



# Crossroads **Cloud** Reseller Partner Program

# The Crossroads Commitment

*"The key to a lasting partnership is to establish a mutually beneficial relationship. Crossroads is committed to working together closely to jointly create a successful cloud practice. As a Crossroads reseller we promise to continually work to jointly capitalize on the emerging data hosting market while respecting client relationships above all else. The Partner Program is an added tool in our partner's belt to complement their portfolio and increase your bottom line with flexible and generous margins and a product that your clients will come to see as a backbone to their IT."*

**- Anthony C. Castorani, President & CEO**



The Crossroads Cloud Reseller Partner Program is the foundation for collaboration between Crossroads and our partners. Crossroads partners will gain a competitive edge by adding world-class data and application hosting services and support to their portfolio. Gain a trustworthy advisor, increase profitability, create new opportunities and differentiate yourself from your competitors through Crossroads commitment to 100% client and partner happiness.

**Our pillars to a successful partnership start with:**

## **Trust**

Responsible, honest, effective – know that Crossroads is providing you the services and engagements that will further your organization to success, not deter it.

## **Control**

We act as an extension of your company with a Private Branded Solution. You have full access to your customers data and the customized cloud solution you are providing. We empower you to provide the right solution for your customers.

## **Predictability**

You can expect the same results from Crossroads with each interaction. As a partner you will be able to look good to your client by providing very consistent predictable service & costs to allow your clients to have 100% peace of mind.

## **Flexibility**

Business leaders today have many responsibilities and occupy many roles within an organization. Our services give professionals the flexibility to get back to their organizational roots and focus on the core business functions.

## **Profitability**

Add a new revenue stream to your company's portfolio by offering your clients a world-class cloud solution.

## Levels Within Our Cloud Reseller Program



### **Open Reseller Public Cloud Hosting**

*The entry level into the program for partners that would like to sell Crossroads pay as you grow cloud solutions.*



### **Professional Reseller Private Cloud Hosting**

*The entry level into the program for partners that would like to have a dedicated cloud space for their client bases.*



### **Reserved Reseller Private Cloud Hosting**

*Reserved for partners that have a dedicated private cloud space and have shown expertise and commitment to Crossroads cloud practice.*

# Partner Program Benefits

*“Our goal is to ensure a smooth, predictable, and consistent partnership. We’ve committed to a simplistic, roadblock free path to partnership with no fees, no minimum revenue requirements, free onboarding training, and quarterly business reviews.”*

Benefits	Open	Professional	Reserved
Authorization to Resell Our Cloud Solutions	✓	✓	✓
Unlimited Margin Potential	✓	✓	✓
Predictable Recurring Costs	✓	✓	✓
Pay As You Grow	✓	✓	✓
Dedicated Cloud Resources	✓	✓	✓
Dedicated Private Resources		✓	✓
Enablement- Training & Marketing Tools	✓	✓	✓
100% SLA	✓	✓	✓
Private Branded Solutions	Per Occurance	✓	✓
Marketing Development Funds			✓
Self-Management Tool Access		Additional Users	Templates, Users and Migration
Transparent Technical & Sales Support	✓	✓	✓

## Crossroads Cloud Solutions for Resale



### Private Cloud (IaaS)

- Dedicated Platform
- Private Branded Platform
- Pay As You Grow Platform



### Application Hosting

- Included but not limited to:
- Web Applications
  - Legacy Applications
  - Enterprise Applications
  - Hyper-scale Applications
  - ERP Systems
  - Health IT/EHR Systems



### Desktop As A Service (DaaS/VDI)

- Virtual Desktop (VDI)
- Remote Desktop (RDS)



### Business Continuity

- Hybrid Cloud
- Replication
- Disaster Recovery

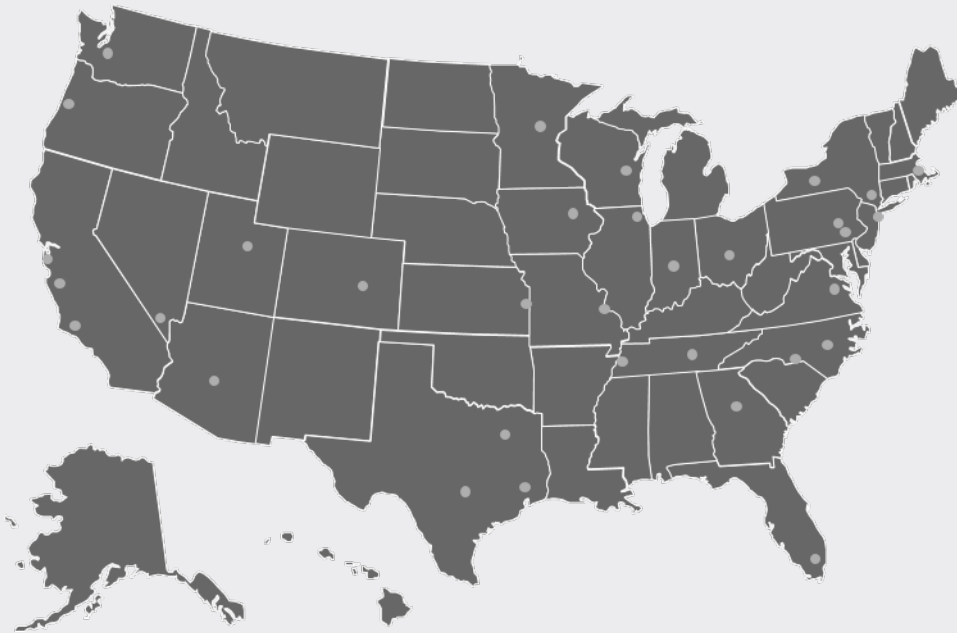


### Email and Collaboration

- Exchange Email
- SharePoint
- Skype for Business
- Citrix FileShare

# Crossroads Datacenters Across the Country

*Delivering a Strong US Presence Since 1996*



## Features of our datacenters and offices include but are not limited to:

- HIPAA
- HITRUST
- NIST 800-53
- ISO2700x Standards
- SOC 2
- End Point Encryption
- Multi-Layer Security
- High Availability
- 24/7/365 Network Monitoring
- Redundant Power Systems

## WHY CROSSROADS

We safeguard your data at all points of access, to ensure your customers are afforded the most predictable seamless experience. This is ensured to our partners with a 100% uptime SLA.

Our facilities are manned by highly skilled professionals ensuring responsiveness and reliability. We have designed and engineered our Cloud solution to exceed the requirements for compliance and security for the specific industries you serve.

Today's competitive market has pushed many organizations to deliver better service at cheaper prices. Our methodologies are designed to improve performance, simplify regulatory compliance, and deliver measurable results to our partners consistently.

Explore what a Crossroads Cloud Reseller Partnership could mean for your organization, by contacting our Channel Engagement Manager.



OUR MISSION IS TO CREATE THE FOUNDATION FOR COLLABORATION. WE FOCUS ON GIVING OUR PARTNERS A TRUSTWORTHY ADVISOR, INCREASE THEIR PROFITABILITY BY ADDING WORLD-CLASS CLOUD HOSTING SERVICES AND SUPPORT TO THEIR PORTFOLIO, CREATE NEW OPPORTUNITIES AND DIFFERENTIATE THEMSELVES FROM COMPETITORS THROUGH CROSSROADS COMMITMENT TO 100% CLIENT AND PARTNER HAPPINESS.

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