



CORADIANT ADVANTAGE PARTNER PROGRAM

Coradiant, the premier provider of User Performance Management equipment, created the Advantage Partner Program to help VARS, Consultancies and Systems Integrators increase their revenues, elevate their trusted advisor status, and ultimately contribute to their client’s success.

“Truesight helps us see in a more scientific way, using more factual data, the total experience for all users.”

— RICH ACKERMAN
Assistant Vice President of
Application Services,
OneBeacon Insurance Group

Organizations across all industries and geographies – from Retail to Financial Services to Health Care to Manufacturing and Distribution – have one thing in common: They all rely on Web applications to drive their business. Whether their employees are using a Web-based ERP system to ship goods across the world or their customers are accessing a self-service online banking application to transfer funds between accounts, a flawless end-user experience is paramount. There is no tolerance for errors and waiting is not an option. This reliance on business-critical Web applications has created an opportunity for Coradiant partners to build profitable hardware resale and professional service offerings around our award-winning line of User Performance Management products.

For more information about becoming an Advantage Partner with Coradiant, please contact our Channel Sales Team by phone, email or through our Website.
Phone: 858-386-5603
Email: partners@coradiant.com
Website: www.coradiant.com

Coradiant has received considerable industry recognition for innovative products, including the recently expanded line of TrueSight and Web-I User Performance Management systems. Don’t miss your chance to partner with Coradiant and start helping your clients improve application performance and availability; quickly resolve customer issues; and understand the health of web based applications from the perspective that matters most: That of their end users.



TO ENSURE THE SUCCESS OF OUR PARTNERS, THE ADVANTAGE PARTNER PROGRAM OFFERS A WIDE RANGE OF BENEFITS AND SUPPORT, INCLUDING:

- Dedicated channel sales team, including account managers and sales and technical support liaisons
- Tiered discounts and rewards based on Advantage Partner qualifications and investment
- Online deal registration to provide added discounts and protect investments in new opportunities
- QuickStart program with incentive discounts for early sales
- Additional incentive discount programs for new customer acquisition and targeted vertical market sales
- Channel-favorable compensation for Coradiant sales teams
- Groundbreaking and innovative self-paced online sales training
- On-site and classroom technical training
- Hosted demo units available for use by Partners
- Partner Resource Center – partner extranet with vital sales and marketing tools
- Co-marketing opportunities and market development fund accrual
- Direct purchasing from Coradiant

THE CORADIANT ADVANTAGE

Partners of all types can benefit from reselling as well as using Coradiant products to boost hardware and services revenue. New, complimentary and proven, our all-inclusive appliances combined with limited partnerships make Coradiant an excellent partnership choice. Coradiant has had great success partnering with various sales and service organizations. Successful Coradiant partner types include:

VALUE-ADDED RESALE PARTNERS – Our VAR partners benefit from our profitable deal registration program and the complimentary pull-in potential of our products.

SERVICE PARTNERS – Web Consultancies and Systems Integrators leverage our award-winning products to save time delivering profitable services like application performance, capacity, and change impact assessments.

ISV PARTNERS – Web Application (Software) Partners recommend Coradiant solutions as a valuable supporting component of their recommended application infrastructure.

REFERRAL PARTNERS – Web ecosystem Consultants who recognize value in recommending Coradiant to their clients benefit from our generous referral commissions.

ADVANTAGE PARTNER TIERS

We have three tiers of partnerships in our Advantage Partner program: Elite Advantage, Premier Advantage and Referral Advantage. While we offer great benefits for all our value-added reseller partners, the benefits and requirements increase with each tier.

PROGRAM REQUIREMENTS	ELITE ADVANTAGE	PREMIER ADVANTAGE	REFERRAL ADVANTAGE
Revenue Attainment Commitment	\$850K per year	\$250K per year	None
Onsite SE Training (within 120 days)	1 day, 2 staff	1 day, 1 staff	1 day, 1 staff
Onsite Sales Training (within 120 days)	1/2 day, 2 staff	1/2 day, 2 staff	1/2 day, 2 staff



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ABOUT CORADIANT

Coradiant is at the forefront of User Performance Management. We offer tools for both hands-on IT teams and executive management.

Our TrueSight Real User Monitoring is a transparent, powerful way to find and fix tactical issues before phones start ringing. By giving operational personnel access to what actually happened, TrueSight reduces time to repair and lets operations teams speak the language of the business. TrueSight is the source of rich data for higher-level analysis and reporting.

Our Web.I Performance Analytics suite uses Business Intelligence technology to analyze user experience across all of a company's Web platforms. It generates high-level reports and dashboards about customers, subscribers, demographics and geographies. And because it's built on true BI, it includes deep data mining capabilities that let users drill into issues.

Coradiant's equipment is deployed in hundreds of Fortune 500 and top-tier Web companies worldwide. We deliver the fastest, easiest, most secure source of user performance data available on the market today. Coradiant helps world-class companies such as Major League Baseball, Hyatt, Avon, GE, and Salesforce.com gain real-user visibility into critical Web application traffic, performance and availability.

User Performance Management is revolutionizing the way Web operations teams deliver consistent, predictable service to their end users.

Companies worldwide are leveraging User Performance Management to drive their Web-based business. The results are clear: Better performance and availability; quick, accurate resolution of customer issues; and an understanding of the health of Web-based applications from the perspective that matters most: That of their end users.

The San Diego-based company is financed by DCM, Desjardins Venture Capital, GrandBanks Capital and Miramar Venture Partners.