

CENTURYLINK PARTNER NETWORK GUIDE

Do More with the Power of Partnership

Welcome to the CenturyLink Partner Program

Thank you for downloading the Partner Network Guide and considering a partnership with us. This guide is designed to give you an overview of the opportunities CenturyLink offers its partners. At CenturyLink, our partners are an essential part of our selling strategy and we have invested considerable resources to support them.

We've designed the Partner Program to help you successfully navigate the ever-changing world of cloud, network and IT services technology. We deliver on that promise by providing you with opportunities to:



We hope you'll find this guide useful as you explore how partnering with CenturyLink can take your business to the next level.

Program Overview

The CenturyLink Partner Program gives you the ability to tackle your customers' network and IT challenges with industry leading on-demand infrastructure solutions.

This robust and scalable Partner Program includes everything you need to optimize your business and accelerate your sales revenues and profits. **From incentives, training and tools to dedicated account managers for post and pre-sales support** we've got you covered.

We extend partnership to a broad community of technology and infrastructure professionals—Channel Alliance, Systems Integrator, Independent Software Vendors and other Technology partners. Now you can align your business with the program that best fits how you want to go to market.

Whether you plan to deliver cloud, network and colocation solutions or want to refer CenturyLink services to customers, we've built the program to allow partners to easily expand into adjacent business models.

In addition, the program includes three partner participation levels—Member, Premier and Premier Elite—based on investment, strategic value, alignment and commitment to revenue targets.

Regardless of your partner category or participation level, the CenturyLink Partner Program offers choice, flexibility and simplicity, and provides a clear path to increased profit and opportunities.

“We’re not just a ‘telco’ anymore. CenturyLink has put together an incredibly unique group of assets and capabilities that it’s hard for us to describe who our competitors are. We can provide network, colocation, managed hosting, cloud, security, analytics and disaster recovery solutions under a single support model on a global footprint. Our Partners are absolutely essential in helping us deliver these in the marketplace.”

Blake Wetzel, Vice President, Sales

Market Opportunity and Solution Plays

The CenturyLink Partner Program offers a vast array of options to help your customers accelerate business performance throughout their organizations. Whatever product, solution set or industries you want to focus on, we have a way to support you. Opportunities and solution plays include:

Products & Services

Colocation
Managed Hosting
Managed Services
Cloud
Network
Security
Storage and Backup

Solutions

Voice/VoIP
Hybrid IT
eCommerce
Big Data
Business Continuity
Disaster Recovery
Applications
IT Services and Consulting

Industries

Financial Services
Government
Healthcare
Media
Retail

Hybrid IT—You Play a Role

Hybrid IT is a rapidly-growing strategic approach to improving the alignment between IT services and business objectives. By leveraging a Hybrid IT approach, our partners help their customers benefit from the optimal mix of physical and virtual infrastructure services.

To drive the CenturyLink vision of Hybrid IT and help us complete the technology stack (see Figure 1 below), our partners will play a key role by:

- › Putting customer workloads on CenturyLink assets
- › Building applications/IP to handle workloads
- › Advising customers on platform purchases
- › Migrating and/or managing workloads
- › Providing end solution IP
- › Providing access to new buyers

CenturyLink Hybrid IT

Expertise and automation to efficiently and securely run your operations.

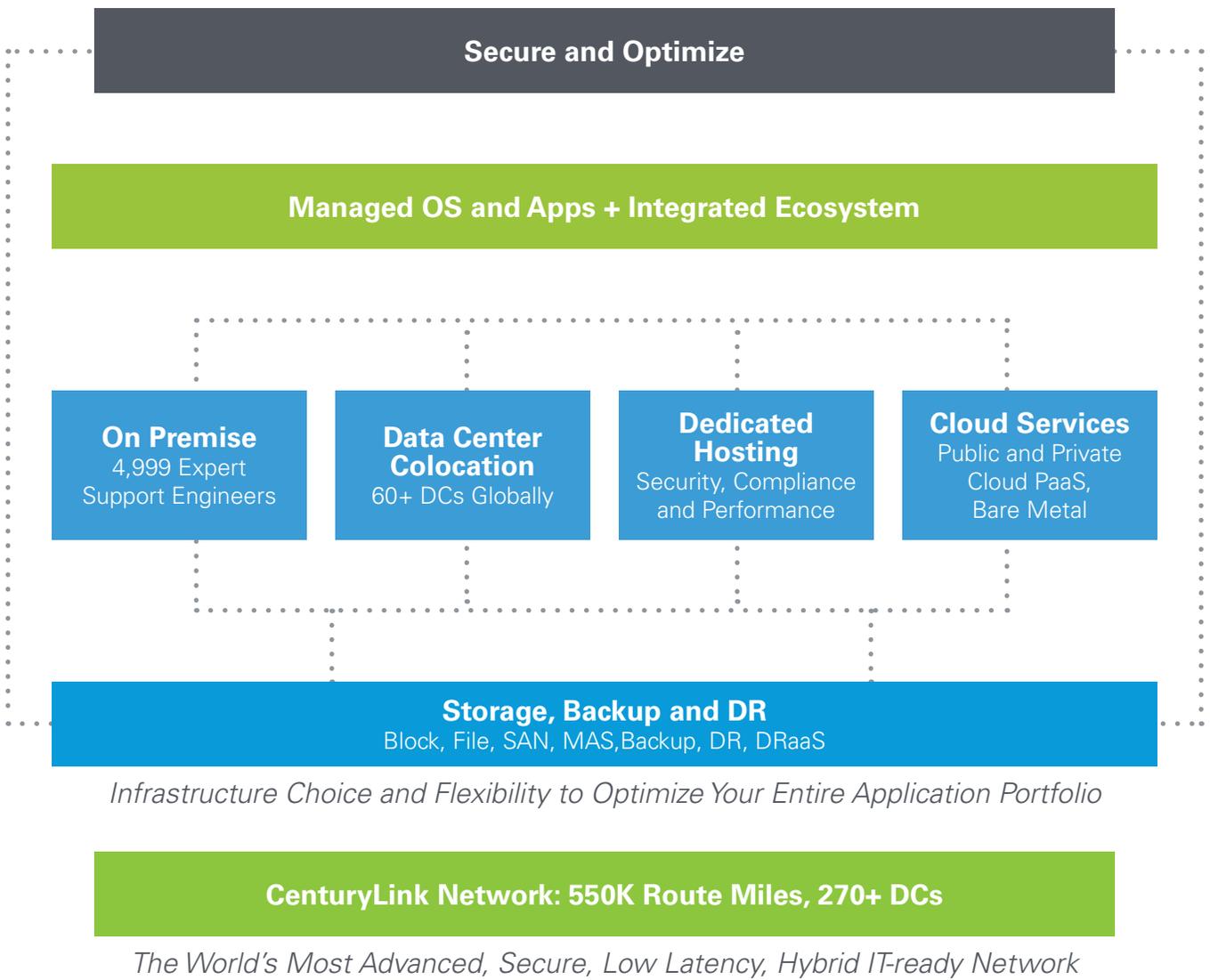


Figure1: CenturyLink Hybrid IT Stack

Partner Categories

The CenturyLink Partner Program consists of four partner categories, or focus types, based on your business model and goals: **Channel Alliance, Independent Software Vendor (ISV), Systems Integrator, and Technology.**



Channel Alliance Partner

CenturyLink Channel Alliance Partners are independent sales agents who sell CenturyLink services and solutions to customers.

As an extension of the CenturyLink sales force you'll earn more commissions from the services you already provide your clients when you recommend CenturyLink. And when you sell CenturyLink to your clients, you can be confident knowing they will enjoy unparalleled support, reliability and security.

The Channel Alliance Partner program is also ideal for Value-Added Resellers (VARs) who not only sell CenturyLink products, but provide value beyond order fulfillment in terms of service and support.

[Learn more about the CenturyLink Channel Alliance Partner program.](#)



Independent Software Vendor (ISV) Partner

Independent Software Vendor (ISV) Partners play a vital role in the partner ecosystem by helping CenturyLink complete its technology stack.

As an ISV partner you'll be able to simply author and deploy Blueprints for both common and complex cloud environments. Whether you're scripting Blueprints for server provisioning, OS and software configuration, or your own specific application, you can easily design, deploy and adhere to best practices over and over again.

As you build, test, and sell solutions on a complete portfolio of managed services you'll get to market more quickly and transform SaaS business models.

[Learn more about the CenturyLink Independent Software Vendor \(ISV\) Partner program.](#)



Systems Integrator Partner

CenturyLink Systems Integrator Partners deliver best-in-class solutions with services for any enterprise customer in any industry running almost any set of applications.

By specializing in buying and configuring services from CenturyLink and other vendors SIs build a complete solution for customers and play a critical role in advising customers on platform purchases and migrating and managing workloads.

[Learn more about the CenturyLink Systems Integrator Partner program.](#)



Technology Partner

CenturyLink works with some of the most well-known and respected leaders in the industry. These strategic relationships give us the ability to leverage their expertise and knowledge to develop our leading IT infrastructure and services.

Technology Partners provide technology and solutions that use CenturyLink services for our mutual customers and enable you to build competitive differentiation as you showcase your technology alongside some of the most innovative companies in the world.

[Learn more about the CenturyLink Technology Partner program.](#)

Partner Program Membership Levels

The CenturyLink Partner Program has three membership levels—**Member**, **Premier** and **Premier Elite**. With increased investments and commitments, such as certifications and sales revenue growth, partners are able to move to a higher status. Each membership level has its own set of program requirements and rewards. The more commitments you make the more rewards you can earn.



Member Partner is the entry level for a CenturyLink partner. Partners at this level typically engage in nominal sales motions with CenturyLink and require limited marketing support to execute their programs.



Premier Partners have typically completed competency requirements in one or more areas and are recognized as experts in key CenturyLink offerings. Partners at this level provide an ongoing and substantial sales effort to mutually benefit the partnership. These companies commit to and actively participate in go-to-market (GTM) planning and execution to help drive sales.



For partners who demonstrate the highest level of commitment to their customers and to CenturyLink solutions, this level recognizes your excellence and expertise. Partners engaged with CenturyLink at this level make a substantial commitment to strategy alignment, marketing support and field enablement that drives a high sales commitment or have the ability to commit resources to support CenturyLink's long-term strategy.



Partner Benefits at a Glance

As a CenturyLink Partner, you'll enjoy many rewarding benefits. Membership in the program is free and as you grow your business with CenturyLink, your success results in additional support, enablement, and incentives along the way.

While Premier Elite Partners receive the highest level of benefits, **core benefits** are available to **all partners** participating at any level in the program, including access to the Partner Portal and listing in the Partner Locator.

Here are the high-level benefits available by Partner Level.

	Member	Premier	Premier Elite
Partner Portal Access	✓	✓	✓
Listing in Partner Portal	✓	✓	✓
Product and Marketing Collateral	✓	✓	✓
Product and Sales Training	✓	✓	✓
Account Management	Low	Mid	High
Sales Commissions Rate	Good	Better	Best
Technical Training and Certification	✓	✓	✓
Credits to Promote Trial	✓	✓	✓
Knowledge Base Access	✓	✓	✓
Market Development Funds		✓	✓
Special Programs Participation		✓	✓
Engineering & Service Management Support		✓	✓
Partner/Customer Events Access		✓	✓
NDA Roadmap Access		✓	✓
Joint Lead Scoring		✓	✓
Business Incentive Funds/Market Development Funds Eligible		✓	✓
Access to CenturyLink Data and Sales Partners			✓
Joint Marketing and Business Development Planning			✓
Joint Offers Around Workloads			✓
Business Planning Support			✓
API/Tool Integration			✓

Tools for Partners

Every Partner needs the right tools to succeed. We've developed an impressive toolkit to help you market your business, generate new leads and drive new sales. Here is a brief overview of just a few of the tools available to Partners (NOTE: Some tools may not apply to all partners):

› Marketing

- **No-cost, ready-to-go marketing collateral**
 - Co-branded templates
 - Campaigns by solution area/industry
 - Client case studies and testimonials
 - White papers
 - Branding guidelines
- **Demand Generation Tools**
 - Newsletter and email templates
 - Digital assets and infographics
 - Messaging and Copy Blocks
- **Event Offerings**
 - Booth-in-a-Box
 - Webinars and presentation templates
 - Invitations and follow-up templates

› Sales

- **Sales Enablement**
 - Product, value and solution selling training
 - Playbooks and scripts
 - Planning guides
 - Solution sheets
 - Competitive Kill Sheets

› Technical

- **Technical Enablement**
 - Technical training and specializations
 - Demo tools and resources
 - Support forums—community, social, blog and special interest groups
 - Access to Sales Engineers, Solution Architects and Technology/Services Specialists

Take the Next Step

Now is the time to join the CenturyLink Partner Program. CenturyLink has the solutions and the resources to help you—and your customers—capitalize on the current IT trends with industry leading infrastructure solutions.

How to enroll: To join the CenturyLink Partner Program, visit: <http://www.centurylink.com/partners>

QUESTIONS?



Call: 800-871-9244



Email: partners@centurylink.com