjaRMM Partner Program

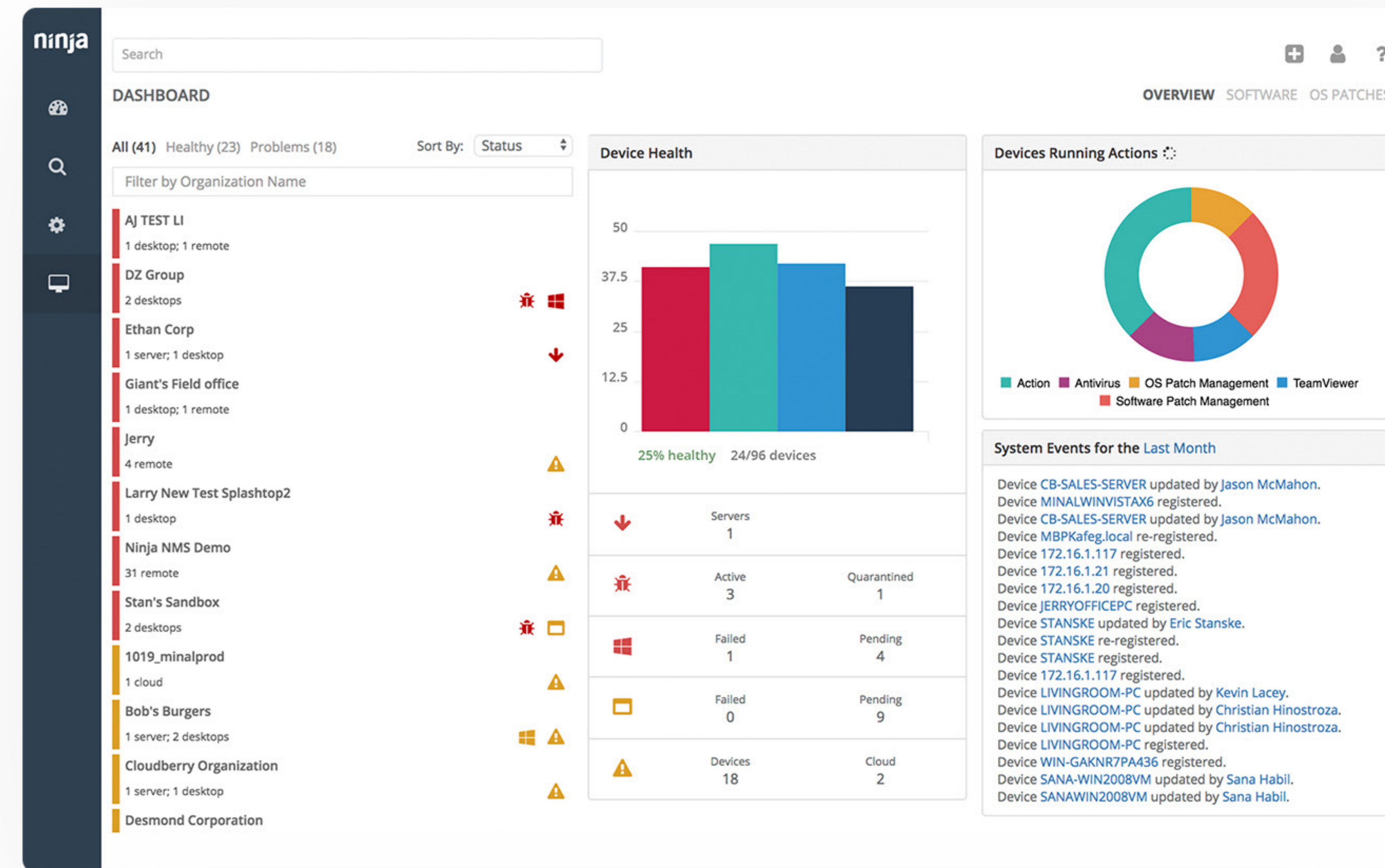
There has never been a more exciting time to join the NinjaRMM Partner Program. Our reputation is growing rapidly as our customer base grows globally. Our new Partner Program enables resellers to leverage NinjaRMM's success to expand their business with current customers, find new customers in an exciting technology space, and earn recurring revenue.

#1 Rated RMM*	#1 in Patching**	#1 in Usability*	#1 in Customer Satisfaction*	



Why Your Customers Need NinjaRMM

- ▶ **Drive employee productivity**
Help business users spend less time on IT issues by proactively identifying issues before they impact end users.
- ▶ **Bolster asset productivity**
Extend asset life and reduce endpoint downtime by keeping assets up-to-date and working properly.
- ▶ **Improve IT management**
Manage more endpoints per technician through monitoring, automation, and powerful issue resolution tools so you can focus on strategic projects.
- ▶ **Drive revenue and profitability**
Integrated tools and more efficient service delivery drive down costs while more effective delivery keeps customers happy and focused on growth.



Partnership Levels

The NinjaRMM partnership program allows partners to earn greater rewards and Ninja support as they progress through the tiers. The benefits and requirements increase as partner experience and results increase.

Red Belt

The Red Belt represents the entry point for all NinjaRMM reseller partners.

Red Belt partners learn about NinjaRMM's offerings, and earn a baseline percentage of margin along with additional margin for new deal registration.

All our partners get access to co-branded marketing materials and marketing support through NinjaRMM marketing activities and newsletters.

Black Belt

Black Belt is NinjaRMM's highest-level partnership and is available only to those with extensive experience and commercial success selling our solutions. Black Belt partners must commit to revenue targets and have a joint business plan to achieve those goals.

In addition to Red Belt-level benefits, Black Belt partners receive:

- ✓ The highest level of reselling margins
- ✓ Additional deal registration margin
- ✓ Leads from NinjaRMM
- ✓ Account protection
- ✓ Marketing development funds
- ✓ Renewal support
- ✓ Direct sales and technical support from NinjaRMM
- ✓ Co-branded marketing and sales-enablement materials
- ✓ A dedicated account manager
- ✓ Partner listing on the NinjaRMM website

Program Benefits

	Red Belt	Black Belt
Financial		
Margin	✓	✓
Deal Registration	✓	✓
Credit Terms		✓
Marketing Development Funds		✓
Marketing		
Partnership Status Logo	✓	✓
Marketing Assets	✓	✓
Lead Feed		✓
Co-Branded Assets		✓
Reference Program		✓
Sales Support		
New Opportunity Registration	✓	✓
Usage Breakdown by Customer	✓	✓
NFR License Keys	✓	✓
Sales Enablement Tools		✓
Training Benefits		
Self-Service Web-Based Training	✓	✓
New Feature / Product Demos	✓	✓
Ad Hoc Web-Based Training		✓
On-Site Product Training		✓
Beta Program		✓
Program Support		
Partner Account Manager	✓	✓
Partner Communications		✓
Solutions Engineering Support	✓	✓
Level 1 Support	✓	
Level 2 Support	✓	✓

Partner Responsibilities

	Red Belt	Black Belt
Partner Agreement	✓	✓
Company Profile	✓	✓
Offer Level 1 Support	✓	✓
Annual Business Plan		✓
Revenue Targets		✓

Program Benefits

Financial Benefits

Margins

The margin percentage a partner receives is dictated by their tier and is computed based on MSRP, as published in the Partner Program Conditions, as approved by NinjaRMM. A higher tier gives partners greater margin.

Deal Registration Margin

NinjaRMM offers the incentive of new deal registration margin to reward partners' sales efforts. Partners receive the new deal registration margin for each each new deal registered in the Partner Portal, above the required minimum amount on accounts not previously registered with NinjaRMM. The new deal registration margin is granted for the duration of the partner / customer relationship. Partners can access these assets via the Partner Portal.

Credit Terms

Credit terms are only available to Black Belt partners and are addressed by account mangers on a per-request basis.

Marketing Development Funds

Marketing development funds are addressed by account managers on a per-request basis. These funds are made available to partners for prospecting and lead generation efforts. NinjaRMM agrees to spend an agreed-upon sum for partner and co-marketing activities, as part of the submitted business plan, under the following conditions:

1. All marketing materials and promotions are approved in advance by NinjaRMM
2. Partner complies with all NinjaRMM Guidelines and respects its payment obligations and the submitted business plan.
3. Partner submits a report on the performance of activities supported by marketing development funds.

Program Benefits / **Marketing Benefits**

Partner Status Logo

Partners can leverage their association with the NinjaRMM brand to add marketing strength to demonstrate their expertise and commitment to delivering high-quality products and customer satisfaction. This powerful tool can help create awareness and preference for partner solutions and services in the marketplace.

Partnership status logos and guidelines are available in the Partner Portal and are for use only on authorized partnership collateral, websites, and demand generation activities.

Marketing Assets

NinjaRMM offers pre-approved marketing collateral for use in partner marketing and sales efforts. These assets comply with NinjaRMM methodologies and best practices to ensure solutions are being marketed appropriately and with the best chance of success. These materials are highly valued in partner efforts to generate demand and close business.

Co-Branded Marketing Assets

Our Black Belt partners will have the option to co-brand white-labeled marketing assets to leverage the value of the NinjaRMM brand in their marketing efforts. Custom marketing material that meet our branding guidelines may also be co-branded and used once approved by NinjaRMM.

Leads Feed

To drive demand for NinjaRMM solutions and generate sales leads, NinjaRMM executes regular sales and marketing programs, such as webinars, product demos, e-mail campaigns, and tradeshow. NinjaRMM distributes these leads between its internal sales team and qualified resellers on a geographic, market vertical, skill set, and experience basis. Partners have 48 hours to accept leads before they are assigned to another partner. A better sales ratio will qualify partners for more leads.

Reference Program

The NinjaRMM reference program allows partners to highlight their brand through NinjaRMM via success stories, case studies, and speaking opportunities. Reference program submissions are reviewed and accepted on a per-request basis and must highlight a specific customer and how the NinjaRMM-Partner relationship brought value to that customer.

Program Benefits / **Sales Benefits**

Deal Registration

We offer a quick and easy process to register new opportunities in the NinjaRMM Partner Portal to reward our partners for identifying, developing, and closing new deals. To qualify for new opportunity registration, deals must:

- ▶ Be entered into the NinjaRMM Partner Portal with all required information
- ▶ Originated by an active NinjaRMM Partner
- ▶ Have a defined purchased date within 90 days
- ▶ Meet the minimum deal size and price as outline in the Partner Program Conditions
- ▶ Not be a NinjaRMM-provided lead

Usage Breakdown by Customer

Through the NinjaRMM Partner Portal, partners will have access to summary client account information, including the number of licensed technicians, number of deployed agents, and trend data showing growth or contraction for better account management.

NFR (Not-For-Resale) License Keys

Our partners have access to a limited number of NFR license keys to be used on internal devices and networks for testing, training, and learning purposes. These NFR keys are non-transferable and may not be sold or given to customers. Request for NFR keys may be made through the

NinjaRMM Partner Portal. The number of licenses per product are limited based on the partner's tier. Non-compliance with NFR terms of use or partner tier requirements automatically terminates partners' rights to use NFR licenses.

Account Protection

NinjaRMM offers account protection to our Black Belt partners. NinjaRMM ensure that the partner who sold a client initially will be the preferred reseller to receive leads for that account for upsell/cross-sell opportunities, renewal opportunities, and new business opportunities. Ninja will direct clients to contact their reseller so long as they are active and in good standing.

Sales Enablement Tools

Via the NinjaRMM Partner Portal, our partners will have access to sales enablement materials, including data sheets, recorded demos, and sales messaging briefs for their employees to use as they see fit.

Program Benefits / **Training Benefits**

Self-Service Web-Based Training

Reseller partners will have access to the training materials via the NinjaRMM Dojo which can be accessed on-demand. These training materials provide insight into products, features, and capabilities. NinjaRMM recommends all resellers complete training prior to selling NinjaRMM solutions.

New Feature / Product Demos

NinjaRMM will host group demos after every major feature update and product release. All partners will have access to these demos and will be invited to attend via their account manager. Demos will be recorded and available on-demand to all partners.

Ad-Hoc Web-Based Training

Black Belt partners may request ad hoc training to learn more about products and features up to four times per year. Each request should include the specific product or feature the partner is requesting training for, as well as the number of employees being trained. Training requests will be reviewed and approved on a per-request basis.

On-Site Product Training

Black Belt partners may request intensive on-site product training up to once per year. On-site trainings are full day trainings that include sales, marketing, and technical training for the entire reseller team. Training requests will be reviewed and approved on a per-request basis.

Beta Program

The NinjaRMM beta program is an invitation-only program available exclusively to Black Belt partners. The beta program gives partners access and training to our newest products and features to prepare their sales teams for upcoming releases. Partners are required to test new features and provide feedback to the NinjaRMM product team.



Program Benefits / **Program Support**

Account Management

NinjaRMM provides a partner account manager to each of our partners and provides a contact mechanism to manage ongoing sales- and support-related requests. The partner account manager helps the partner develop effective sales and marketing plans, provides sales support, and services as the point of contact between the partner and NinjaRMM teams.

Partner Communications

NinjaRMM regularly sends out newsletters, product updates, and notices to all partners to keep them up-to-date with NinjaRMM's activities. We will notify all partners of upcoming product releases, training opportunities, new customer case studies or success stories, Partner Program updates, white paper, and events.

Direct Sales Support

For new sales deals above a certain size, partners may request direct sales support, via their account manager, for technical sales support. Requests for direct sales support must be made at least 48 hours in advance and are approved on a per-request basis.

Level 2 Support

Black Belt partners are required to provide level one support to all customers. All partners are entitled to second level support for their clients. Second level support is subject to NinjaRMM's fair use requirement and should only be requested for technical support challenge beyond the partner's ability to remediate.



Program Requirements

Partner Agreement

All NinjaRMM partners, at all levels, must have an current partner agreement on record with NinjaRMM to participate in the program

Company Profile

Partners must provide a company profile to NinjaRMM for inclusion in the partner locator, and to ensure leads are routed to correct partners. Company profiles include a company overview, industry verticals served, expertise, and contact information.

Level 1 Support

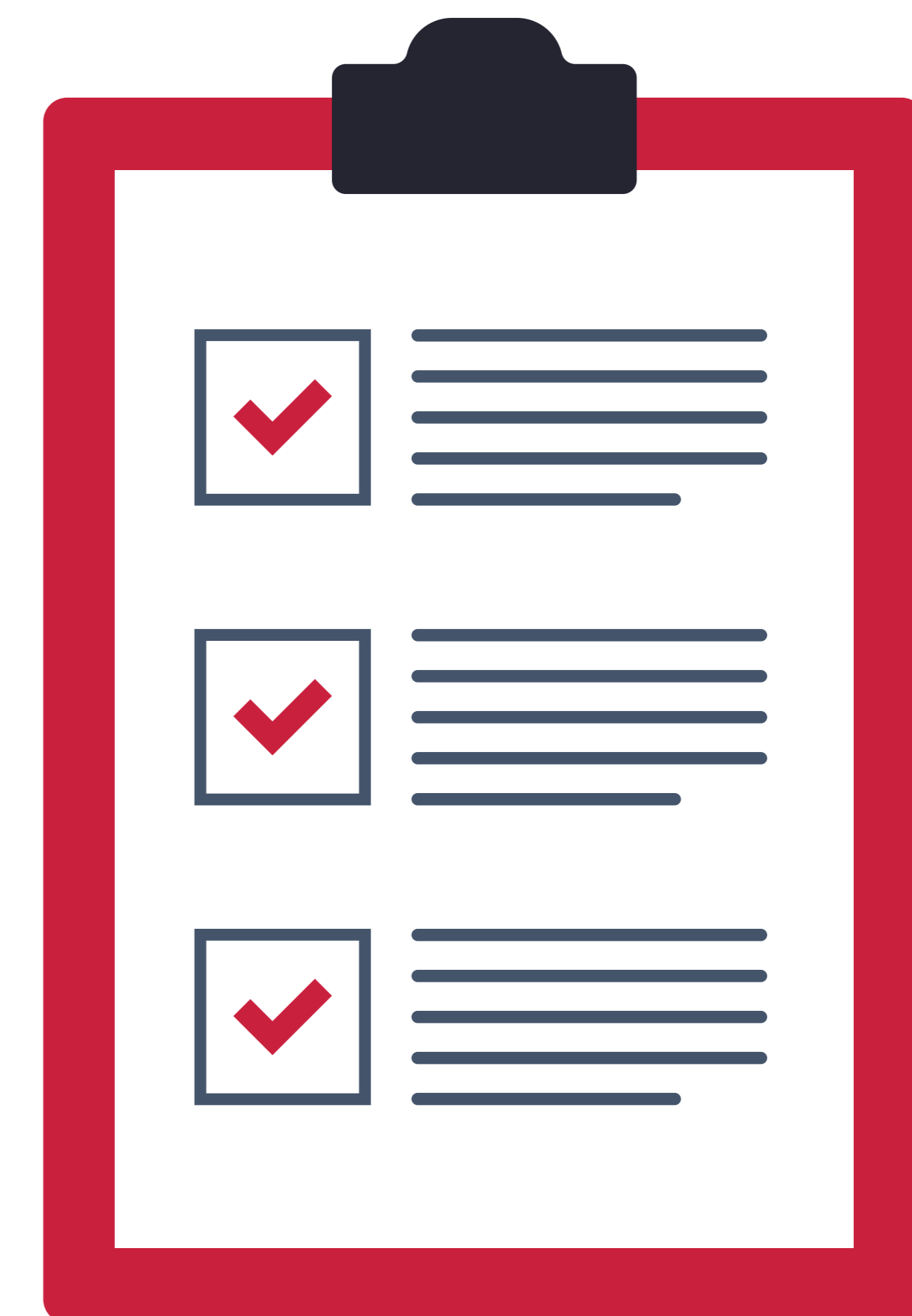
Support is critical for our partners. Black Belt partners are required to provide level one support to all customers that meets minimum requirements and conforms to agreed-upon SLAs.

Annual Business Plan

Black Belt partners are required to develop and use a NinjaRMM business plan which has been co-developed, reviewed, and approved by a NinjaRMM channel account manager. The business plan will contain and document partner-specific sales strategies and execution methods in the areas of lead generation and marketing and will outline target customer profiles, revenue goals, and partner commitments. Annual planning is performed in the NinjaRMM Partner Portal.

Revenue Targets

As part of annual business planning, Black Belt partners must commit to defined revenue targets. Partners who do not meet targets will be downgraded to the appropriate tier. Effective annual business planning and execution are essential to meeting revenue targets.



Advancing in the NinjaRMM Partner Program

The NinjaRMM Partner Program provides a clear growth track towards higher levels of revenue, support, and recognition. We encourage partners who desire to move up the program to request a partner status assessment. At the end of each year, partners will be assessed by their channel account manager and reassigned to their appropriate partnership tier.

Learn more and join the NinjaRMM Partner Program at ninjarmm.com/partners

Questions?

Contact us at partners@ninjarmm.com

- 1 Sign up**
Sign up for the NinjaRMM partnership program at partners.ninjarmm.com
- 2 Activate**
Active your partnership by using the assigned credentials to login to the NinjaRMM partnership portal.
- 3 Complete**
Complete your partner profile and your required initial program training.
- 4 Connect**
Connect with your channel account manager to build an initial business plan.
- 5 Start selling**
Start selling by leveraging the tools offered by NinjaRMM in the Partnership Portal.