



# Channel Partner Program

Program Description, Benefits and Requirements

# Outline

- 1** Why partner with Octopus Deploy
- 2** Partner Program overview
- 3** Reseller partner track
- 4** Professional Services partner track



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# 1

## Why partner with Octopus Deploy



Octopus Deploy sets the standard for Continuous Delivery (CD), empowering software teams to deliver value in an agile way. Globally, more than 4,000 organisations rely on our Continuous Delivery, GitOps, and release orchestration solutions to deliver swift value to their customers.

At Octopus, we create happy deployments and, by extension, happy software teams. Founded in 2012, our vision is for all software teams to look forward to deployment time and be excited about seeing their changes deployed and used by their customers. We want them to deploy more frequently and feel 100% confident that it will just work.

Octopus efficiently orchestrates software delivery across multi-cloud, Kubernetes, data centres, and hybrid environments for containerised modern apps or heritage applications. With governance, risk, and compliance (GRC) at its core, Octopus supports Platform Engineering teams in their mission to provide a superior developer experience (DevEx). Octopus also actively contributes to the developer community with open-source projects.

We know how much customers rely on our partners to help them drive automation, change, and efficiency by combining a deep understanding of technical enablers with the customers' specific business requirements. That's why we developed a comprehensive program to empower our partners and foster a strong, mutually beneficial relationship. Explore the key components of our partner program to select the path that best suits your business model.



# 1

# Why partner with Octopus Deploy



## Solid product and services opportunity

Octopus Deploy works closely with partners to develop tailored strategies that align with business goals. Our dedicated team provides support and guidance so you can successfully position our solution and sell your services, ensuring a seamless partnership experience.

With our comprehensive solution, you can:

- Meet the needs of your customers with best-of-breed solutions
- Enhance your current offerings based on our technology integrations
- Increase profitability when you deliver services or resell Octopus solutions



# Our strong opinion



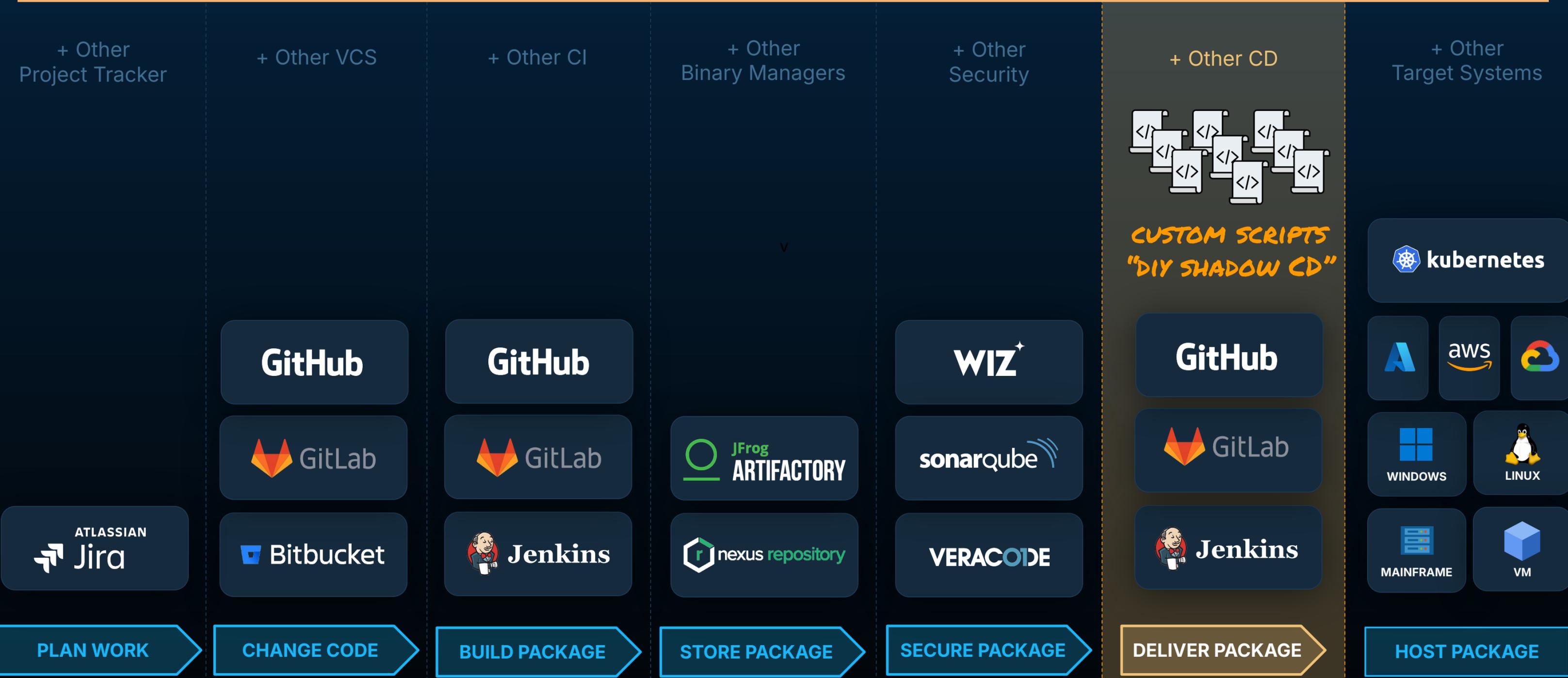
SOFTWARE DELIVERY SHOULD BE AS EASY AND SAFE AS A "PRIME" ONLINE SHOPPING DELIVERY

GitHub



# The reality of enterprise CD challenges

- ⚠ Challenges we hear about deployments
- 1 Slow and infrequent with inconsistent standards
- 2 Hard to see / solve problems across the enterprise
- 3 Manual and time-intensive to satisfy compliance and audits
- 4 Risky custom scripts run mission-critical deployments



# The Octopus **impact** on CD challenges

- ✓ Impact of Octopus on deployments
- 1 Shorter deployment lead time with scalable processes
- 2 Faster MTTR with dashboards and self-service runbooks
- 3 Easier audit and compliance and with audit logs and RBAC
- 4 Reliability and portability of workloads to any system

+ Other Project Tracker

+ Other VCS

+ Other CI

+ Other Binary Managers

+ Other Security

+ Other Target Systems

ATLASSIAN  
 Jira

GitHub

GitLab

Bitbucket

GitHub

GitLab

Jenkins

JFrog ARTIFACTORY

nexus repository

WIZ

sonarqube

VERACODE

CENTRALIZED CD PLATFORM ACROSS THE ENTERPRISE

kubernetes

WINDOWS LINUX

MAINFRAME VM

PLAN WORK

CHANGE CODE

BUILD PACKAGE

STORE PACKAGE

SECURE PACKAGE

DELIVER PACKAGE

HOST PACKAGE

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# 2

## Partner Program overview



Octopus works with partners across the globe to help users get the most from our solutions. To address the varied needs of our joint customers and the different partner business models, we have developed two distinct partnership tracks.

- **Reseller Partner Track** — *dedicated to partners who would like to resell licenses to their customers. Reseller partners may typically run co-sell and co-marketing activities to drive awareness of their customer base regarding different technologies and trends.*
- **Professional Services Partner Track** — *suitable for DevSecOps consultancy and implementation companies that want to build and deliver services around Octopus Deploy products.*

The two partnership tracks are not mutually exclusive - a partner may choose to enrol in one or both tracks, as it suits their business.

The requirements for each partnership track are designed to enhance and validate the partner's competence in supporting customers in realising the full benefits of Octopus Deploy while taking into account each partner's strengths and specialization.



# 2

## Partner Program overview



### General Partner Program Requirements

(applicable to both Reseller Partners and Professional Services Partners tracks):

- ❑ Executed NDA
- ❑ Executed Partner Agreement
- ❑ Octopus Deploy Technical Sales Certification (min. one person certified)
- ❑ Business Plan
- ❑ Annual business review

### General Partner Program Benefits

(applicable to both Reseller Partners and Professional Services Partners tracks):

- ❑ On-demand Octopus Deploy product training and certification - unlimited number of users
- ❑ Octopus Deploy GitOps certification - unlimited number of users
- ❑ Quarterly partner updates
- ❑ Marketing Development Funds - proposal-based
- ❑ Referral fee (when the transaction is not completed as a resell)



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# 3

## Reseller Partner track



### Reseller Partner Program Requirements (in addition to General Program Requirements):

- ❑ Min. 1 co-sell activity per quarter
- ❑ Min. 1 co-marketing activity per quarter
- ❑ Octopus Deploy Technical Sales Certification (min. 1 additional certification)



# 3

## Reseller Partner track



### Reseller Partner Program Benefits (in addition to General Program Benefits):

**Reseller discounts** are based on the level of support provided through the sales cycle:

- ❑ **Partner-driven:** *The partner initiates the deal and drives the sales cycle, with minimal to no support from Octopus Deploy required.*
- ❑ **Collaborative engagement:** *The partner and Octopus cooperate during the sales cycle (for example, the partner initiates the deal, but an Octopus Solution Engineer leads the Proof of Value).*
- ❑ **Transactional:** *Octopus Deploy initiates and drives the sales cycle, with the partner invited to support it from a procurement perspective.*

For an overview of the discounts offered, a formal partnership application and signed NDA are required.



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# 4

## Professional Services Partner track



### Professional Services Partner Program Requirements (in addition to General Program Requirements):

- ❑ Octopus Deploy Practitioner Certification (2 certified engineers)
- ❑ Octopus Deploy Admin Certification (1 certified engineer)
- ❑ 4 customer Professional Services engagements per year



# 4

## Professional Services Partner track



### Professional Services Partner Program Benefits (in addition to General Program Benefits):

- ❑ Dedicated sales and technical training - online or in-person
- ❑ NFR license
- ❑ Dedicated Slack channel
- ❑ Customer referrals for Professional Services engagements
- ❑ Access to Professional Services Best Practice recommendations
- ❑ Partner logo and services description on octopus.com
- ❑ Presentation slot at SHIPPED, the Octopus Deploy annual virtual customer conference (invite only)



# 4

## Professional Services Partner track



### Professional Services Packages:

Professional Services Partners must, at minimum, be able to deliver the above Octopus service packages. Additional custom services can be developed and delivered by partners.

#### Octopus Quick Start

The Octopus Deploy Quick Start is a partner service for customers with an existing Octopus instance who want help in setting up Octopus properly and getting their first application deployed quickly.

This service gives customers a working example of an application deployment. Customers can extend or update the example to cover other applications and use cases.

#### Octopus Training

The Octopus Training package is a partner service for customers who want help in learning how Octopus works and understand different Octopus concepts and features. These interactive sessions cover various topics to help customers get up to speed quickly and get the most value from Octopus.

#### Octopus Upgrade

The Octopus Upgrade package is a partner service for customers who want help upgrading an existing on-premises/self-hosted Octopus installation to the latest version. This helps mitigate the risk often associated with software upgrades. Customers have peace of mind knowing they're working with an expert to plan and execute the Octopus upgrade. They can also count on expert guidance for backups, rollbacks, and recovery.

#### Octopus Cloud Migration

The Octopus Cloud Migration partner service helps customers seamlessly migrate their infrastructure to the cloud. This allows existing Octopus Server customers to leverage the benefits of scalability and availability of Octopus Cloud, without the hassle of managing the underlying platform.



# Addendum - Partnership Benefits Definitions



## Sales and technical training

- Stay ahead of the curve with our comprehensive training programs. From product knowledge to sales and technical expertise, we equip our partners with the tools to effectively sell, implement, and support our solution. This enables you to deliver exceptional customer experiences. Partners get access to our Training Portal, to complete their certifications.
- We offer additional bespoke technical and sales training for Professional Services Partners. These workshops strengthen collaboration and explore business initiatives to tap into new markets, industry segments, or geographical regions. As partners, we use each other's strengths and expertise to unlock growth opportunities.

## Marketing and co-branding opportunities

- Partners can use our co-branded marketing resources to enhance their market presence and attract new customers. We work with selected partners to develop joint marketing campaigns. These provide visibility for your offerings in a competitive landscape. We'll feature partner co-marketing events and webinars on our webpage and in our newsletters to maximise partner exposure and to generate leads.
- We also offer Marketing Development Funds (MDF) to support our partners' initiatives and invite our focus partners to present during SHIPPED, our annual conference.

## Regular communication and business reviews

- Stay informed and engaged through our regular communication channels during quarterly partner webinars or by engaging directly with our team.
- We value partner input, and we're committed to:
  - Keeping communication open
  - Conducting business reviews to evaluate our partnership
  - Identifying areas for improvement

## Access to technical support and resources

- Our dedicated technical support team helps you through the sales process and beyond. From pre-sales consultations to post-implementation support, you have the resources and expertise to achieve outstanding customer satisfaction.
- Our Technical Success Engineers work with you on:
  - End-user opportunities
  - Technical content for marketing activities
  - Staying up-to-date with our technology
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 Octopus Deploy

roduction

 3.5.8  
Oct 15, 8:16AM

lead time



# Thank you

Connect with us:

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