

Colt Data Centre Partner Attraction Programme

colt
Data Centre Services

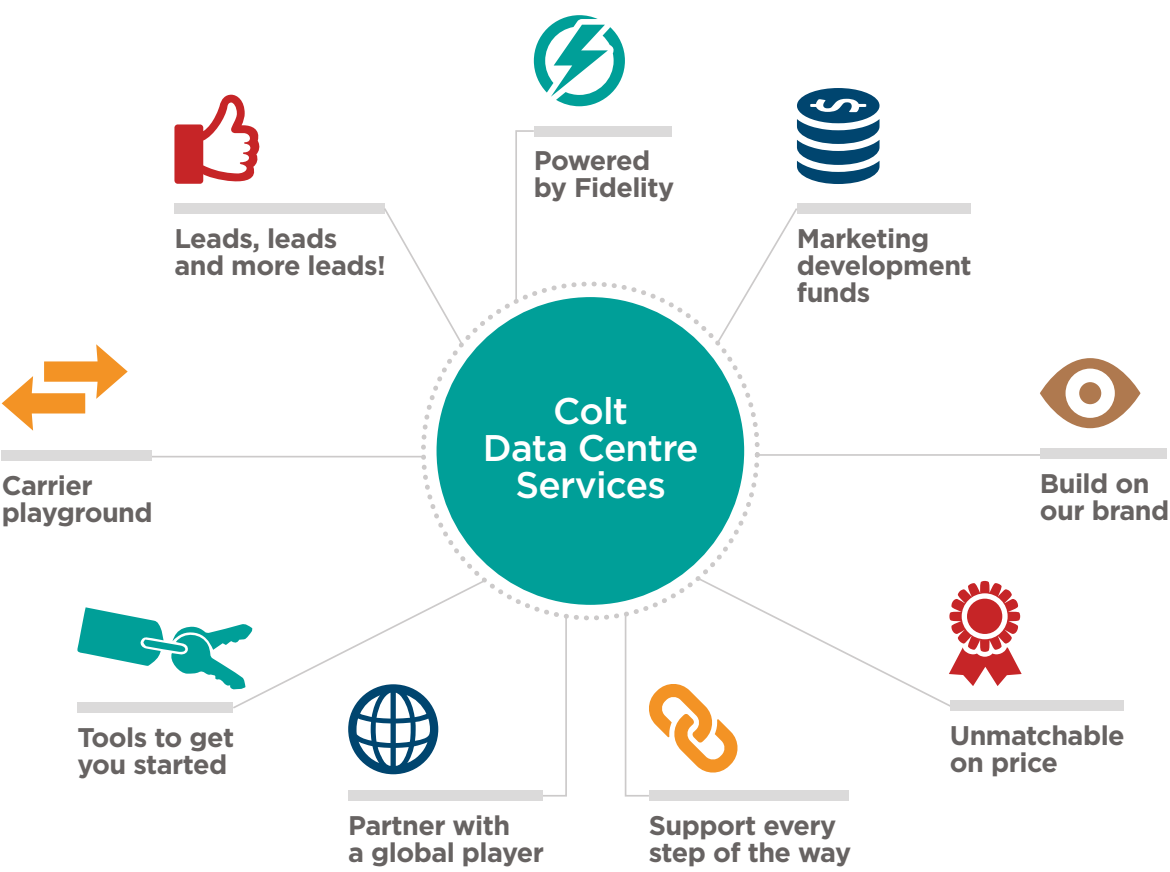
Colt data centre partner programme is designed to attract, support and retain a community of strategic partners across the globe



Our programme delivers long-term strategic alliances with organisations that are focused, thirsty, and driven to better serve the end-to-end needs of their customers.

We enable our partners to align their go to market strategies with Colt Data Centre Services in order to deliver competitive colocation solutions to their local markets. Underpinning it all is our commitment to help partners create demand and realise growth potentials within their local market.

Why partner with Colt Data Centre Services?



Benefits

We want to help you build a pipeline. We believe this takes partnership. Joining our Partner Attraction Programme opens up a world of benefits for your business which are not just financial but also focused on sales enablement, allowing you to go-to-market with a competitive advantage.

Sales enablement

To help you get started we ensure that we equip your entire sales force with the skills and technical knowledge that will enable you to sell successfully and your sales team to exceed their targets. Our sales training programme is run by a dedicated sales trainer in local language; it is built in stages so that we can help educate your salesforce about our solutions by taking a structured approach. We provide foundation, intermediate and advanced level training courses which each run twice every quarter. All training sessions are recorded and available on demand on our [partner portal](#). Our suite of e-module learning tools means that your workforce can refresh their knowledge of the propositions whenever they need to. We will not leave you on your own - our dedicated team is ready to support you whenever you need them.

Marketing Resource/Expertise

We are committed to enabling our partners to create a steady flow of demand in their regions of operation. To support this we can offer our partners access to marketing development funds and assist in the design, development and execution of demand generation activities. Our helpful team of marketing specialists are on hand to tackle any queries and enable you to go to market faster.



Growth Incentives

We recognise our partners that regularly excel in achieving their targets, and we don't let it go unnoticed. Partners who exceed revenue targets are further incentivised by gaining access to additional reserved space to sell, from additional rack quota to reserving an entire data hall.

Join forces with a global player

We are 1 of only 5 global carriers with direct access into B2B cloud providers such as Microsoft Azure and Amazon Web Services. Backed by Fidelity Investments means that you are partnering with a company that has global credibility and is financially secure. Our Partner Attraction Programme is not just an indirect sales channel. It is where we as a business have actively been growing, and an area that we are substantially investing in for the longer term success of our business.

Marketing Development Funds

Design, develop and execute your go to market strategy with our marketing development fund. This upfront capital covers the cost of demand generating campaigns. We realise that not everyone will have marketing resource available in-house, which is why our team of in-house specialists will help you with your marketing development plans. Our focus will include demand generation campaigns, and as a result of this we will also generate leads on behalf of our partners.

Tools to get you started

Having been in the data centre industry for over 20 years, we have developed a vast number of sales and marketing tools which we are delighted to be sharing with our partners. Access to the marketing toolbox is available 24/7, 365 days a year via our partner portal. It includes all sorts of treasures from pricing tools, campaigns in a box, battle packs, and collaterals, which can all be white-labelled to fit with your own brand.

Strong support network

We are dedicated to enabling our partners to win new business by providing them with the support they need every step of the way. We house a wealth of technical knowledge that we are proud to be sharing with you. This includes a dedicated sales overlay, a dedicated programme manager who will support you throughout the sales process, and dedicated pre-sales specialists who will help you tackle any technical challenges, allowing you to provide the most competitive solution to your customers.





Benefits at a glance

Financial	Sales/Enablement/Technical	Marketing
<ul style="list-style-type: none"> Marketing Development Funds Quarterly sales incentives Exclusive pricing options Additional revenue growth opportunities* 	<ul style="list-style-type: none"> Access to sales toolkits (sales presentation qualifying questions, telesales scripts, e-learning modules) Promotional bundles & access to pricing tool Product Training Value proposition training Battle packs Self service programming tool Pre-sales support Bid management support* Regional sales overlay support Enrolment to Colt DCS sales academy 	<ul style="list-style-type: none"> External communications & Media relations support SEO & Digital marketing support Tradeshaw presence Joint campaign development Webinars Sponsorship opportunities Joint hospitality events Brand training Use of Brand & assets Marketing toolkit Social media presence Lead Generation Collateral development

*Subject to strategic partner status
 †Subject to deal size

Colt data centre partner portal

The Colt Data Centre Online Portal is available exclusively to partners only. Each partner will be issued with a unique profile: once created subsequent access for employees is arranged. This is a self-service tool where partners can access:

-  **Training modules/sales resources**
-  **Request marketing development funds**
-  **Download collaterals and marketing content**
-  **Battle pack and competitor insights**

 **Contact support: +44 (0) 20 7863 5737**

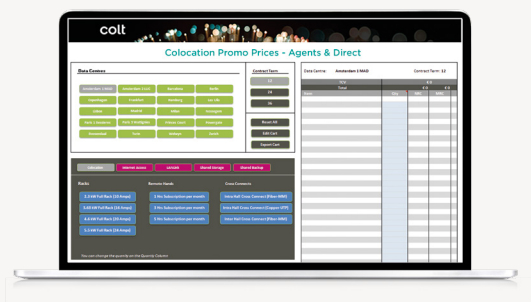
 **Register sales opportunities**

This ensures that the opportunities are registered for immediate review by the sales overlay representative and that any necessary sales, marketing and bid support can be arranged.

Online tools

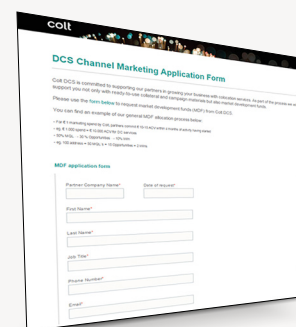
Pricing Tool

- ✓ The pricing tool allows you to access the latest pricing for our entire product and services portfolio.



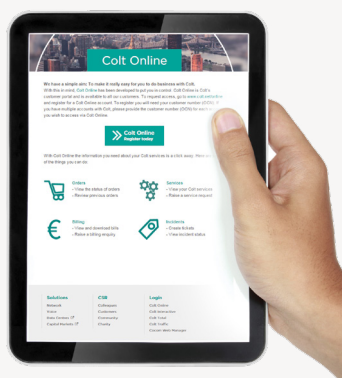
Access Marketing Development Funds

- ✓ Request marketing develop funds online, helping partners with campaign costs to get started



Colt Online portal

- ✓ Raise orders
- ✓ Contact service desk
- ✓ Access sales & marketing materials



Campaign support

- ✓ Request support for running joint marketing activities such as webinars and Data Centre open days.



How to get started

Email: dcinfo@colt.net
Web: www.coltdatacentres.net/partners
Tel: +44 (0) 20 7863 5737

To find out how you can become part of a market leading team and learn more about our partner programme please contact our team via dcinfo@colt.net