Power to the Partner

Partner Program Guide
Welcome

Our Channel Charter gives the power to you, our valued partners. We are focused on the joint success we can achieve by working together to capture the incredible Enterprise Cloud market opportunity. This Charter helps to ensure that your customers get maximum value from their investments and that you have all the tools and resources you need to land more opportunities and drive value realization at every stage of the sales cycle.

We're here to support you every step of the way.

Rodney Foreman
Vice President, Global Channels
@rodneyforeman
Using your Program Guide

You can navigate your way around the Program Guide using the top menu to visit a specific section. Please use Adobe Acrobat to experience full functionality.

1.0 Our Channel Charter

The Nutanix channel charter strengthens our partnership by placing the power to succeed in your hands. We will tightly partner through the sales cycle and customer technology success. We will focus on deals and engagement instead of revenue targets. Ultimately, this program is designed to empower you to compete in the modern, multi-cloud era.
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1.0 Our Channel Charter

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1.1 Program Tier Structure

We believe that revenue targets are not the way to measure the value of a partner. It is about our engagements together and the depth of market knowledge you bring to the table. Each tier is defined by 3 elements: number of deals closed, certification requirements and number of deals in transformational product categories. Our industry leading program allows us to support your sales lifecycle as well as your customers’ technology lifecycle.

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<td>United Kingdom</td>
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We engage and evaluate our partnerships within geographical Zones. Zones are based on the size of the market in each region and defined by the number of deals closed in a 12 month period.

**Pioneer Partner**
Obtain fundamental sales and technical proficiencies in Nutanix core products to enable initial sales of the Nutanix hyper-converged solution.

**Scaler Partner**
Develop integrated solutions around the Nutanix Enterprise Cloud OS ecosystem, further enablement of sales and technical staff resulting in an increased number of deals.

**Master Partner**
Sell the full Nutanix portfolio consistently, establish a service practice and advance sales and technical staff highly qualified to sell Nutanix.

What are the countries in each zone?

- **Zone 1**
  - Americas
  - Canada
  - United States
  - APAC
  - Australia
  - China
  - Hong Kong
  - India
  - Indonesia
  - Japan
  - Malaysia
  - New Zealand
  - Singapore
  - South Korea
  - Taiwan

- **Zone 2**
  - APAC
  - Thailand
  - France
  - Germany
  - Switzerland
  - United Kingdom

- **Zone 3**
  - Americas
  - Brazil
  - Bangladesh
  - Philippines
  - Vietnam
  - Belgium
  - Israel
  - Italy
  - Netherlands
  - South Africa
  - Spain
  - United Arab Emirates

- All countries not in Zones 1 & 2
1.2 Tier Requirements By Zone

Each tier is defined by number of deals closed and number of deals with transformational products. At Nutanix we do not determine the value of our partners by revenue targets. Additionally, our tiers are defined by Nutanix Sales, Technical and Services certification requirements. Our industry leading program allows us to support your sales lifecycle as well as your customers’ technology lifecycle. Select a zone below to display requirements:

| Zone 1 | Zone 2 | Zone 3 |

Select a Zone from the buttons above to display requirements

<table>
<thead>
<tr>
<th>Details</th>
<th>Pioneer Partner</th>
<th>Scaler Partner</th>
<th>Master Partner</th>
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<tr>
<td>Number of Closed Deals</td>
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<td>Number of Transformational Deals</td>
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<td>Sales: Nutanix Certified Sales Representative - NCSR</td>
<td>Complete Levels 1-3</td>
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<tr>
<td>Sales: Nutanix Certified Sales Expert - NCSEX</td>
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<td>Technical: Nutanix Certified Systems Engineer - NCSE Level 1</td>
<td>- NCP is a pre-requisite to achieve NCSE Level 1</td>
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<tr>
<td>Technical: Nutanix Certified Systems Engineer - NCSE Level 2</td>
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<td>Technical: Nutanix Platform Expert - NPX</td>
<td>- NCAP is a pre-requisite to achieve NPX</td>
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<td>Services: Core Competency: Install &amp; Configure - CCIC</td>
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<td>Services: Nutanix Consulting Partner Installation - NCPI</td>
<td>- CCIC is a pre-requisite to achieve NCPI</td>
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<tr>
<td>Services: Nutanix Consulting Specialist - NCS</td>
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Criteria will be audited at the end of January 31, 2019.
To make sure that partners are operating at the appropriate Nutanix Reseller Partner Program tier, the Nutanix Channel Sales and management team will conduct an audit every six months to determine compliance. Partner tiers may be adjusted based on the audit results.

For the initial audit on January 31, 2019, only the training and certification requirements (excluding Sales: NCSX Technical: NCSE - Level 2) will be audited. All subsequent audits occurring every six months will also review the closed deals, including transformational products, from the prior 12 months.

*Nutanix Transformational Product Examples: Calm, Beam, Flow, Era and more.
1.4 Requirements & Commitments

Partner Agreement
All partners must be enrolled in the Nutanix Partner Network, have accepted the Nutanix reseller terms and conditions and currently be in good standing to qualify for Nutanix Reseller Partner Program benefits.

Program Compliance
As a Nutanix partner, we encourage you to conduct all business engagements with integrity, to be ethical and accountable with your customers and Nutanix.

Program Non-compliance
• To make sure that partners are operating at the appropriate Nutanix Reseller Partner Program tier, the Nutanix Channel Sales and management team will conduct an audit every six months to determine compliance. Partner tiers may be adjusted based on the audit results.
• For the initial audit on January 31, 2019, only the training and certification requirements will be audited. All subsequent audits occurring every six months will review the closed deals, including transformational products, from the prior 12 months.
• Notwithstanding the foregoing, Nutanix has the right to terminate this Program and the Nutanix Partner Network Program agreement in accordance with the terms of the agreement.

Regional Requirements
There may be incidents where partners will need to abide by additional regional program requirements. Your local regional Nutanix sales team will provide information to you if you have additional regional requirements.

Closed Deals Requirement
An annual number of closed deals by tier requirement is defined as the number of deals closed with Nutanix products and services. This requirement must be met or exceeded over four full quarters, after enrollment, to be eligible to maintain level status in the Reseller Program. “Closed Deals” are defined as any won/closed deal with Nutanix including hardware, software and services – excluding renewals – whether purchased through distribution or directly from Nutanix. Please refer to the Partner Requirements chart for specific closed deals targets by zone.

Training and Certified Requirements
Partners at all levels must ensure that the required number of sales, and technical personnel, complete Nutanix product training. Partners must also ensure their sales and technical personnel stay current with product and solution training when updates are made available. Please see section 1.2 for details.

Transformational Product Sales Requirement
Transformational Products include solutions such as Calm, Beam, Flow, and Era. We will continue to update this list as new products become available. Opportunities with these Nutanix products must be closed within the 12 month audit period to count towards the Transformational Products deals by tier requirement. Please refer to the Partner Requirements chart for specific Transformational Products deals targets by zone.

Business Planning and Reviews
Master Partners are required to have an annual detailed business plan which can include sales plans, demand generation activities and participate in Quarterly Business Reviews (QBRs) with Channel Managers.

Purchase Orders
Partners purchasing through distribution will receive their specific purchasing terms and requirements from their elected Distributor. There can also be variations depending on the region. The following elements will be required on all Nutanix purchases regardless of location:
• Complete End-User information
• Complete Install Location information
• Complete Shipping information
• End-user PO# (some GEOs require a copy of the actual PO)

Nutanix reserves the right to change the PO requirements at any time.
Our approach gives you the power to make the most of your market opportunities. We focus on key milestones in your sales cycle to best support you and your customers' technology lifecycle. We offer simplified pricing structures, deal registration, incentives and rebates that enable you to increase profits, revenues and margins while closing business faster.

We support our partners in landing new business, deploying the right use case or workload, showing you the value to expand into new solutions and ensuring customers renew.

1.5 Partner Benefits

- **Lifecycle Support**: Deliver solutions and services through the entire sales journey.
- **Transformative Opportunity**: Leverage the Nutanix Enterprise Cloud OS solutions to take full advantage of the explosive cloud market.
- **Maximize Profitability**: Enjoy incentives that reward new logos and strategic solutions deployment.
- **Delightful Experience**: Access a progressive partner framework that includes new training & certification programs, collaborative lead sharing and more.
1.6 Tier Benefits

- Ability to resell Nutanix products and solutions
- Deal Registration benefits through the Nutanix Partner Deal Registration Portal or authorized distributors
- Access to sales and technical sales tools such as Nutanix Sizer, X-Ray, Online Demos, Nutanix Community Edition & more
- Eligible for new customer acquisition rebate programs
- Nutanix Software on OEM Platforms Rebate Program
- Eligible to use Nutanix XPAND partner demand center
- Not for Resale (NFR) program on select Nutanix products
- Access customer financing options from Nutanix Financial Solutions
- Access to proposal-based Market Development Funds (MDF)
- Opportunity to join Nutanix Authorized Support Partner Program
- Exclusive offers for premier Nutanix Events such as .NEXT Conference and XCELERATE Sales Kick-Off
- Utmost level of sales and executive support (ex. quarterly business reviews, eligible for invitation to partner advisory boards)
- Potential for highest level of rebate incentives
- Priority access to Nutanix lead sharing
- Designated Channel Account Manager

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1.7 Financial Benefits

**Velocity Program**

The Nutanix Velocity Program is designed to deliver the benefits of the Nutanix Enterprise Cloud to your customers at extremely affordable price points, while enabling a smooth and profitable selling process for you. Featuring new pre-configured bundles for the Nutanix Enterprise Cloud OS, now is the time to give your customers the freedom to move beyond complex infrastructure to the simplicity of one-click application and IT management.

**Program Details**

1. Pre-configured HCI bundles, balancing price and performance.
2. Accelerated deal registration approval within 2–4 hours.
   
   To qualify, the end user account of your customer/prospect must meet Nutanix criteria for SMB organizations. If your Velocity Program bundle registration is approved, it will be processed under the standard Nutanix deal registration terms and conditions.
3. Friction-free quoting and ordering through Nutanix authorized distributors.

**More Information and Resources**

- Velocity Program enablement and demand generation materials are located on the [Nutanix Partner Portal here](#).
- For immediate assistance on a Velocity Program bundle-related opportunity, work with your Nutanix authorized Distributor.
- For all other Velocity Program-related questions, please email channelprograms@nutanix.com

**Deal Registration**

Nutanix’s Deal Registration program protects and rewards Pioneer, Scaler and Master Partners for the identification, qualification and close of sales opportunities and, in addition, promotes strong working relationships and open communication.

Deal Registration is opportunity-based and Partners who are awarded a registration from Nutanix will receive Deal Registration discounted pricing for the time period described on the registered opportunity. Furthermore, these partners have the possibility of being awarded additional discounts over other potential Partners.

In order for a registration to be awarded Nutanix will review the Deal Registration information, potentially contact the Partner or the end user, and evaluate if the minimum criteria described below are met. For more details on Deal Registration Program Guidelines, and how to register deals, please visit the Partner Portal for additional documentation.

For a deal to be registered, the potential deal needs to meet the following criteria:

- The Partner must be actively engaged with the end-user account.
- Complete Deal Registration information must be submitted for consideration.
- The registration submission must be for a valid opportunity. Before submitting the Deal Registration, the Partner must have performed significant pre-sales efforts such as, but not limited to: meeting with the end user, qualifying the deal and determining a need for a Nutanix solution and helping the end user to quantify a budget or project requirements for Nutanix products and services.
- Nutanix Channel Sales must be able to successfully contact the Partner contacts submitted on the Deal Registration form.
- No other Partner has an active and approved Deal Registration on the same opportunity within the Deal Registration period.
- The Partner must present a Nutanix (or OEM equivalent) solution to end user if awarded the Deal Registration.
- Each deal must represent a single opportunity with a single end user. Partners cannot register an account or combine opportunities. Deal Registration is applied to a single opportunity/order at a time and additional opportunities need to be registered individually.

If you require assistance with Deal Registration, please email partnerhelp@nutanix.com or contact the Nutanix sales team.
1.8 Nutanix Rebate Programs

Take advantage of the Nutanix rebate programs to maximize your profitability. All of these programs are managed through the Nutanix Partner Rebate Center. This online tool provides a single central location for Nutanix partners to submit claims, plus view and manage current rebate programs.

1.8.1 Nutanix New Customer Acquisition Rebate

The Nutanix New Customer Acquisition Rebate Program rewards partners with up to a 5% rebate for winning net new customers for Nutanix. Learn More

1.8.2 Nutanix Rebate for Dell EMC XC Core

The Nutanix Rebate Program for Dell EMC XC Core rewards partners for selling qualified XC Core nodes with Nutanix software for a rebate amount of $1,500 per node. Learn More

1.8.3 Nutanix Rebate Program for Lenovo ThinkAgile HX Certified Nodes

The Nutanix Rebate Program for Lenovo ThinkAgile HX Certified Nodes rewards partners for selling qualified HX Certified nodes with Nutanix software for a rebate amount of $1,500 per node. Learn More

For additional information, you can also access the Promos and Incentive Programs page in the Partner Portal or email channelprograms@nutanix.com.
Driving sales and growing our mutual profitability is what lies behind all our partnerships. We have a range of tools and techniques to help you power increased success.
2.1 Sales Support Tools & Resources

Access to the Nutanix Partner Portal
Pioneer, Scaler and Master partners have access to the Nutanix Partner portal. This invaluable resource provides one location for Partners to download the latest sales collateral and tools, learn about incentives and access product and program information. Logins are required to gain access to the portal. New Partners will be notified with directions on how to create a login and access key on-boarding information. Partners who are interested in joining the Partner Program, and accessing information on the Partner Portal, should work through their Nutanix authorized elected Distributor for information until achieving Pioneer status.

Access to Nutanix Events
Partners in the Partner Program will be eligible to attend key Nutanix Partner and end-user events such as Nutanix .NEXT, roadshows and special training. To ensure Partners get the event information in a timely fashion, it is recommended they opt in to receiving Nutanix Partner Communications at MyNutanix.com.

Competitive Material
Gain access to the competitive information that you need to win with Nutanix. There are a wide array of products that can be compared against Nutanix but we can provide you with powerful content that will help you illustrate the unique value of Nutanix, versus our competitors, to your customers. Learn more

Promotions and Incentives
Interested in something extra? Check our partner promotional programs for new ways to maximize your margin and earn more selling Nutanix. Access current promotions and incentives. Learn more

Not-for-Resale (NFR) Discounts and Requirements
Not-for-Resale (NFR) discounts are available to Partners on equipment that will be used by the Partner for demonstration purposes. NFRs can be ordered through the normal ordering process using the NFR price book. Discounts are also available for related support, upgrades and software licenses. This program is at the complete discretion of the Nutanix Channel team and Senior Channel Management.

For the latest list of products and prices, please contact your authorized Distributor or Nutanix Channel Sales team.

Program Terms
• NFR equipment must be used by the Partner only for demonstration purposes.
• NFR equipment can be sold to an end user after 12 months.
• For additional information, contact your authorized Distributor or Nutanix Channel Sales team.
2.2 Technical Sales Tools & Resources

Community Edition
Nutanix Community Edition (CE) is a feature-rich, limited-scale version of the Nutanix software stack. It’s designed for Nutanix partners, IT professionals and end users to test and evaluate the leading hyperconvergence technology. This is a fantastic additional resource for you to experience and evangelize the power of the Nutanix Enterprise Cloud. Get access now

Online Demo
With Nutanix On Demand you can quickly demonstrate Nutanix Enterprise Cloud capabilities to customers and prospects – with no hardware, no cost and no setup! You can demonstrate the power of Nutanix Prism to educate customers and shorten sales cycles. Demo now

Sizer
A best-in-class workload sizing tool, Nutanix Sizer takes the customer’s Nutanix workload as input and suggests Nutanix nodes to meet the workload. In addition, it also provides a visual representation that shows the organization of nodes into racks and clusters. Watch a video and Access Sizer

X-Ray
Nutanix X-Ray is an automated, comprehensive testing and benchmarking tool that enables IT managers to evaluate any infrastructure for performance and availability under real world conditions. With X-Ray, teams can simulate how applications are impacted during common events and scenarios, including system failures, spikes in application use, software upgrades and more. Run multiple workloads in the same environment, while ensuring that heavy demand for one application does not negatively impact performance for other workloads. Learn more and Try it for free

Xtract
Nutanix Xtract streamlines adoption of new IT infrastructure technology by providing infrastructure-centric and application-centric migration tools and automating the many steps required to manually migrate, or rebuild VMs and applications, to new infrastructure. Learn more and access resources

Knowledge Base and Forums
Knowledge Base is an online searchable database that includes resolutions to common technical issues, valuable tips and tricks, technical notes and answers to frequently asked questions for all current Nutanix products. Additionally, Nutanix offers support forums that allow Partners to interact with a community of qualified Nutanix Partners.
3.0 Training and Certification

We believe that highly knowledgeable and informed people provide a better customer experience. That’s why we offer extensive training opportunities to keep your sales, technical and service teams at the cutting edge and on top of the latest advances. Nutanix Training & Certification delivers innovative education services that allow you to help sell and deliver Nutanix solutions to your customers – providing maximum value to them and maximum opportunity for you.
3.1 How to Access Nutanix Training

**Your Nutanix journey**

Your Nutanix training and certification journey begins on the Partner Portal. Using the “Learn” tab you can follow a learning path that suits your needs:

- **Learn by Role**
- **Learn by Product**
- **Learn by AOS Release**

All of the Nutanix training for both sales and technical professionals enables you to effectively deliver the value of the Nutanix solution to your customers. A majority of the training is offered on-demand and is broken into convenient segments making it easy to complete.

Within the Partner Portal you can see the latest news and releases pertaining to Nutanix training and certifications, download any earned certificates and badges, as well as search for instructor-led courses.

For any additional training specific questions, please contact education@nutanix.com
3.2 Sales Training

**Sales Academy**

Nutanix Sales Academy is a concentrated collection of actionable insights, distilled from the experience of our sales management, our top sellers and personnel from every level in the field. Putting these insights into practice will dramatically reduce your own learning curve, making it easier to get up to speed with what you need and consistently sell high and sell on value with every customer that you engage with.

**Nutanix Certified Sales Rep (NCSR) Level 1:**
Delivered as a self-paced modular eLearning experience with less than 2 hours of content. This course will cover the basic hyperconverged infrastructure concepts, overview of the Nutanix product portfolio and how to articulate the value of the Nutanix.

**Nutanix Certified Sales Rep (NCSR) Level 2:**
This eLearning course dives deeper into the Nutanix product portfolio and how to sell and differentiate Nutanix products to your customers. There is an emphasis on how to sell to different solutions and vertical markets.

**Nutanix Certified Sales Rep (NCSR) Level 3:**
In this final level you’ll identify upsell and cross-sell opportunities while learning how to leverage key alliance partners. The course also focuses on utilizing customer success stories and how customers have benefited to help you close strong with different buyer personas.

**Nutanix Certified Sales Expert (NCSX):**
This is by nomination from your Nutanix Channel Salesperson. You will present in front of a panel and demonstrate how you deal with sales challenges.
3.3 Technical Training

SE Academy

The newly updated Nutanix SE Academy builds on your technical knowledge. It shows you how to effectively position, and differentiate, Nutanix solutions and leverage Nutanix tools and collateral relevant to the sales process.

Nutanix Certified Professional (NCP): Validate your skills and abilities in deploying, administering, and troubleshooting Nutanix AOS in the datacenter. This new certification replaces the Nutanix Platform Professional (NPP) program. Successful candidates are able to deploy and administer Nutanix AOS nodes, blocks and clusters; and can use Prism Element to monitor, manage, troubleshoot and administer AHV hosts and virtual machines.

Nutanix Certified Advanced Professional (NCAP): Develop your ability to perform advanced administrative tasks on a Nutanix Cluster, as well as optimize virtualized workloads and infrastructure components in an AOS deployment. It also confirms that you are capable of optimizing and securing Nutanix AOS nodes, blocks and clusters; and can use Prism Central and Calm to centrally monitor, manage and troubleshoot multi-cluster deployments.

Nutanix Certified Systems Engineer (NCSE) Level 1: This course explains the Nutanix product portfolio, consumption model and competitive landscape. Dive into the Nutanix architecture, including cluster components, data locality and protection. You will explore how to properly size to customer requirements as well as plan and conduct a POC.

Nutanix Certified Systems Engineer (NCSE) Level 2: Coming Soon!

Nutanix Platform Expert (NPX): The highest level of certification awarded by Nutanix. Through a rigorous application and defense process it will validate that you have demonstrated the ability to design and deliver enterprise-class solutions on the Nutanix platform, using multiple hypervisors and vendor software stacks.
3.4 Professional Services Training

**Services Education**
This education program prepares consulting partners to deliver professional service offerings to Nutanix customers. The online courses and training are based on the Nutanix Services Installation Delivery Toolkit and provide Nutanix consulting partners with the necessary information to deploy customer infrastructure in the same manner as Nutanix Services delivery teams. The Nutanix Certified Professional (NCP) referenced on 3.3 is required as a pre-requisite to starting services certifications.

**Nutanix Core Competency (CCIC):** This certification is the foundation, as it prepares you for delivering professional service offerings to Nutanix customers. Learn the key steps to deploy Nutanix infrastructure at a customer site: cluster creation, node imaging and “rack & stack”.

**Nutanix Consulting Partner Installation (NCPI)**
Maximize the amount of revenue and profit for your opportunities by offering your own Installation Services. This FREE 2-day bootcamp covers key topics like deployment best practices, hypervisor integration and troubleshooting. Certification is based on practical exams.

- Day 1: You begin with a review of the Core-Competency pre-work and then engage in lectures and demos covering deployment best practices, hypervisor integration, Acropolis Hypervisor and Prism Central overviews and troubleshooting.
- Day 2: Participate in practical exams covering pre-installation and Knowledge Transfer.

**Nutanix Consulting Specialist**

**Nutanix Consulting Specialist (NCS):** This 4-day bootcamp allows partners to qualify for the Premier tier of the Nutanix Services Partner (NSP) Program.

It covers a very unique set of skills, including the demonstrated ability to deliver professional services engagements based on Nutanix Services intellectual property and delivery toolkits. In accordance with Nutanix Services Partner Program goals, every NCS will be a superb technologist - capable of designing and delivering a wide range of cutting-edge services, including: cluster deployments, data protection and migration services, as well as customer environment “fitness” services.

[Apply](#)
4.0 Marketing Tools

Nutanix partners can access an effective and robust set of marketing resources, free of charge, to build awareness around your Nutanix portfolio.
4.1 Marketing Benefits and XPAND Resources

Marketing Resources
Pioneer, Scaler and Master partners can request access to Nutanix XPAND, a full-service marketing demand center with everything needed to support Nutanix-focused demand gen, campaigns and events. After receiving approval to create your account from your Nutanix channel team, you can access differentiating content, easy-to-use programs and experts on hand to help you. XPAND makes the best of Nutanix marketing programs ready for you to leverage immediately!

XPAND is so much more than just campaign kits and downloadable materials. Our platform allows you to creatively combine the power of your expertise with robust content, marketing assets, automation and tracking tools and on-demand marketing services with our agency network – all under one roof. It provides a powerful tool to influence and build a Nutanix pipeline for your teams, supercharging their hyperconverged infrastructure and hybrid cloud sales. Learn more

Develop and Nurture Leads with Email Marketing
With ready-to-use partner-centric Nutanix email campaigns, you can create your own leads, send prospects the latest offers and industry information and upsell your existing customers in a few simple steps. You can also nurture your leads and prospects using Nutanix XPAND.

Website Analytics
Through enhanced analytics, integrated with your Social Media Syndication set up, you will have insight into people within your social community who visit your website, enabling you to better target the right level of contacts within prospective organizations.

Social Media Syndication
Do you want to be active on social media, but don’t have the time to curate content? We make it easy by providing the content and you then maintain the level of control that works for you.
4.2 Demand Generation Resources & Assets

Nutanix offers turnkey demand-generation programs, available for download from the Partner Portal, that can be Partner co-branded to accelerate pipeline development with Nutanix solutions. Programs have been designed to reach either a business audience, technical audience or both. There are also programs that are focused by solution or vertical.

Nutanix has built awareness programs to help Partners start conversations with their prospects and customers regarding Nutanix solutions. A complimentary, turnkey email campaign with solution-focused topics can be co-branded and personalized for each sales rep. Built-in lead tracking capabilities can monitor the progress of prospecting activity and send email notifications every time a lead is generated. Partners can take advantage of the Nutanix Content Syndication Program, which enables Partners to host compelling and rich Nutanix content on their website.

In addition, there are customer-facing demand-generation programs available that can be co-branded and are aligned to the sales demand-generation waterfall stages:

- **Connect** — Stimulate interest and build quality leads to drive the sales pipeline: call blitzes, email, direct mail, seminars and virtual bootcamps
- **Nurture** — Engage and educate prospects to produce qualified sales opportunities: family night events, .NEXT, .NEXT on Tour, X Tours and CXO think tanks
- **Convert** — Accelerate and expand deals to increase customer wins: technology bootcamps
- **Expand** — Increase the footprint in existing customer accounts: customer meet-up events

Each sales territory has dedicated field and channel marketing staff members who can assist in developing a program that aligns to the go-to-market strategy of your business.
4.3 Demand Generation Activities

**Branding and Advertising**
Promote your partnership with Nutanix by using our brand and campaign assets, in accordance with our brand guidelines. Use them to add value to your collateral, website and promotional materials. [Learn more](#).

**Co-brandable Assets**
Partners can create co-branded collateral quickly and easily by uploading their Partner company logo into customizable templates on the portal. Partners can also leverage a wealth of existing solution briefs, datasheets and technical briefs to position their brand front-and-center in ongoing customer education about Nutanix technologies and architectures.

**Co-marketing Materials**
Co-marketing materials are offered by Nutanix free of charge on the NPN Partner portal. Partners may decide to create their own materials or host the Nutanix logo on their website. Drafts of collateral or web design comps must be approved by Nutanix Partner Marketing before the materials are published or a website goes live. Creative can be emailed to the Partner Marketing team at partnermarketing@nutanix.com for pre-approval.

**Program Terms**
All co-marketing materials created by the Partner must be approved by Nutanix Partner Marketing prior to publication. All materials, collateral, online or sales tools must be compliant with the latest Nutanix brand guidelines. The brand guidelines are available on the NPN portal. If the Partner desires to host the Nutanix logo on their website or other online vehicles, they must first get approval from the Nutanix Partner Marketing team.

**Nutanix Partner Marketing Help Desk**
Need assistance executing Nutanix marketing and demand generation programs? We’re here to help! The Nutanix Partner Marketing Help Desk is your source for personalized and expert marketing support. Book time with your personal marketing assistant now.

**Turnkey Email Kits**
Easily download turnkey demand-generation programs in the form of personalized email kits from the Partner Portal. Featuring the latest and most effective Nutanix demand generation white papers, industry reports and other content, we’ve designed these to reach both business and technical audiences and to help you accelerate pipeline development with Nutanix solutions. [Learn more](#).

**Nutanix .NEXT Conference**
As the premier conference dedicated to the best and latest in Enterprise Cloud, this is an amazing opportunity for our channel partners to drive demand and close opportunities. Featuring thousands of customers, partners, Nutanix employees and industry experts, .NEXT provides you and your customers access to insightful keynotes, discussion-focused breakouts and memorable networking experiences. Mark your calendars for the next .NEXT or .NEXT Europe and profit! Scaler and Master Partners are eligible for special access to select .NEXT Conference promotions and special events. [Learn more](#).
4.4 Proposal-Based MDF

Market Development Funds (MDF)
Scaler and Master Partners can access the Nutanix Market Development Funds (MDF) program, to help them promote Nutanix products through awareness-building, lead-generation, recruitment and education activities. We have also designed co-marketing materials and programs that you can use as part of your marketing initiatives. Learn more

MDF funding is discretionary and proposal-based. Funding is a 50/50 split unless otherwise agreed to in writing by both parties. This program is at the complete discretion of the Nutanix Channel team and Senior Channel Management.

Partner Eligibility
The Partner must be in good standing with a current signed agreement and agree to all terms and conditions of the MDF Program. The Partner will be required to work with their Channel team to develop a Marketing Plan as part of their annual Business Development Plan.

Program Terms
- All MDF requests must be made using the online MDF Request Form at least 30 days prior to the start of a campaign, activity or event.
- The Partner agrees to provide all required proof of performance documentation with the request for reimbursement. Failure to submit proof of performance, invoice, detailed receipts illustrating proof of spend in the manner and time outlined above can cause a delay or rejection in reimbursement.
- The Partner has sixty (60) days post-completion of the activity to submit a claim. NOTE: No claims will be accepted after 60 days.

For full details of the end-to-end MDF process, as well as MDF terms and conditions, visit the MDF Page on the Partner Portal. Learn more

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<th>Eligible Activities</th>
<th>Ineligible Activities</th>
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<td>Demo equipment purchases, NFRs etc.</td>
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<td>Tradeshows and events</td>
<td>Special pricing, promotional cash discounts, vouchers or products</td>
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<td>Executive roundtable</td>
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<td>Partner infrastructure costs, office space, furniture, IT systems, general operating costs, CapEx expenditures etc.</td>
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<td>Nutanix-branded giveaways</td>
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Terms and Conditions

Compliance with Laws
As a Nutanix Partner, you are required to conduct your business and any transaction that involves Nutanix with integrity and in compliance with all anti-corruption, anti-bribery laws and applicable rules and policies in countries, regions or territories where you conduct business.

Each party represents that it has not and will not violate any applicable laws in relation to the receipt or spend of MDF or incentive program compensation. Furthermore, each party represents and warrants that it has not and will not violate any applicable anti-corruption law in relation to the receipt or spend of any funds or compensation from Nutanix.

Intellectual Property Rights
Nutanix does not grant its Partners any ownership or other interest in any copyrights, patents, trademarks, know-how, inventions and trade secrets (Intellectual Property), including its and registrations and applications of its Intellectual Property.

Limitation of Liability
Nutanix shall not be liable for any loss of profits or for special, consequential, incidental, indirect, reliance, punitive or exemplary damages, either in contract or tort, whether or not the possibility of such damages was disclosed to, or could have been reasonably foreseen by Nutanix, which result from or relate to, a Partner’s participation in Nutanix’s Partner Program.

Taxes
Each party is responsible for its own respective income taxes or taxes from MDF funds or other incentive program compensation based upon gross revenues, including but not limited to, business and occupation taxes. Partners shall be responsible for any and all applicable taxes related to its receipt of the Nutanix contribution, including but not limited to any sales, use, goods and services, consumption, business, value added, or other taxes or comparable levies, transaction privilege taxes, gross receipts taxes, net receipt taxes, any withholding taxes and other charges such as duties, customs, tariffs, imposts, contributions and other government-imposed surcharges.

The information contained in this Partner Program Guide supplements the Nutanix Partner Program contract. It includes an overview of the Partner Program, its benefits and requirements. Decisions made by Nutanix regarding the Channel Charter and the Partner Program are made at Nutanix’s sole discretion. Nutanix reserves the right to update the Channel Charter and Partner Program as needed and information in this document is subject to change. If you have questions regarding Partner Program specifics, please contact your Nutanix Channel Sales team.
Contact Us

Nutanix Corporate Headquarters
1740 Technology Drive, Suite 150
San Jose, CA 95110, United States
(855)-NUTANIX

T 855.NUTANIX (855.688.2649)
F 408.916.4039
E channelprograms@nutanix.com
W nutanix.com
S @nutanix