



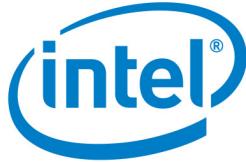
2020

# CLOUD DATA CENTER SPECIALTY PARTNER GUIDE

Your solutions. Our technology.  
Smarter together.



# Maximize Your Membership



## Technology Provider Platinum

### Cloud Data Center Specialty Benefits

The Cloud Data Center Specialty aims to reward Partners who have the deepest expertise in designing and deploying cloud solutions. Intel has exclusive resources available to you, through Cloud Data Center Specialty Benefits, to help you plan, implement and deliver your data center solution, opening the door to another level of engagement with Intel on cloud.

## 2020 Cloud Specialist Qualifications

### Platinum membership status

Intel® Technology Provider Platinum Partners are invited to consider and qualify for the Cloud Specialty.

### \$500,000 minimum sales

Intel needs Partners who have deep data center experience to make up the select group of Cloud Specialists. Because of this, we require \$500,000 of Data Center Portfolio<sup>1</sup> products purchased through Intel® Authorized Distributors or Intel® Approved Suppliers each calendar year. We may also require other auditable reporting if necessary.

### Complete core curriculum trainings

Intel's training platform, offered through Intel® Technology Provider, provides a core curriculum around cloud expertise. We require each Specialist account to qualify by completing the core curriculum annually.

### Demonstrate Cloud expertise

#### Documentation of SDI Deployments

The Cloud Specialist must demonstrate its expertise by providing proof of at least 5 on premise private/hybrid cloud SDI deployments of 10+ nodes each calendar year.

These deployments must include either software defined storage, compute or networking.

<sup>1</sup> Data Center Portfolio products: Intel® Xeon® Processors; Intel® Network Infrastructure Solutions; Intel® Server Products; Intel® SSD Data Center Family; Intel® FPGA Product Family; API Management; Intel® HPC Software; Intel® HPC Orchestrator; Intel® Omni-Path Architecture; Intel® Solutions for Lustre Software.

# Benefits



## CLOUD DATA CENTER SPECIALTY BENEFITS

### CRITERIA:



Technology  
Provider  
Platinum

PLATINUM  
membership status

- Minimum \$500,00 of Data Center Portfolio products through Intel Authorized Distributors or Intel Approved Suppliers each calendar year.
- The Cloud Specialist must demonstrate its expertise by providing proof of at least 5 on premise private/hybrid cloud SDI deployments of 10+ nodes each calendar year. These deployments must include either software defined storage, compute or networking.
- Completion of Cloud Specialty Core Curriculum course..



### Potential for MDF



### Additional points for specialists



### Customer matchmaking



### Cloud Specialist promotion and specialist designation



### Access to Intel Cloud resources



### Opportunity to earn Strategic OEM (SOEM) Status



### Access to Cloud experts for pre-sales technical support



### Priority invitation to industry events and training sessions



### Accelerator initiatives



## Potential for MDF

Marketing development funds may be available for projects proposed by Cloud Specialists and accepted by Intel. Contact ITP-Cloud@intel.com for limitations and guidelines.



## Additional points for Specialists

We will offer our Cloud Specialists the opportunity to participate in offers and earn additional points for purchases of Intel Data Center Portfolio products through authorized distributors that are available only to Specialty Partners.



## Customer matchmaking

As a Cloud Specialist, you'll have priority access to Intel sales teams as they help match-make between your cloud expertise and our customer base. Intel also hosts special invitation-only matchmaking events at industry conferences.



## Cloud Specialists promotion and specialist designation

Intel will promote Cloud Specialists as the experts to the market. Our "Partner with an Intel Cloud Data Center Specialist" web page will give you invaluable exposure, making it easier for potential customers to find and connect with you as a cloud service provider they can trust. And display your specialty badge to show your official affiliation with Intel and your specific expertise in providing Intel® technology and solutions to end customers. This specialty designation can be used to build trust with your customers, and to help attract new business.



## Access to Intel Cloud resources

Trainings, white papers, success stories and other collateral are just a few examples of the available resources that will help you stay up to date with cloud technologies and stay ahead of the competition. Our research and world-class resources will assist you in planning and architecting cloud solutions.



## Opportunity to earn Strategic OEM (SOEM) Status

As part of the Data Center Specialty you may have the opportunity to be eligible for Strategic OEM Status based on annual revenue level. As an SOEM you would be eligible for matching annual Market Development Funds and, if qualified, year on year bonus based on total Intel revenue growth. This initiative is invite-based and intended to accelerate technology solutions, encourage innovation, and improve long-term strategic planning with our key OEMs.



## Access to Cloud experts for pre-sales technical support

We know that closing deals can be a complicated process that requires all the help you can get. As a Cloud Specialist, you'll receive priority access to our Cloud Experts, who can help you confidently offer end-to-end

[www.intel.com/technologyprovider/cloud](http://www.intel.com/technologyprovider/cloud)

solutions to grow your business and cement your role as a trusted advisor. Reach out to us at [ITP-Cloud@intel.com](mailto:ITP-Cloud@intel.com), and we will get you in touch with the right person to help you achieve your business goals.



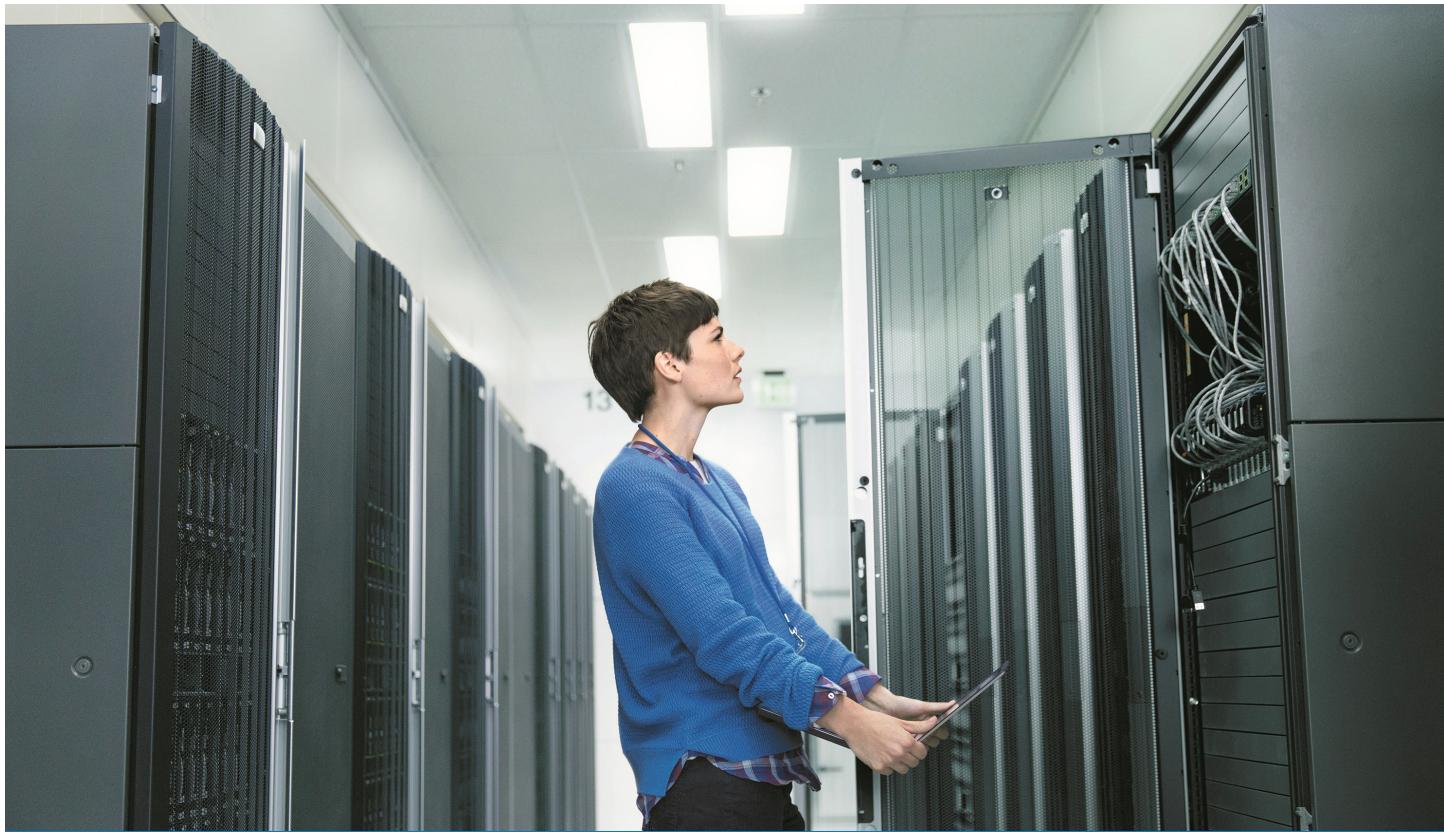
## Priority invitation to industry events and technical training sessions

Imagine being in the same room at key events with Intel experts and learning about cutting-edge technologies. As a Cloud Specialist, you can look forward to receiving special invitations to leading industry events or Intel events such as Intel's Server Product Leader Conference.



## Accelerator initiatives

Exclusive accelerator efforts designed to support and drive transitions to the latest Intel technologies and enable your company to have a competitive edge on the latest industry products.



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