

Rules of Engagement

Resellers will sell and market a bundled solution inclusive of Equinix Services.



DEAL REGISTRATION



Deal registration initiates the quote and sales order process and aligns Equinix resources to assist you with your sales pursuits.

Deal Registration allows you to monitor your deal status and sales progression under My Deals in Partner Central.

Deal registration is required for every opportunity and is accessed from the Partner Central Home page.

ENGAGEMENT

Equinix fully supports Resellers for all Levels of Engagement.

Level 1

Reseller Only Engagement

- Reseller leads the opportunity and deal pursuit
- Equinix will pursue jointly with reseller
- Equinix will not directly bid on the opportunity

Level 2

Collaborative Engagement

- Reseller and Equinix jointly pursue the opportunity together
- Reseller provides a quote inclusive of Equinix services in their bundled solution

Level 3

Independent Pursuit Engagement

- Where Equinix is already in late stage direct pursuit and has already submitted proposal and quote
- Equinix will provide Reseller a quote with Price Parity and fully support Reseller deal pursuit

QUOTE

Quote Preparation

- Your Equinix account team will work with you to begin the process of gathering requirements to initiate quotes and sales orders.

Quote Delivery

- After quote requirements have been finalized, standard quotes will be delivered within 2 business days.
- Complex quotes may take longer to prepare.

Teaming Communications

- Your Equinix Sales team will update approved deals in Partner Central where you can monitor the status of your deals as they move through deal progression.
- To avoid deal expiration, it's important to update your Equinix team with deal status and developments.

SUPPORT



As a requirement of participation in the program, Resellers must have the ability to provide End User Customer Support.

Reseller agrees to be the point of contact and provide support for its End User Customer for the Equinix Data Center services the Reseller has sold as part of the overall solution.

Equinix will provide assistance to the Reseller and does not directly engage with the End User Customer.