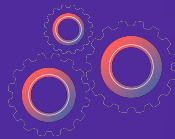


Партнерская программа 2022



PERFORMANCE
EXPERT

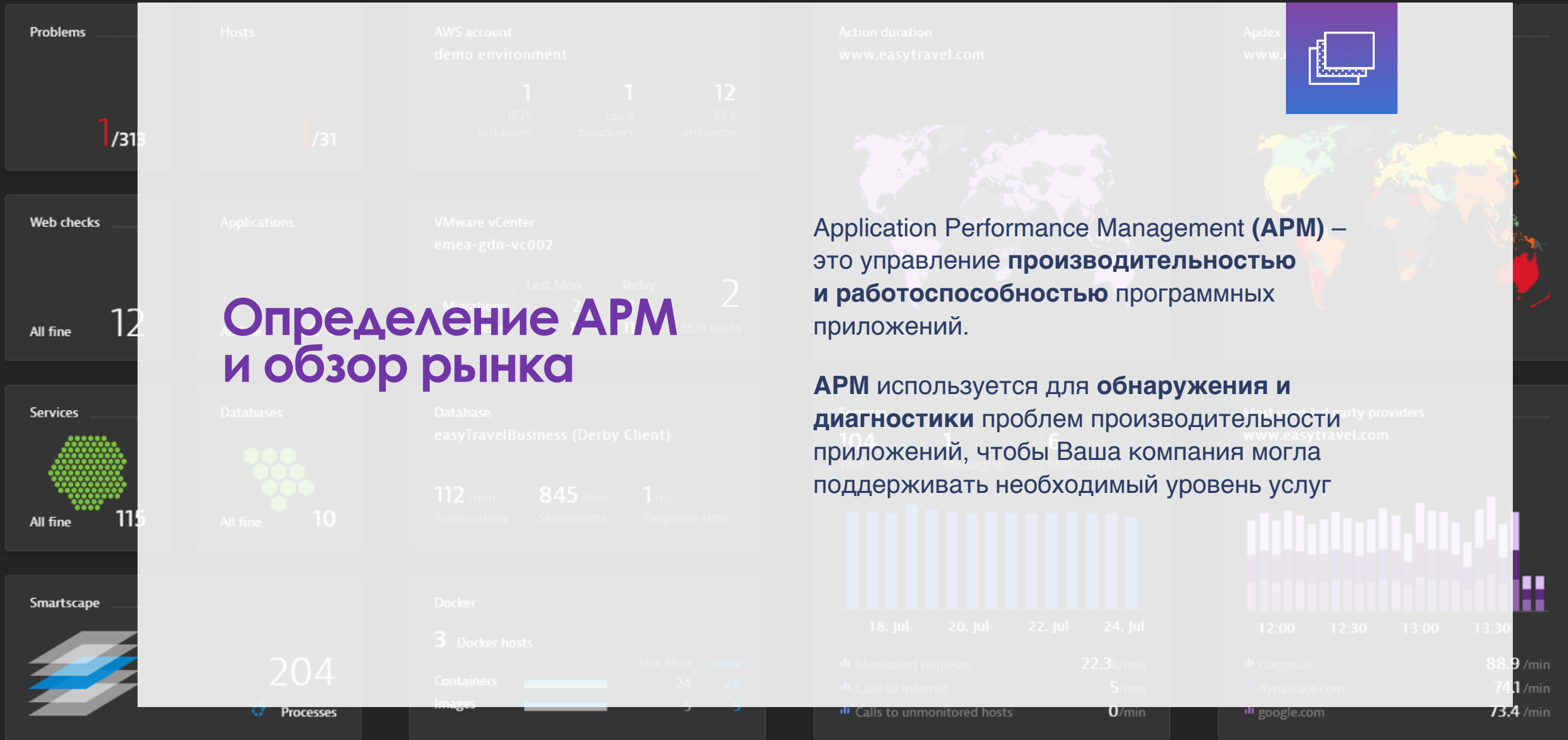


Quick overview

Cloud & infrastructure

Application health

User experience



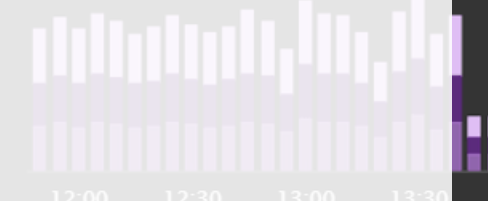
Определение APM и обзор рынка

Application Performance Management (APM) – это управление **производительностью и работоспособностью** программных приложений.

APM используется для **обнаружения и диагностики** проблем производительности приложений, чтобы Ваша компания могла поддерживать необходимый уровень услуг



Monitored requests	22.3k/min
Calls to Internet	5/min
Calls to unmonitored hosts	0/min



cfapps.io	88.9/min
dynatrace.com	74.1/min
google.com	73.4/min



Определение APM и обзор рынка

Рынок APM составляет \$3 млрд
2й по величине объем в
квадранте Гартнера. Новые
требования к приложениям

Рынок APM

CTMX	0.45	▲	+0.45%
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	
AAPL	+2		
PRTD			
AMZN			
TSLA			
AVGO			
SIRI	-0.65		

Вендор Dynatrace в России, Белоруссии и Казахстане

Figure 1: Magic Quadrant for Application Performance Monitoring



Source: Gartner (April 2021)



Группа компаний

самая сильная команда по внедрению APM в России и СНГ

9 ЛЕТ В РФ



О КОМПАНИИ Dynatrace

01

Лидер квартанта Garner

Агентство Гартнера позиционирует компанию Dynatrace как лидера в своём отчёте по APM решениям.

02

Forrester Research Top-rated

Forrester Research причислил компанию Dynatrace списку Top-rated среди поставщиков на рынке APM решений.

03

Global Company of the Year

Frost and Sullivan присудил звание Global Company of the Year для мониторинга облачных технологий.

04

Высший бал EMA

EMA дал самую высокую оценку функционала среди решений APM

Инфраструктура современных приложений усложняется

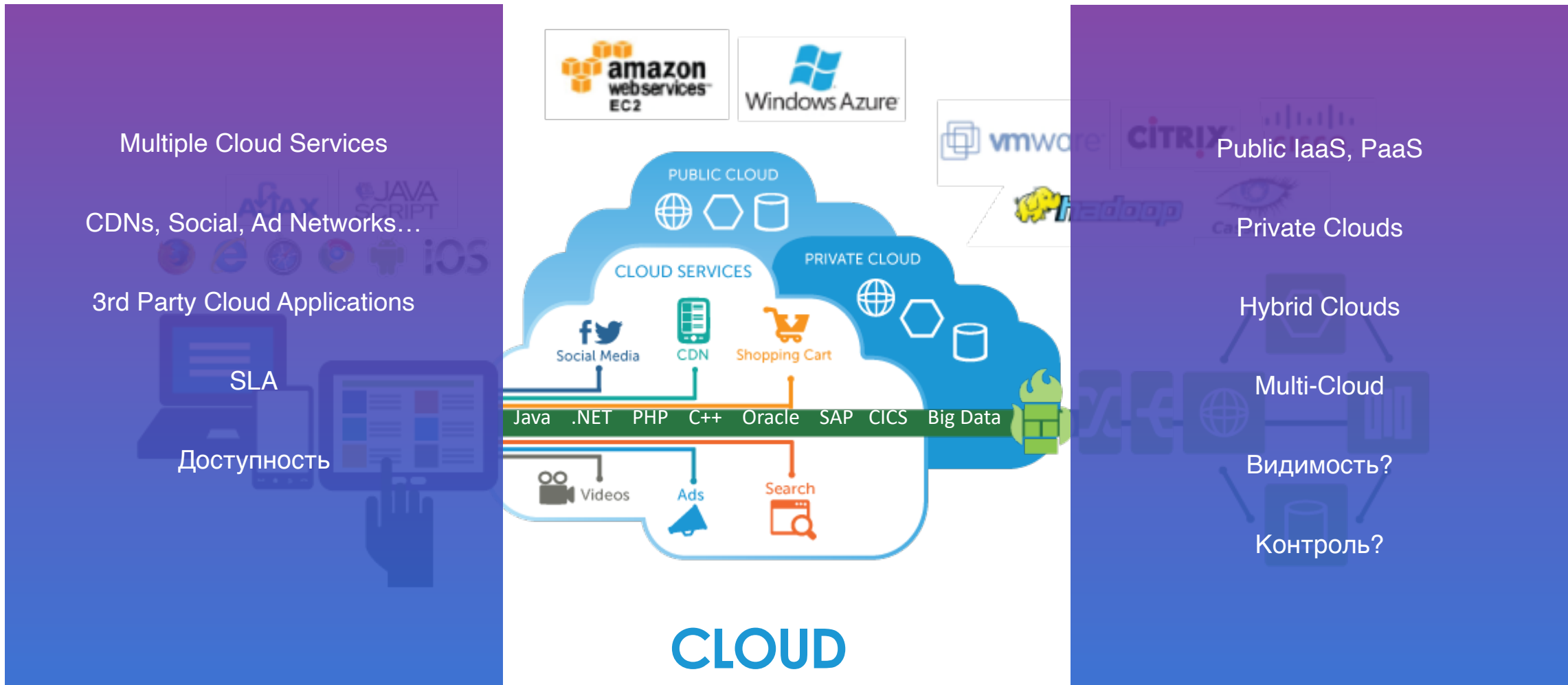


Возрастает сложность пользовательских приложений



- Больше число пользователей
- Возрастает число устройств
- Больше количество браузеров и их версий
- Несколько фреймворков
- Несколько ОС
- Больше количество кода/web 2.0
- Все сильнее влияние на бизнес
- Выше ожидания пользователей

Возрастает сложность облачных технологий

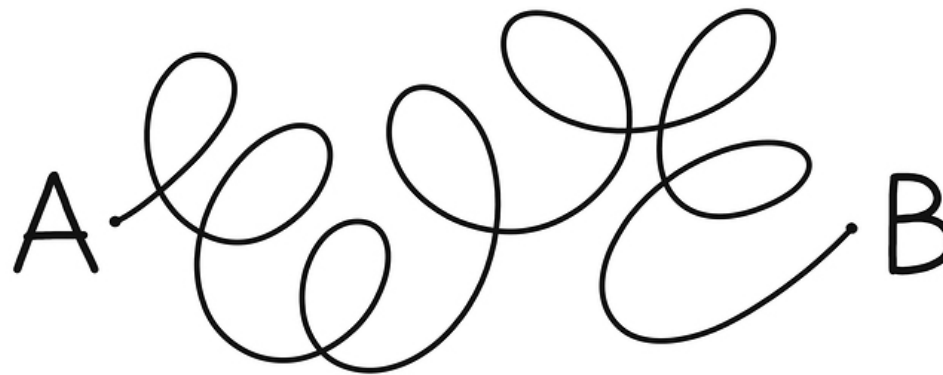


Минимизация конкуренции



Ключевые тезисы партнерской программы

—
Максимально
короткое
встраивание
партнеров в цикл
продаж (просто
о сложном)



Увеличение покрытия рынка



Ключевые тезисы партнерской программы

Партнерская программа

Ключевые темы

Необходимо понимать



Производительность приложений влияет на все, что Вы продаете и оказывает влияние на бизнес.

Наша лояльность к партнерам



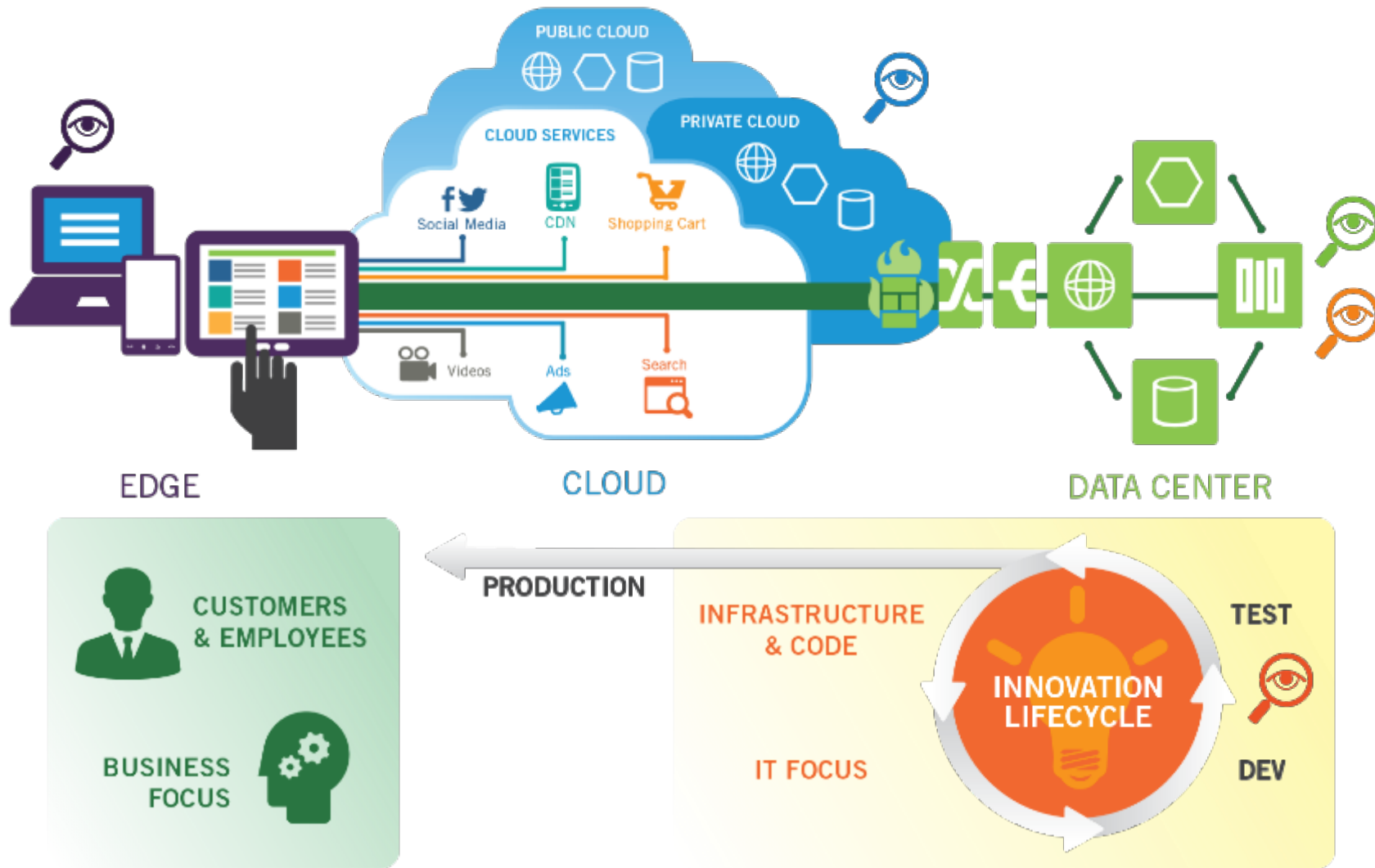
- Быстрое включение в процесс продаж
- Поддержка на уровне пресейла
- Защита от конфликтов

Увеличение продаж



- Развитие АРМ как сегмента рынка
- Увеличение объема продаж
- Максимальное покрытие рынка

APM = Диалог между бизнесом и ИТ



APM = Диалог между бизнесом и ИТ

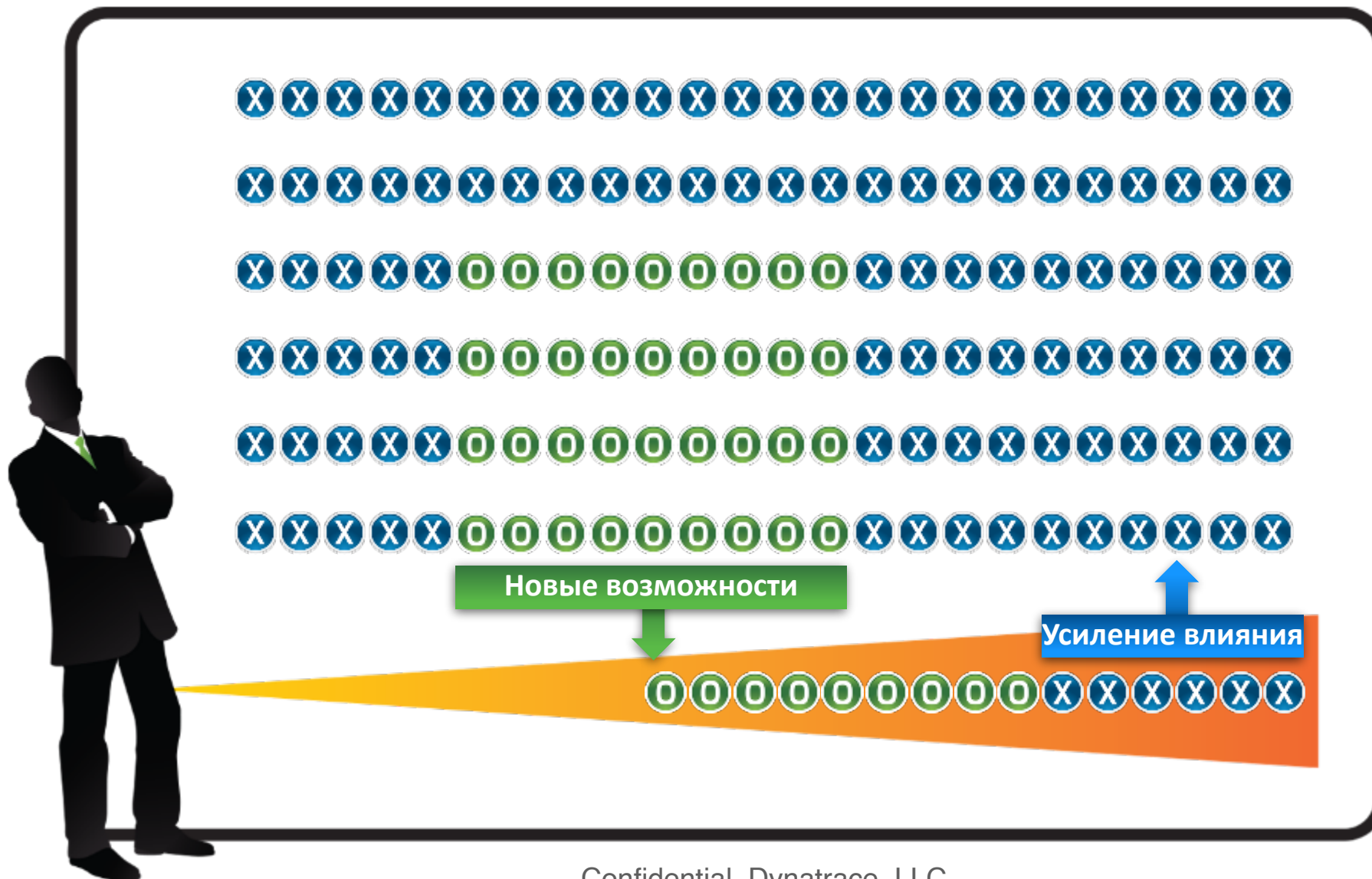
Sell More

Sell Smarter

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a clear blue sky. The buildings are arranged in a circular pattern, creating a sense of height and architectural grandeur. The lighting suggests late afternoon or early morning, with some windows reflecting the sky and others showing interior lights.

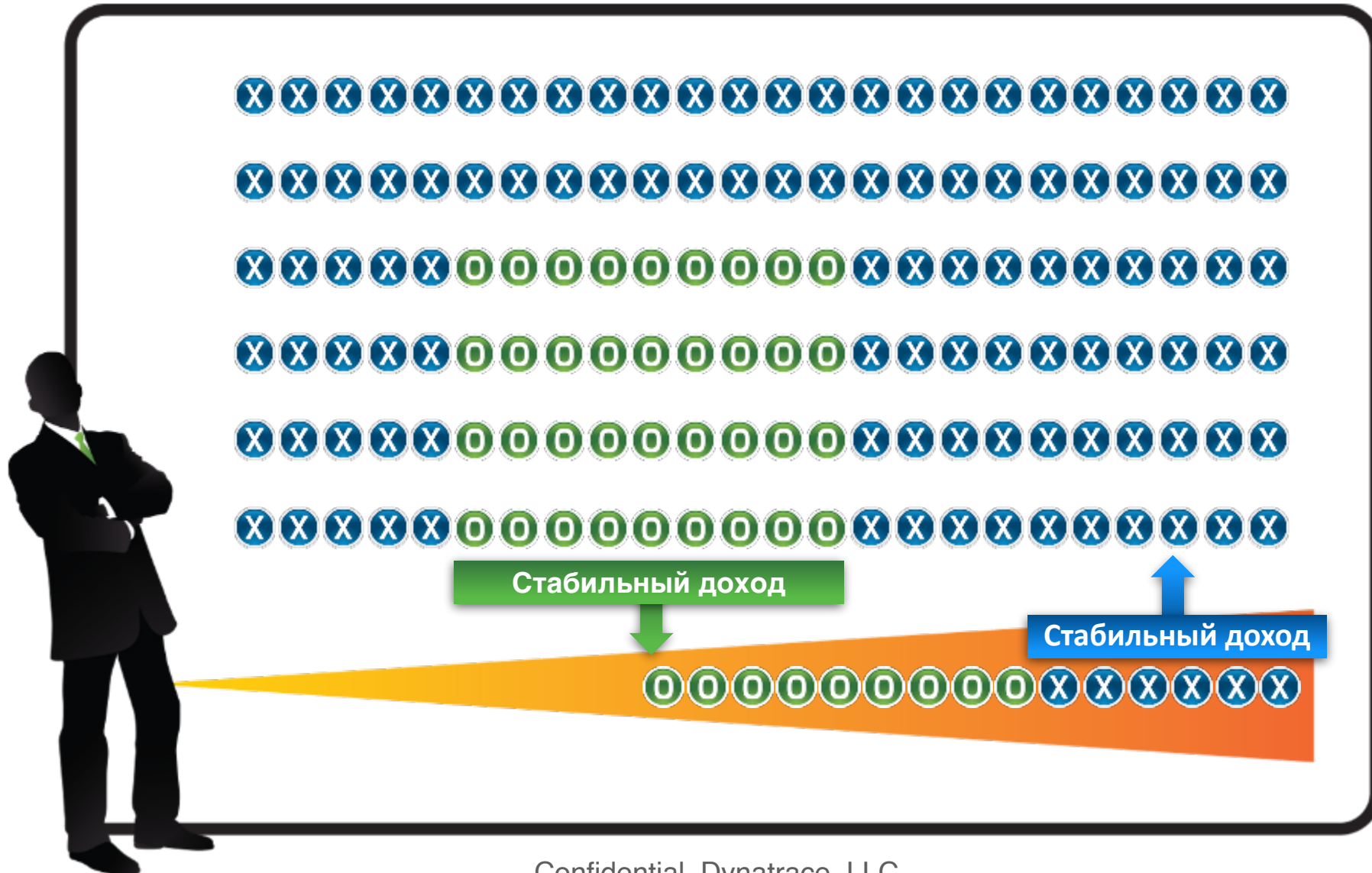
Построение доверия

Как мы на это смотрим



Взгляд с точки зрения партнера

Возможности получения дохода в секторе АРМ



Уровни участия

Driver

ВЫСОКИЙ уровень
Участия (партнер делает
проект самостоятельно,
без участия Dynatrace)

Limited

ОГРАНИЧЕННЫЙ
Уровень Участия
(партнер делает проект,
используя техническую
поддержку Dynatrace)

Paper

ТОЛЬКО
Управление Закупками
(реализация проекта и
пресейл, используя
ресурсы Dynatrace)

Регистрация сделки

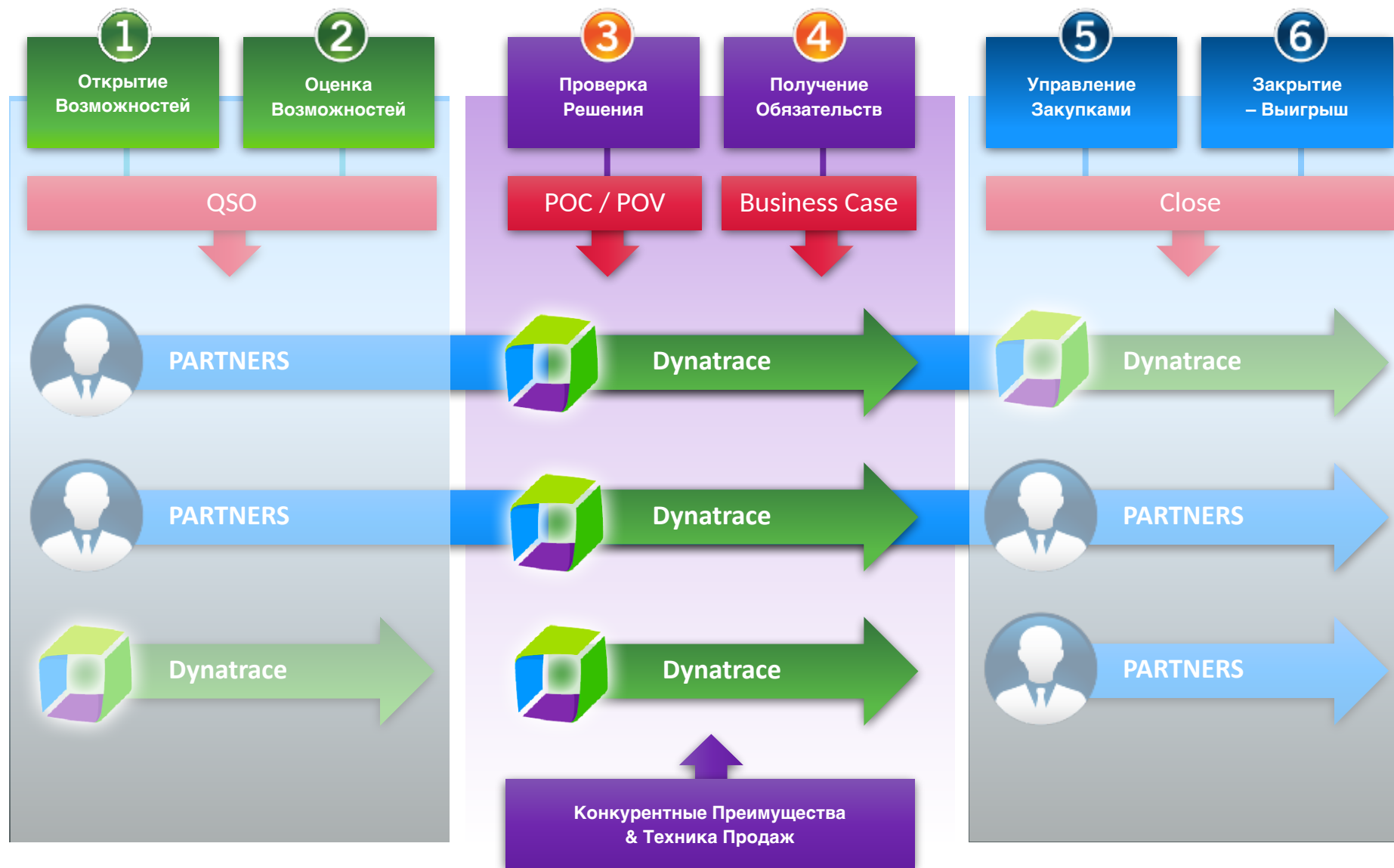
Смягчение конфликтов
канала сбыта

Помощь от
экспертов Dynatrace

Прогнозирование
оборота

Confidential, Dynatrace, LLC

Модель действительно совместных продаж...








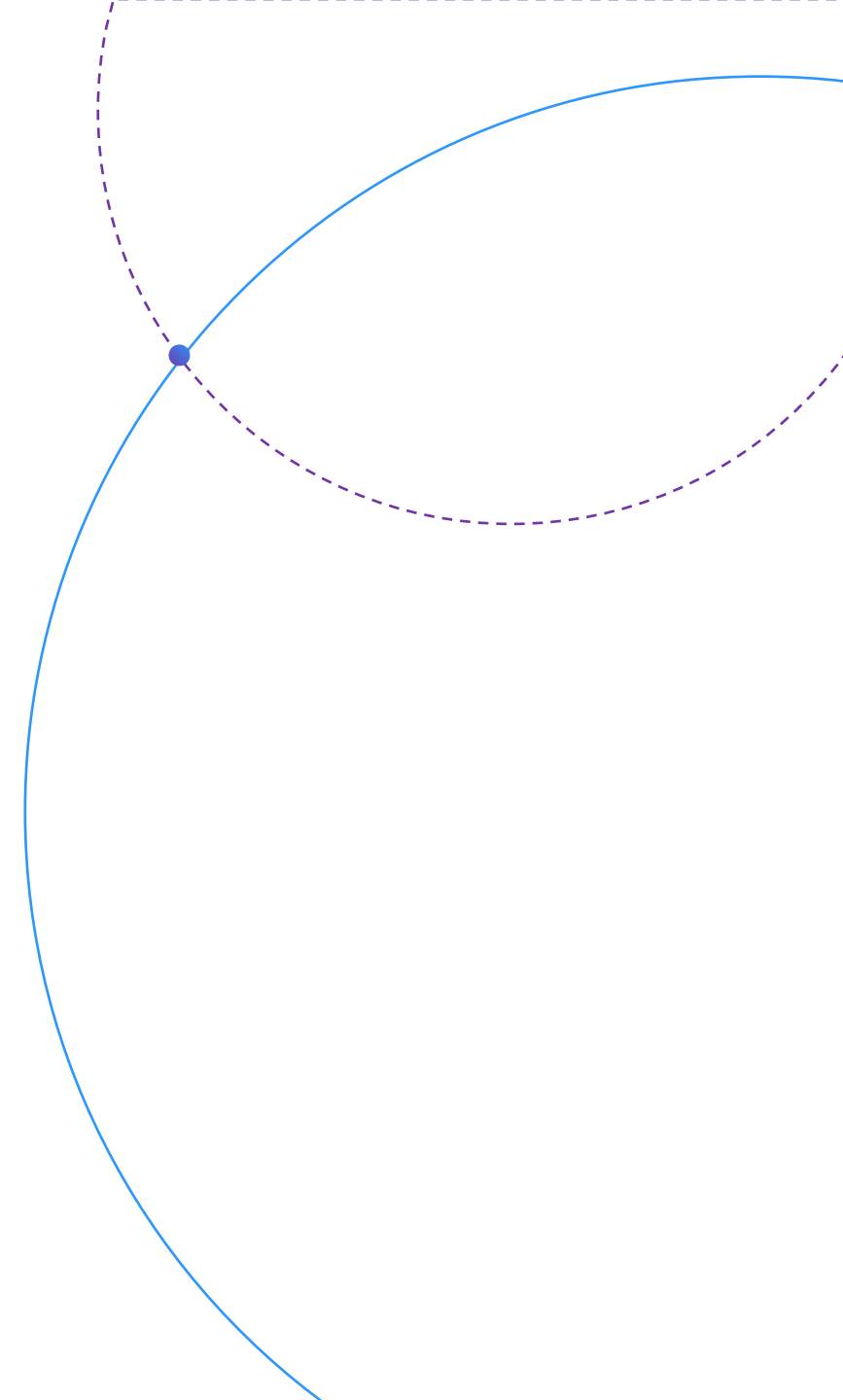
Информационная и маркетинговая поддержка

Campaign Name	Campaign Type	Product	Solution	Vertical
Raiffeisen Bank: Fixing Performance Bottlenecks	Recorded Webinar	User Experience Management	Financial Services	Financial Services
Runtastic: Making Mobile Apps Run Better & Faster	Recorded Webinar	User Experience Management	Mobile	Cross
State of the Art & Trends Center of Excellence	Whitepaper		Cross	Cross
Competitive Advantage in Financial Services	Whitepaper		Financial Services	Financial Services
Cars.com: Winning Performance			Web	Cross
The Hidden Costs of a Cloud Migration			Cloud	Cross
Web Performance			Cloud	Cross
Java Enterprise Performance			Cross	Cross
SAP Performance Survey Report			Enterprise	Cross
Citrix Closing the App Performance Gap	Whitepaper		Enterprise	Cross
Convergence of NPM and APM	Whitepaper		Enterprise	Cross

1. Информационные ресурсы
2. Совместные встречи 1-2-1
3. Мероприятия и семинары
4. Использование существующих референсов
5. Создание и совместное пользование контентом

Партнерская документация

- 1  Соглашение о неразглашении информации (NDA)
- 2  Дистрибьюторское соглашение
- 3  Pipeline
- 4  Регистрационная форма по сделке
- 5  Авторизационное письмо сделки



Регистрационная форма по сделке

PARTNER INFORMATION

PDR Number	
Date of PDR Creation	
Partner Account Name	
Partner Contact Name	
Partner Contact e-Mail Address	
Partner Contact Phone #	
Partner Business Address	

SALES PROSPECT INFORMATION

Sales Prospect Name	
Sales Prospect Address	
Contact Name	
Contact e-Mail Address	
Contact Title or Role	

OPPORTUNITY DETAILS

APM Product(s) of Interest	<input type="checkbox"/> APMaaS	<input type="checkbox"/> DCRum	<input type="checkbox"/> dynaTrace
Potential Opportunity Amount (RUB)			
Expected Closing Date			
Budget Allocated (Yes / No)?			
Demo Required (Yes / No)?			
POC Required (Yes / No)?			
Who is the opportunity client sponsor?			
Is competition present? Who are they?			
Describe the PAIN and BUSINESS impact!			

PARTNER REGISTRATION LEVEL AND ROLE

Partner Registration Level	<input checked="" type="checkbox"/> DRIVER	<input type="checkbox"/> LIMITED	<input type="checkbox"/> PAPER
Deal Origin	<input checked="" type="checkbox"/> Compuware	<input type="checkbox"/> Partner	
Likely Procurement Option	<input checked="" type="checkbox"/> Resell	<input type="checkbox"/> Referral	
Target Revenue Share (%)			
Notes or special conditions			

LEGEND:

“DRIVER” (Significant Role)	Partner introduces Compuware APM to a new, qualified sales opportunity and agrees to work closely with us to win the business, throughout the sales cycle, <u>OR</u> Partner agrees to play a significant role in influencing a purchase decision for a qualified opportunity
-----------------------------	---

Авторизационное письмо от Dynatrace

Dear «insert partner contact name»,

We are pleased to inform you that opportunity registration ID PDR-«insert PDR number» for End User Account «insert the end user account name» has been «insert ACCEPTED or REJECTED», at the «insert the registration level» level for that end user account.

Registration is valid for 6 months from the acceptance date, and may be extended by mutual written consent. Further details regarding the registered opportunity are summarized below, including special conditions regarding our acceptance.

The purpose of this registration is to set expectations for you and our field organization, regarding how we work together on this registered opportunity.

Given that your role in this opportunity is classified as «insert the registration level», please make note of the following:

«Choose one of the 3 options below...and delete the others»

DRIVER (Significant role)

- You have introduced Compuware-Altera to a new, qualified sales opportunity and agree to work with us closely to win the business throughout the sales cycle; OR, you are playing a significant driving role in a known opportunity.
- Should the transaction close during the registration period, our objective is to share revenue with you such that you receive «insert the revenue share %» of the Suggested Sale Price to the end-user Prospect. Of course, meeting this objective is dependent on circumstances in the field, but we will use our best efforts to work with you towards this goal.
- We will coordinate sales activities with you closely, including any discussions related to pricing or meetings.
- We will use our best efforts to help you win, and to not work with other partners on this opportunity unless part of our joint strategy with you.
- Should we be successful together in this opportunity, we would like to continue working with you to expand on our success.

LIMITED (influence in limited portion of sales cycle)

- You have introduced Compuware APM to a new, qualified sales opportunity without staying engaged in the sales cycle; OR, you are playing a helpful role to influence an opportunity we are already deeply engaged in.
- Should the transaction close during the registration period, our objective is to share revenue with you such that you receive «insert the revenue share %» of the Suggested Sale Price to the end-user Prospect.
- We will coordinate sales activities with you closely, including any discussions related to pricing or meetings.
- We will use our best efforts to help you win, and to not work with other partners on this opportunity unless part of our joint strategy with you.
- Should we be successful together in this opportunity, we would like to continue working with you to expand on our success.

PAPER (procurement vehicle)

- You intend to deliver the order to Compuware through your procurement vehicle, and may also provide assistance in expediting the sale.
- Should the transaction close during the registration period, our objective is to share revenue with you such that you receive «insert the revenue share %» of the Suggested Sale Price to the end-user Prospect.

NEXT STEPS

- Contact your Compuware-Altera representative immediately to determine next steps.

Pipeline

**REPORT
TO WHOM
WHY
HOW**

POC Tracking Report

Igor Khomkov
To provide insight into POC execution
Via e-mail; in **Excel**

WHEN

1th calendar day of each month 15:00 Central European Time, unless communicated otherwise

EXPLANATION OF FIELDS:

The co-ordination, consolidation and maintenance of the pipeline relies heavily on the proper and consistent utilization of the predefined naming conventions described below.

Client Name/ Opp Name

Identification of the Customer/Opportunity name where the POC will be performed

POC Responsible

Technical POC Responsible. First Name Last Name. One name per line entry. EX. SMITH, ANNE

Scheduled for Date

Date on which the POC date is initially schedule

Begining Date

The Actual date the POC began

End date

Actual date the POC finished

CPWR Resource on site

Compuware Resource on site required (Y or N)

Comments:

Identify here specific POC remarks / actions or requirements, Competition, next actions, status etc.

Спасибо за внимание

