

# Riverbed Rise: A NEW PARTNER PROGRAM FOR A NEW WORLD

Change is the one constant in the IT world, and the way companies purchase and consume technology continues to transform and evolve. The responsibility for complex infrastructure and cloud-based systems has shifted from the customer to the vendor and today, increasingly to channel partners (VARs, SIs, and MSPs). The channel is now called upon to provide a full range of technical services to implement, integrate, and operate the new, hybrid networking platforms and systems.

Progressive, effective partnering strategies are needed to support partner executives who have a set of new priorities and challenges in maintaining profitability in the transformed world of IT. Riverbed has taken a huge step forward to meet this challenge and provide more value from its partner programs by designing and introducing a new partner program.

## RIVERBED RISE

The totally new Riverbed Rise Partner Program has been designed to upend the status quo:



Reward partners based on performance



Give partners a range of strategic options



Remove barriers to entry in the program



Remove barriers to growth



Allow partners to make individual strategic decisions



Promote smooth, repeatable sales and deal processes

## DESIGNED FOR YOU

Riverbed designed its partner program to align with its strategic focus on digital experience management, SD-WAN, and a growing portfolio of XaaS solutions:



### SIMPLICITY

- Clarity on how to achieve and maintain status.
- Straightforward communication of how to work with Riverbed.



### FLEXIBILITY

- Adaptable to multiple business models and partner needs.
- Partners can select and apply benefits as their business transforms.



### PROFITABILITY

- Rewards achievement across key strategic activities.
- Rewards specific selling success aligned to Riverbed joint sales priorities.

## PARTNERS DECIDE, THEN EARN, THEN INVEST FOR MORE GROWTH



## BUILT FOR BUSINESS

The new program gives partners the ability to architect their Riverbed practice to fit their unique business needs, chose when and how to invest for growth, and determine their own profitability in the long term. Partners can also choose to take the training and certifications tracks that make the most sense to their business.

Here's how Riverbed has improved overall partner return-on-investment:



Upfront investment in certification and compliance has been lowered



Faster deal flow (velocity) reduces total partner cost of sales



Program benefits encourage building high-margin professional services and cloud-based sales



Dividends can be used to create immediate value via cash rebates or to create future value via business development

## THE BIGGER TRUTH

ESG regularly studies IT partner program designs, features, benefits, requirements, and rewards, and has compared the new Riverbed Rise Partner Program to our library of best practices. Riverbed has designed an innovative, first-mover program based on the concept of giving partners the power to decide how they "earn" dividends and the flexibility to "spend" those dividends as they see fit. The new program will enhance partner productivity, speed deal flow, and ultimately drive partner profitability. As opposed to traditional "one size fits all" programs, it is truly designed for the IT partner of the future.

Visit the Riverbed Partner Center to learn more

or email [Partners@Riverbed.com](mailto:Partners@Riverbed.com)

LEARN MORE

riverbed