



PARTNER PROGRAM GUIDE

2025



Dedicated to the growth and success of our Partners



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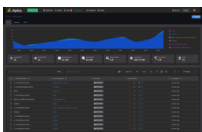
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Growing with Apica

Apica delivers intelligent telemetry data management and observability through its unified platform, **Ascent**. Built on AI/ML workflows, AI agents, and powerful root cause analysis tools, Ascent greatly simplifies the complexity of handling telemetry data. The platform provides an integrated solution for data collection, telemetry pipeline management, storage, and comprehensive observability functions. Through a single pane of glass, organizations can efficiently collect, transform, route, store, observe, and analyze their data while maintaining complete cost control. This enables them to quickly identify and resolve performance issues before they impact end users.

As a business, we continue to grow, along with our partners. We know our partners bring growth and innovation to our software and related solutions, and help guide our customers through deployment, to ensure they maximize the value from Apica. This program guide is designed to help our partners understand the benefits built into our platform and the value of their investment in Apica. This guide also outlines the requirements for obtaining those benefits and highlights strategies for maximizing them with their customers. We are grateful that you have chosen to partner and grow with Apica!

Why Apica?



Our Products

Apica is a leader in intelligent data management



Our People

Apica has a global employee base dedicated to our success



Our Partners

Apica continues to grow and thrive through our Partner Program

Apica enables you to achieve better business outcomes and measure what truly matters. Apica's platform combines active monitoring with load testing to leverage shared resources that enhance the



end-user experience and ensure the performance of business-critical applications. The result is active monitoring that allows IT, monitoring and development teams to improve business outcomes.

Apica's platform ensures that necessary applications, network, security, and access rights are available to perform critical business journeys. In addition, IT and monitoring teams can validate and provide business reports through independent auditing with Apica. Many of the largest global financial institutions and federal government agencies leverage Apica where we are embedded in the most sophisticated IT systems in the world. We deliver daily and critical insights into the health of global organizations critical applications and user experiences. With early detection and early fixes in place, the result is happy users, stickier applications, and increased revenue.

Apica Partner Tracks

Our joint path to success includes two (2) partner tracks:

Solution Provider & Systems Integrator Track	Technology Partner Track
<ul style="list-style-type: none">• This track is intended for businesses that would like to resell Apica's services to end customers.• This track supports companies who wish to submit referrals to Apica OR will transact directly with Apica and bundle Apica products/services with other offerings.• This track is ideal for all solution providers, SIs, and managed service providers.	<ul style="list-style-type: none">• The Technology Track is intended for businesses that offer a service or technology that is adjacent or complementary to Apica• This track serves as a way for partners to develop and support integrations that can be supported by Apica• Direct access to all portal materials and a sandbox Apica account

Partner Program Guides

The partner guides for Systems Integrators & Service Providers and Technology Alliances are designed to articulate Apica's value proposition and highlight the benefits of integrating Apica's Telemetry Pipeline (Flow) into partner offerings. These guides aim to:

1. Educate Partners: Provide a clear and compelling overview of how Apica Flow addresses key observability challenges, such as cost optimization, data management, and performance monitoring.
2. Drive Engagement: Attract potential partners by showcasing the tangible value they can deliver to their customers through Apica's solutions.
3. Facilitate Collaboration: Establish a foundation for joint go-to-market strategies, co-development opportunities, and deeper partnerships.
4. Align Messaging: Present consistent, outcome-focused messaging that resonates with partner decision-makers, including CTOs, CIOs, and business development leaders.

Key Objectives

1. For Systems Integrators & Service Providers:
 - Position Apica as a critical enabler of next-generation observability, empowering partners to deliver differentiated services.
 - Highlight cost-saving opportunities and operational efficiencies partners can offer their customers through Apica Flow.



- Encourage partners to expand their managed service portfolios with Apica's solutions, boosting revenue and customer satisfaction.
2. For Technology Alliances:
- Showcase how Apica Flow complements partner technologies to create powerful joint solutions.
 - Drive technical integrations that enhance the scalability, flexibility, and performance of partner offerings.
 - Build strategic alliances to expand Apica's market presence and establish mutual leadership in observability and data management.

Partner Program Model

Partners will obtain commissions and greater revenues through our partner program tiers. Our simple partner model includes the following aspects of team alignment and revenue planning:

- 20% commission from Apica negotiated sales pricing
- Initial \$250,000 target annual revenue (as reseller)
- One (1) named sales partner lead with unlimited number of trained sales resources
- One (1) named marketing resource and/or executive sponsor
- Joint business planning
- Quarterly Business Reviews
- Annual partner membership period, which will auto-renew each year unless either party wishes to make a change.
- Simple partner agreement form is available for review.

Apica will provide full support to the partner during the sales cycle including:

- Apica will support joint customer meeting(s) to validate Apica's value proposition and/or expand customer vision with subject-matter expertise, resulting in scheduled meeting to progress the opportunity
- Apica will produce the technical solution for review by the partner and customer
- Apica will support all aspects of the sales cycle, such as the need for an RFP, formal selection process, or proof of concept (POC)
- Apica will configure/build proof of concept (POC/pilot)
- Apica will aid in the customer budgeting and purchasing/contract process (as needed).

Apica Partner Program Benefits

The Apica partner program benefits include support for all key areas of your sales, marketing, and customer success plan. These benefits are shown in the following four (4) areas:



Sales Planning

Access to Apica go-to-market strategy and support



Partner Portal

Full collateral access to enable partner growth



Sales Tools

Deal progression and co-selling support



Training & Support

Online training and 24/7 support access



Partner Portal

Apica provides a secure portal available to all Apica partners. Our Portal requires an active partner agreement and an Apica profile. Within the Portal, you can register new opportunities, identify and track leads, and gather all collateral needed to present and sell your solutions and improve the return on your investment. In addition, the Portal contains training materials to help you build your Apica knowledge. You will find everything you need to market and sell the Apica platform in one convenient location – from introductory slides, competitive intelligence, demos and technical presentations.

Training and Certifications

Apica offers collateral that covers the complete customer lifecycle. The following training curriculum, courses, tracks are available and can be found within the Partner Portal.

Course	Sales Training	Fundamentals	Methods/Processes	Training	Certification
Topics	CONTRACTUAL & PRICING VALUE PROPOSITION SOLUTIONS & PACKAGES CUSTOMER REFERENCES SALES PROCESS & TOOLS BATTLE CARDS	ASCENT LAKE ASCENT FLOW ASCENT FLEET SYNTHETIC FUNDAMENTALS	ASCENT DATA MANAGEMENT BEST PRACTICES ASCENT CONFIGURATION AND ALERTING BEST PRACTICES SYNTHETIC ONBOARDING DEPLOYMENT OPTIONS	ASCENT FLOW, OBSERVE, AND FLEET – BASIC & INTERMEDIATE SYNTHETIC MONITORING BASIC & INTERMEDIATE ZEBRATESTER BASIC & INTERMEDIATE	TECHNICAL SALES ASCENT LAKE, FLOW, AND OBSERVE ASCENT SYNTHETIC MONITORING POST-SALES IMPLEMENTATION DESIGN AND CONFIGURATION
Target Group	SALES REP	PRESALES / PROJECT MANAGER / TEST LEAD		PRESALES / DEVELOPER / TEST / QA / DEVOPS	

Getting Started

3 Simple Steps to Partner with Apica:

1. **Sign Up:** Register as a partner at www.apica.io/partners or email sales@apica.io.
2. **Access Resources:** Leverage the Apica Partner Portal for comprehensive training, sales tools, and marketing assets.
3. **Collaborate and Innovate:** Work closely with Apica's experts to integrate solutions, develop joint offerings, and deliver exceptional results for your customers.

Call to Action:

Join the Apica Partner Program to transform observability data management and unlock new business opportunities with platforms like Datadog, Splunk, and other leading observability providers.