



CLOUDPHYSICS

Overview



CloudPhysics  
Partner Program

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*Your VMware expertise, combined with CloudPhysics' ability to shed light on hidden inefficiencies and hazards, will demonstrate unique value to your customers and generate greater influence for you over their infrastructure planning and purchasing strategies.*

## Overview

CloudPhysics helps our partners build and sustain strong and lasting client relationships while driving a more efficient business model. Our unique SaaS platform gives you deep visibility into your customer's virtual infrastructure, creating opportunities to:

- Expand revenue
- Gain unprecedented visibility into your customer's global infrastructure
- Take advantage of Big Data Analytics
- Expose inefficiencies and operational hazards, which you can help the customer address
- Increase margins
- Accelerate time-to-money through fast install and low-overhead platform
- Reduce travel costs and worker-hours for higher margins, thanks to visibility and the ability to run analytics remotely
- Influence purchasing

Your VMware expertise, combined with CloudPhysics' ability to shed light on hidden inefficiencies and hazards, will demonstrate unique value to your customers and generate greater influence for you over their infrastructure planning and purchasing strategies.

## Partner Value Drivers

CloudPhysics provides you with unique visibility into your customers' environments to offer them data-driven improvements with demonstrable ROI, either a la carte or by subscription. Capabilities include:

- Ongoing infrastructure assessments to optimize costs and reduce risk
- Global inventory analysis prior to upgrades to ensure compatibility and avoid errors
- Data-driven analysis and simulations on initiatives such as hybrid cloud migration or flash array adoption
- Identification of performance bottlenecks and operational hazards
- Storage infrastructure utilization assessments, including inefficiencies and potential risks
- Evaluation of infrastructure against global CloudPhysics customer base and VMware best practices
- Audit/compliance reporting support through granular history metrics

## Partner Program

Leverage the CloudPhysics Partner Portal for immediate visibility into your customers' infrastructure to help them prevent disruptions before they happen, dramatically reduce mean-time-to-resolution, and position yourself as the Trusted Advisor.

### Partner Program Levels

Based on the accumulation of physics hosts under management, pricing tiers are calculated over a 12-month term (think Frequent Flyer or Sales Accelerators). Program leveling will occur annually, with re-leveling according to the Premium Subscription host count under management ONLY.

*Leverage the CloudPhysics Partner Portal for immediate visibility into your customers' infrastructure to help them prevent disruptions before they happen....*

Value	Silver	Gold	Platinum
Partner tier qualification (Hosts on Premium Subscription)	0 – 300 Hosts Under Management	301 – 2,999 Hosts Under Management	3000+ Hosts Under Management
Partner Platform Licenses (Included)	2 users	5 users	10 users
Online Deal Registration	✓	✓	✓
View customers environment (Free Edition or Premium pending entitlement)	✓	✓	✓
Marketing (Partner Starter kit)	✓	✓	✓
Platform Certification required	✓	✓	✓
Volume based price discounts (Hosts)		✓	✓
Shared Lead Generation Program		✓	✓
Joint Collateral/PR		✓	✓
Install-base summary reporting			✓
Quarterly Business Reviews and planning			✓

## Partner Portal Overview

CloudPhysics Partner Portal is specifically designed to enable channel partners to easily view and manage their customers who use CloudPhysics. It's easy to invite your customers into CloudPhysics, track their onboarding progress, and view their data center environments on an ongoing basis—all through a unified graphical user interface (GUI).

The screenshot displays the CloudPhysics Partner Portal interface. At the top, there are tabs for 'Add Customers', 'Card Builder', and 'Demo Dashboard'. Below these is a search bar labeled 'Search for customers' and a 'Show' dropdown menu set to 'Active'. A 'Select Partner User' dropdown is set to 'All'. There are also checkboxes for 'Include Authorized Viewers' and 'Hide Free Accounts'.

The main content area is divided into two sections. The top section is a table with columns: Customer, Customer Contact, Partner Contact, Edition, Hosts, Termination, Days Left, and a 'View Dashboard' link. The table lists four customers: Covington, Smith Brothers; Williamsville School District; Daniels Manufacturing; and Hunton & Williams LLP.

The bottom section is titled 'Observer Status' and contains a table with columns: Observer, Status, and Last Uploaded. It shows one observer: hwavcs01.ad.com, which is online and last uploaded 16 minutes ago. Below this is a 'Notes' section with a text input field.

To the right of the 'Observer Status' section is a table titled 'Authorized Partner Viewers' with columns: Account Team, Start Date, and a 'Set as Contact' link. It lists four authorized viewers: Kevin Paris, Tom Repicci, Richard Sexton, and Karen Wagner. Each has a 'Set as Contact' link and a red 'X' icon.

At the bottom of the interface, there is a footer bar with a 'Butler Group, LLC' logo, a 'Tom Repicci' user profile, a 'Kevin Paris' user profile, and a 'Free' status. It also shows '4' hosts, 'No Limit' termination, 'N/A' days left, and a 'View Dashboard' link.

## Partner Portal Key Benefits

The Partner Portal is your home page within CloudPhysics, providing benefits available only to partners with an active partnership agreement with CloudPhysics (see table):

Feature	Benefit
Single pane view	All invited and accepted (registered) customers are visible in a single interface.
Customer invitation	Invite customers by email address with default edition, and optional custom welcome message.
Demo account	Installation-free access to a fully populated demo account for training and demonstration needs to potential customers.
Card Builder	Access to build your own CloudPhysics cards; with or without your own CloudPhysics installed account.
My Account	Full access to your own CloudPhysics account.
Document repository	Reference set of sales-enabling documents including training, collateral, and customer references.
Role-based access	Partner Admins see all customers, with the ability to drill down into customer environments to view all details. Partner Users (non admins) see only those users/environments they personally invited.
Customer Observer status	Summary view shows color-coded Observer status (online/offline) for all customers. You can also click on individual customer rows to reveal status of each Observer.
Customer entitlement	See your customer's current edition entitlement, termination date, host count, and days remaining.
Live link to customer data	A link to live customer data is displayed for each customer environment (Partner Admins can see all). For data to be received and current, the Observer must be online and active.
Search	Use free-form search to find customers by customer name, customer contact, or account manager.
Filters	Partner Admins can use filters to view customer results by Account Manager if desired.
Marketing exclusion	Partner-invited customers are automatically opted-out from CloudPhysics email marketing campaigns.

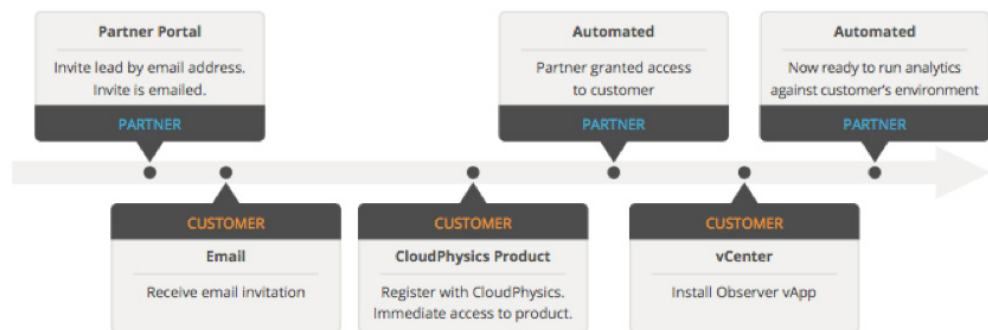
## Onboarding Customers

One of the primary ways you'll use the Partner Portal is to invite and onboard customers into CloudPhysics using several key elements to initiate and track their status as they move through the process:

- Customer Invite: Invite your prospective customers by email address. Upon submission, the customer receives an invitation email from CloudPhysics on your behalf.
- Customer Details Table: This table-oriented view of all customers, both invited and accepted, can also be filtered (e.g., by account manager), helping you to track the status of each customer.
- Data Export: Details of invited and accepted customers can be filtered and exported to CSV

## Customer Onboarding Workflow

The following chart details the flow of interactions between you and your customer, triggered by the email invitation. In some cases, you may be able to accelerate the process. For example, if you're onsite with a prospective customer when the invitation is sent, you may be able to guide the prospect to immediately complete registration and install the Observer vApp.



## Partner Platform Activation

Once a partner has been selected, the vendor manager will need to register their email address via [www.cloudphysics.com](http://www.cloudphysics.com) and complete the registration process online by selecting Reseller/OEM in the drop down menu.

ALL FIELDS ARE REQUIRED\*

*Your Work Email*

*Postal Code*

✓ Select...

- Administrator
- Architect
- IT Manager
- IT Manager/Director/VP
- IT Director
- VP IT
- CIO/CEO
- CTO
- Reseller/OEM
- Other

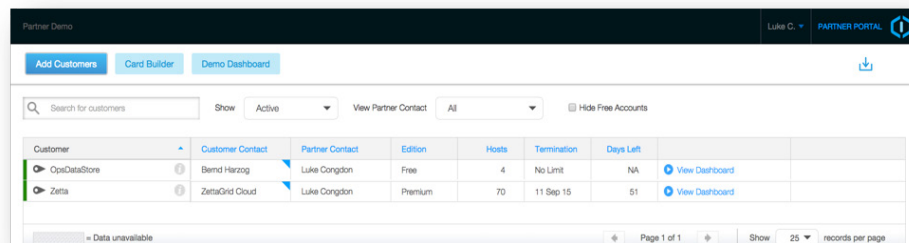
- Once registered, the vendor manager sends an email to [customersuccess@cloudphysics.com](mailto:customersuccess@cloudphysics.com) advising of their relationship with the partner company.
- CP will then activate the partner account, enabling the ability to invite prospects to the Free Edition and action demonstration, using the demo capabilities within the platform.



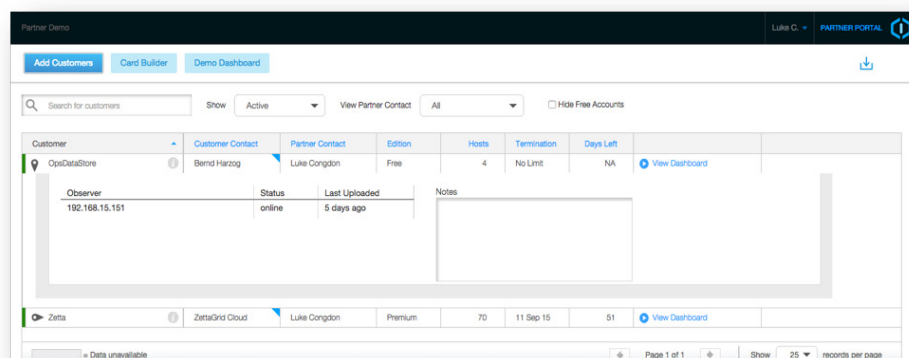
## Customer Management

The CloudPhysics Partner Portal makes it easy to manage your customer activity and analytics on the platform from one central point. Your landing page when you enter the portal shows a list of:

- Current customers
- Partner contact
- Customer contacts
- Invited customer leads
- Subscription Entitlements (Free, Premium, Project or Premium Trial)
- Deal registration—time stamp based on invitation sent, valid for 90 days
- Subscription end date and days remaining:



Clicking on a customer name to expand the account info shows the Observers (vApp connected to vCenters) they have deployed, their status, and when they were last updated. If you are an account admin for the partner or the partner contact for the customer, you can also add notes.

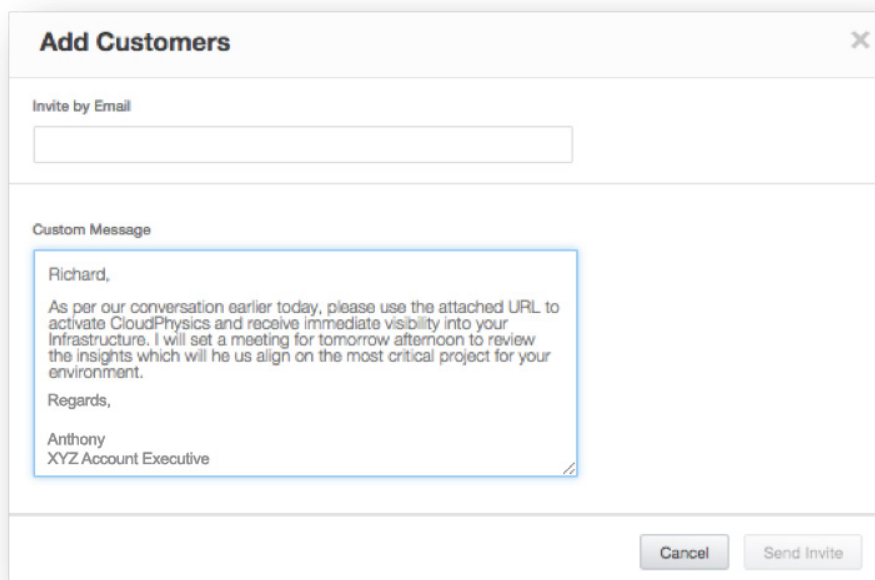


Select “view dashboard” to view customer infrastructure.

## Customer Invitation Process

“Add Customers” allows you to auto-generate a standard invitation email and address it to specific person/email address. This helps partners target prospects and gives them the chance to efficiently try out the free edition version of our platform.

## Personalize Your Message



The screenshot shows a modal window titled "Add Customers" with a close button (X) in the top right corner. The window is divided into two main sections. The first section, labeled "Invite by Email", contains a single-line text input field. The second section, labeled "Custom Message", contains a multi-line text area with a blue border. The text in the text area is a personalized email template: "Richard," followed by a paragraph "As per our conversation earlier today, please use the attached URL to activate CloudPhysics and receive immediate visibility into your infrastructure. I will set a meeting for tomorrow afternoon to review the insights which will help us align on the most critical project for your environment.", then "Regards,", and finally "Anthony" and "XYZ Account Executive" on separate lines. At the bottom right of the dialog, there are two buttons: "Cancel" and "Send Invite".

**Add Customers**

Invite by Email

Custom Message

Richard,

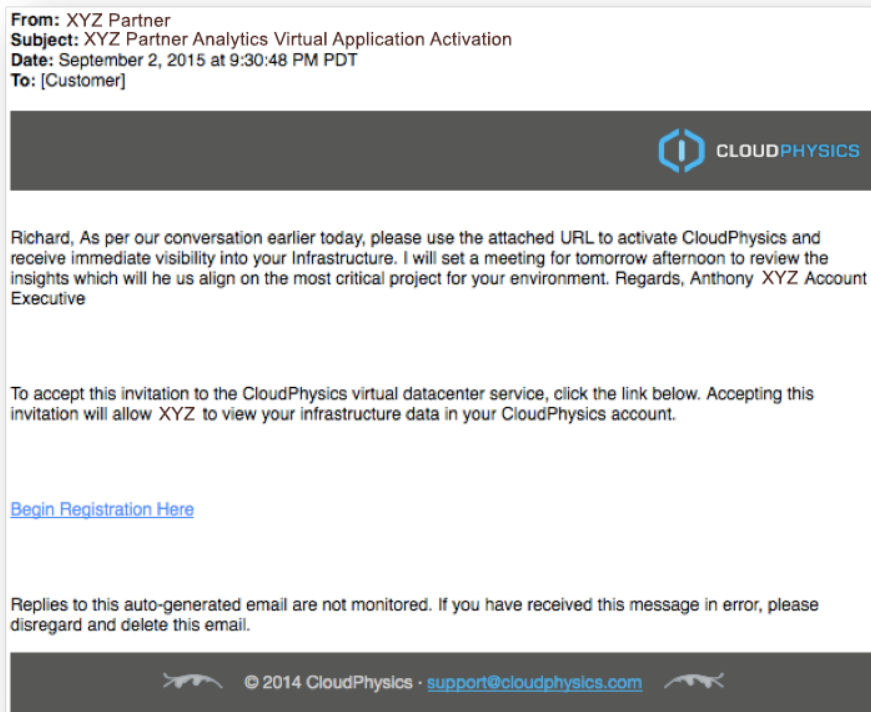
As per our conversation earlier today, please use the attached URL to activate CloudPhysics and receive immediate visibility into your infrastructure. I will set a meeting for tomorrow afternoon to review the insights which will help us align on the most critical project for your environment.

Regards,

Anthony  
XYZ Account Executive

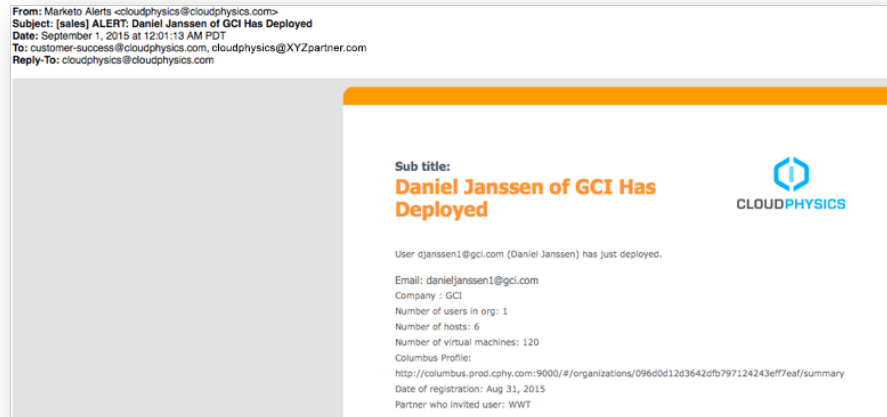
Cancel Send Invite

## Prospect Email Invitation



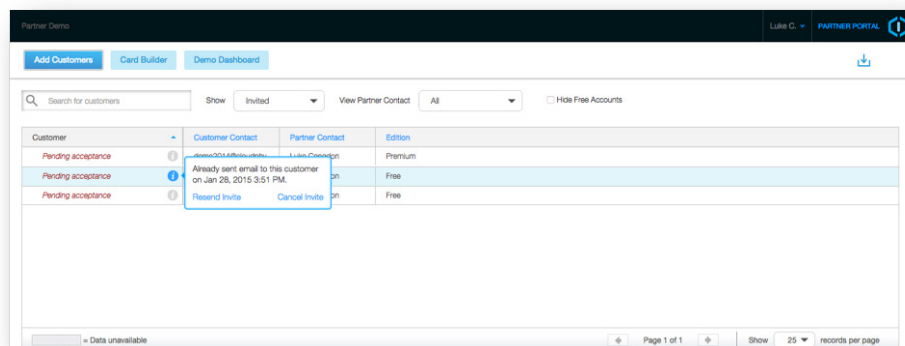
## Activation Notification

Once activated, an email notification is sent to CloudPhysics outlining the user, hosts, VM registration date, and registered partner:



## Pending Invitations

You can see which customers were invited and their status by choosing “Invited” on the Show drop down menu. You can also re-invite them or cancel the invitation by hovering over the “i” icon.

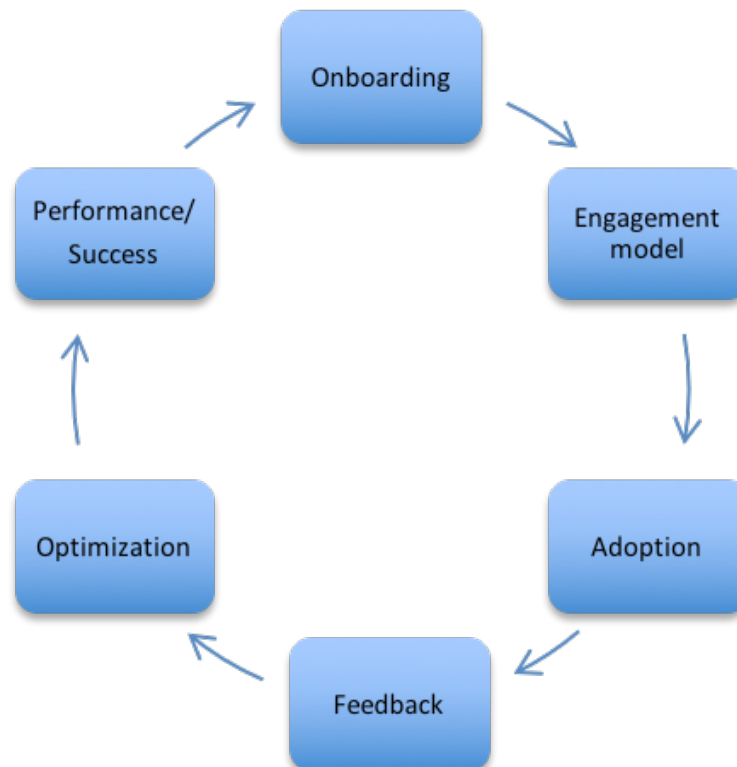


## Customer Success

- Moving an opportunity to a close (customer moves to a paid subscription):
- Upon receiving the order confirmation, CloudPhysics' Customer Success Team will deliver the welcome email reviewing subscription and next steps

### Customer Success Kick-Off Meeting

The Partner and CloudPhysics Account team attends to confirm key deliverables and platform overview, as well as to schedule future Customer Success engagement touch-points as convenient for the customer.



## Subscription Types

### Free Edition

1. Customers are immediately taken to the Free Edition, where they are able to see inventory information about their environment and obtain a general Health Assessment
2. Both the Partner and CloudPhysics will provide “Additional Insights”
3. Free Edition cards are standard with monthly rotation of Premium Analytics
4. No start or end dates required – **Free Edition is free forever!**

### Premium Trial

1. Notify [customersuccess@cloudphysics.com](mailto:customersuccess@cloudphysics.com) activation dates
2. Agree to trial period of 5-10 business days, which includes:
  - o Review of premium data, use case identification and validation, and shared vision email/s
  - o Additional insights email/s
  - o Trial wrap-up includes platform utilization metrics and environmental summary

### Premium Edition

1. Once PO is received from the partner, send to [orders@cloudphysics.com](mailto:orders@cloudphysics.com) with defined start and end dates.
2. CloudPhysics will activate Premium Edition within two hours of PO receipt or at the designated start date.

## Customer Success Service Packs

Service Pack v1
Enablement & Training (2 One-Hour Sessions)
Basics: How To Use Product
Assistance with Card (Query) Building Techniques
Service Pack v2
Enablement & Training (4 One-Hour Sessions)
Advanced User Training
Assistance with Card (Query) Building Techniques
Includes Health Check Report
Service Pack v3
Enablement & Training (8 One-Hour Sessions)
Basics: How To Use Product
Assistance with Card (Query) Building Techniques
Quarterly Environment Review (4 Quarters)
Executive Sponsor Review
Includes Health Check Report
Review ROI Benefits of CloudPhysics Solution
Review Benchmark Against Global Dataset
Determine Success Factors for the Next Quarter

## Useful Resources

- [CloudPhysics Overview](#)
- [Security Brief](#)
- [CloudPhysics Terms of Service](#)
- [Core Feature and Functionality](#)
- [How CloudPhysics Works](#)
- [Installation Guide](#)
- [CloudPhysics Analytics Inventory](#)
- [CloudPhysics Platform Editions](#)
- [CloudPhysics Blog](#)



## Appendix A

### CloudPhysics Security FAQ

CloudPhysics has applied our extensive security expertise to ensure customer data is protected at all points of the data transactions. This document answers some of the most common security questions. For a more extensive discussion of our security procedures, please contact us.

**Q:** What services does CloudPhysics offer?

**A:** CloudPhysics is a software-as-a-service platform that applies predictive analytics to virtual infrastructure metadata to optimize performance, minimize risk, and reduce costs.

**Q:** What type of data you collect?

**A:** CloudPhysics collects machine metadata, including task, performance, event, and configuration, from vCenter. It is generally considered non-sensitive. Target objects/performance metrics include hosts, datastores, virtual machines, and vSwitches. Access to data stored in RAM or on disk is not required.

**Q:** How is data collected and stored?

**A:** Machine metadata are collected by a CloudPhysics vApp on vCenter called an Observer. The Observer requires an account in vCenter with read-only credentials. Machine metadata are sent from the Observer to CloudPhysics encrypted with TLS. These metadata are processed/stored in Amazon Web Services in a multi-tenant structure. AWS data security services are detailed at:

<http://aws.amazon.com/security/> and <http://aws.amazon.com/compliance/>

Strict firewall and two-factor authentication are used to limit access to customer data.

**Q:** How is data protected and confidentiality maintained in transit and at rest?

**A:** Authentication data is one-way hashed at rest. Access is controlled via AWS IAM, SSH public key auth and firewalls. TLS v1, 1.1 and 1.2 are used w/ a strict ciphersuite for all communications between our environment and external sources.

**Q:** Who has access to the data?

**A:** Authorized CloudPhysics employees, the customer and anyone external authorized by the customer. CloudPhysics third parties and contractors do not have access to our production environment.

**Q:** How long is data kept?

**A:** Machine metadata generally is kept permanently but can be deleted at the discretion of CloudPhysics.

**Q:** Has CloudPhysics performed a third-party security audit?

**A:** AWS is SSAE-16 certified. Refer to:

<http://aws.amazon.com/security/> and <http://aws.amazon.com/compliance/>

**Q:** How does CloudPhysics mitigate vulnerabilities and data risks?

**A:** CloudPhysics monitors security vulnerability disclosures and maintains our environment accordingly.

Full disk encryption is mandated for all employee computers and mobile devices that have access to CloudPhysics documents/data. Administrative access is via two-factor authentication (SSH public key with password-protected keys).

**Q:** How does CloudPhysics monitor availability and integrity of hosts within your environment?

**A:** We utilize internal and third-party services to monitor availability and functioning of hosts within our infrastructure.

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