



**CLOUDFLARE**  
PARTNER NETWORK

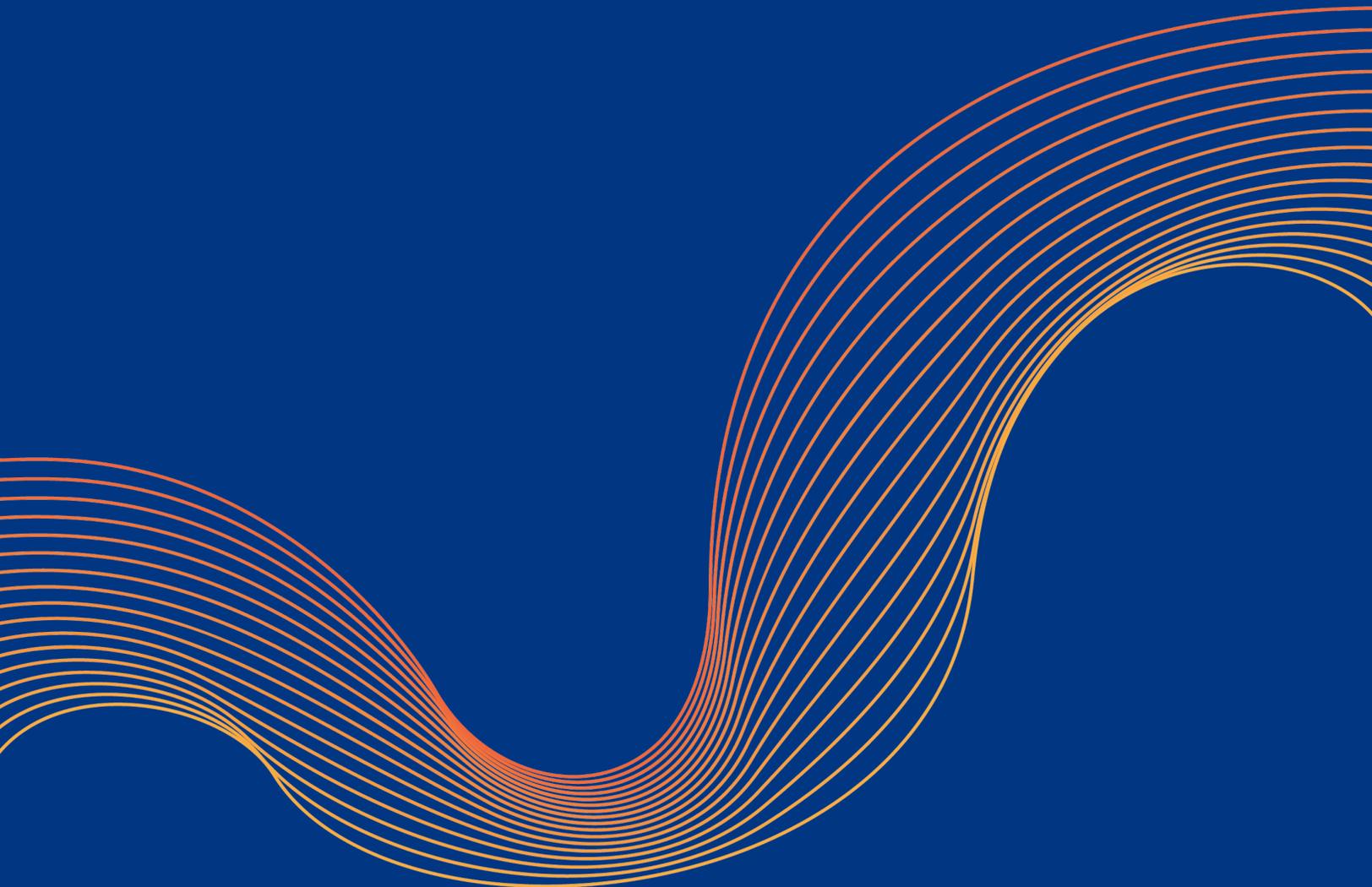
BUILDING A BETTER INTERNET TOGETHER WITH OUR PARTNERS

---

# Cloudflare Channel & Alliance Program Guide

---

April 2021



## WELCOME

---

Cloudflare has always had an audacious mission: to help build a better Internet. From its inception, the company realized that a mission this big couldn't be taken on alone. Such an undertaking would require the help of an extraordinary group of partners.

In my career, I've witnessed the powerful impact that a strong partner ecosystem can have on solving complex organizational and societal problems. By combining innovative technologies provided by the vendor, with deep domain expertise provided by the partner, we delivered valuable industry solutions to our customers. And through this process, we helped our partners build valuable businesses, accelerate growth, and bring new innovation economies to all parts of the globe.

I joined Cloudflare because I strongly believe in its mission to help build a better Internet, and believe this mission, paired with its massive global network, will enable the company to continue to deliver incredibly innovative solutions to customers of all segments. Cloudflare has strong brand recognition, a market leading product portfolio, an ambitious vision, and a leadership team that is 100% committed to building out the channel and partner program. We look forward to helping you build your business with Cloudflare!



---

**Matthew Harrell**

Head of Channel Sales & Partnerships

## TABLE OF CONTENTS

---

<b>Overview</b>	<b>4</b>
<b>What is the partner program?</b>	<b>5</b>
<b>Why partner with Cloudflare?</b>	<b>5</b>
<b>Why our customers value partners</b>	<b>6</b>
<b>Beginning your partner journey</b>	<b>6</b>
<b>Partner types</b>	<b>7</b>
<b>Partner program tiers</b>	<b>10</b>
<b>Resources</b>	<b>14</b>

## OVERVIEW

---

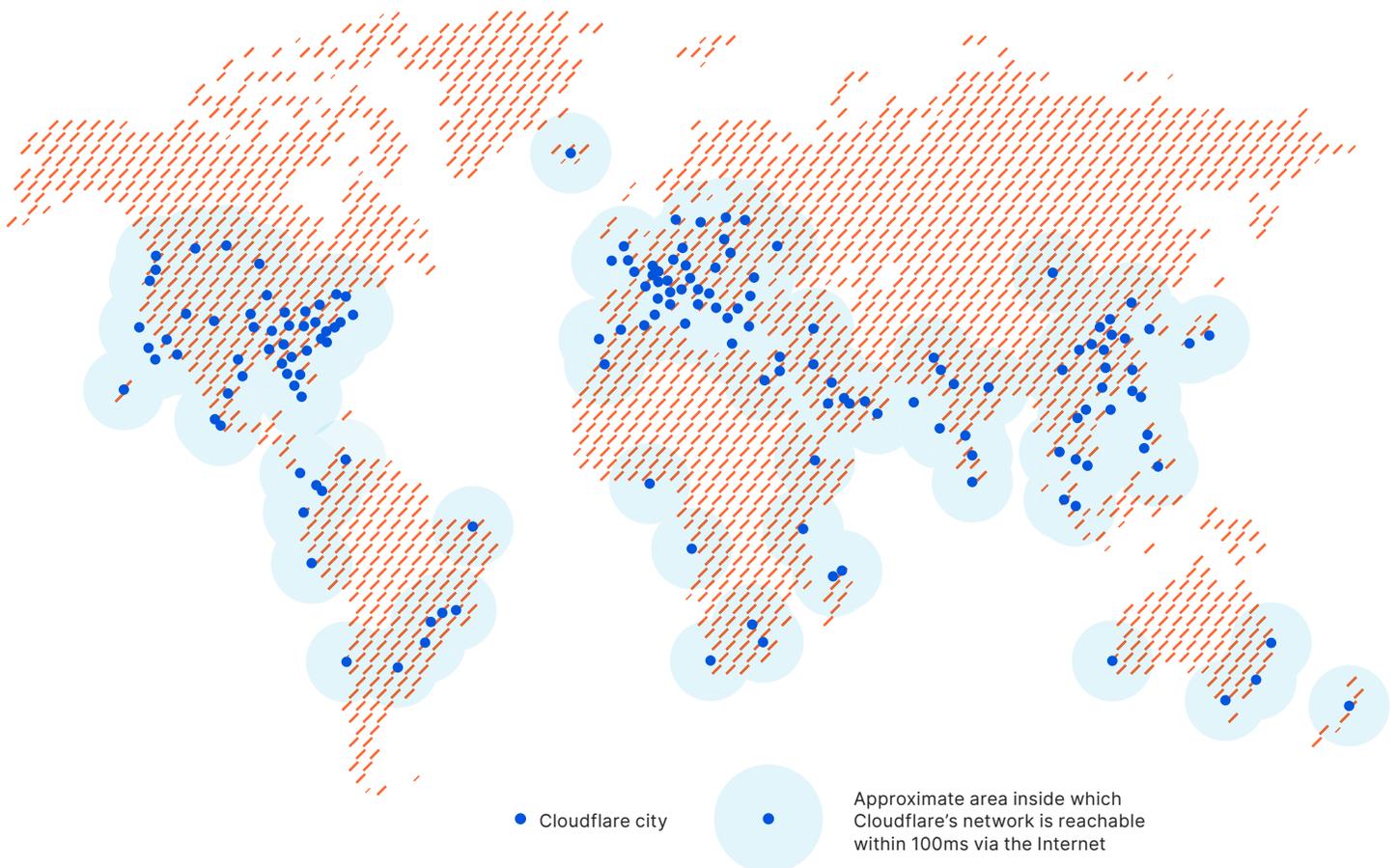
# Becoming a Cloudflare Partner

Cloudflare is in a unique position to capitalize on the increasing adoption of cloud technologies globally. The Cloudflare solution provides an integrated global network that helps customers meet their business needs around security, performance, reliability and platform. As more mission-critical applications and devices migrate to cloud technologies, there is an enormous opportunity for customer-first companies to build and grow a successful Cloudflare-based business.

This guide provides an introduction to the Cloudflare Partner Program and details how you can build a compelling business by partnering with Cloudflare.

The guide walks you through the Cloudflare partner journey detailing the different partner types, tiers and programs. This guide will highlight the resources available to you at each tier to help you grow your business. Over time, the Cloudflare Partner Program will expand as we continue to invest in our partners and the tools to make them successful. This guide is your all-in-one resource to begin and advance your journey as a Cloudflare Partner.

For more information and to apply to become a partner, our [Partner Portal](#).



Map data as of Jan 15, 2020

## PROGRAM MISSION

---

### What is the Cloudflare Partner Program?

The Cloudflare Partner Program is a global program for solutions businesses using Cloudflare. Whether you are just beginning to build a practice on Cloudflare, or are expanding your current business, the Partner Program can help you achieve your business goals. The program is dedicated to helping you build, market, and grow a compelling business around the Cloudflare solution.

#### Program goals

- **Highly Profitable Partnership Opportunities-** Best-in-class revenue share models
- **Ease-of-Doing-Business-** From initial sign up, to enablement, marketing and integration, we want to make it easy
- **Strategic Alignment-** Cloudflare is committed to making partners successful and to rewarding those who invest with us

#### Program mission

“Cloudflare will be the easiest and most valuable solution for channel partners to sell and support globally.”



---

#### Innovative Solutions

- Threats such as phishing, bots, and malware are increasing in volume and sophistication
- The network perimeter has dissolved as services and users move to the Internet
- User profiles and permissions are difficult to manage without a unified view and password fatigue is real
- BYOD adoption forces IT to accelerate support for personal devices



---

#### Routes to Revenue

- Increased volume of internet, SaaS, and IaaS traffic from all locations has strained network architectures
- Mobile and remote office workers need access to network protected resources
- VPNs struggle to support latency sensitive applications
- Complexity has increased exponentially with the proliferation of point solutions from different vendors



---

#### Attractive Discounting

- Breaches are expensive to defend against and even more expensive to remediate
- MPLS connections for backhauling traffic is costly and insufficient for modern cloud applications like M365.
- Technology sprawl creates inefficiencies and requires expensive expertise
- Global pandemic and resulting financial crisis creating uncertainty

## PARTNER JOURNEY

### Why do customers value our partners?

Cloudflare is building an amazing global network, but our many partners bring additional expertise that drive business outcomes for our mutual customers.

#### Trusted Relationships

Customers want to work with trusted partners who provide years of customer expertise to enhance the value of Cloudflare products.

#### Integration

Customers benefit from seamless and fully integrated solutions that leverage the partner's solution and Cloudflare's easy-to-use APIs.

#### Services

Cloudflare customers often require additional support, professional services, and ongoing engagement that requires partner expertise and resources.

### Where to begin your partner journey

Every partner provides a unique offering and expertise to our customers. We are committed to making your partner journey with Cloudflare straightforward and engaging, as you learn about our products, enable your team, work with end-customers, and grow your business through the Cloudflare Partner Program.

1. **Discovery** - Learn about Cloudflare's global network, mutual fit and joint opportunities.
2. **Commit** - Register as a Partner via the partner portal or your partner team and sign our partner agreement.
3. **Educate** - Learn from the available enablement materials and sessions on our product and sales.
4. **Launch** - Announce and market your partnership, develop pipeline and events.
5. **Accelerate** - Achieve & surpass tier commitments to gain additional benefits, build new service practices, and support additional Cloudflare products.



#### Discovery

Understand mutual fit

#### Commit

Signed partner agreement

#### Educate / Enable

Master the solution across self-serve and online sessions

#### Practice Design

For service partners, prioritize and build initial offering

#### Account Mapping

Prioritize initial opportunities

#### Soft Launch

Begin initial engagements with shadowing and oversight by the Cloudflare Partner Team

#### Launch

Formal launch with joint marketing support

#### Accelerate

Build new opportunities, engagements, and practices across new products

## PARTNER TYPES

---

### What profiles make great partners?

Cloudflare is proud to include in our Partner Network a diverse, best-in-class set of partners. Together we deliver the solutions, applications, services and expertise which make possible a more secure, better-performing and more reliable Internet experience for customers worldwide.

#### Enterprise Plan Service Partners

Gain the specialized sales and technical certifications and go-to-market resources you need to grow your business by providing value-added resale, managed security, consulting or professional services for Cloudflare Enterprise Plan solutions.

#### Referral Partners

Refer opportunities with Enterprise accounts to Cloudflare for attractive referral fees.

#### Pay-as-you-Go Plan Resellers

Resell Cloudflare pay-as-you-go plans by leveraging our partner APIs.

#### Alliances/OEM Partners

Embed Cloudflare's innovative security, performance and reliability products into your applications or infrastructure using our APIs, developer kits and other integration resources customized for you.

### Enterprise Services Program Tiers

Whether you are a value-added reseller, a managed services provider or a systems integrator, the Cloudflare Enterprise Plan Services Partner Program gives you a growth path.

The higher your partner status, the higher your discounts and other rewards. See the following pages for details on our Select, Advanced and Elite tiers for Enterprise Services Partners

### Becoming A Service Partner

Cloudflare Service Partners provide advisory, professional and managed services to our mutual customers. Their expertise allows customers to offload and optimize their Cloudflare solution and allowing them to focus on their core business.

#### Benefits

- **Increased discounting and revenue share**  
Service Partners can take part in larger revenue share models as they grow and support their customers
- **Channel Referrals** - Cloudflare routinely refers customers to our certified Partner Network for any additional professional or managed services requests.
- **New Services Revenue Stream** - Service Partners typically break even after a single service engagement across professional and managed services.
- **Strategic Alignment** - Service partners have the opportunity to become strategic delivery partners that assist Cloudflare more directly in is committed to making partners successful and to rewarding those who invest with us

#### Becoming a Service Partner

- **Enablement Requirements**  
Service Partners are expected to meet tier-level certification requirements up to the Accredited Services Architect role, with some specializations required based on practice types (i.e. Migration Services)
- **Practice Requirements** - Service Partners are required to complete an initial service audit, joint-go-to-market, and practice design.

### Service Opportunities

#### Practice Design

- **Network Transformation (SASE)**  
Service Partners provide advice and assessments as customers move from hub-and-spoke network security solutions to a secure access service edge (SASE).
- **Implementation & Migration Services**  
Provide resourcing to help customer migrate from legacy solutions to Cloudflare's network
- **App Modernization**  
Support the movement of workloads to our Edge Development platform with coding and deployment
- **Managed Security & Insights**  
Provide ongoing managed security services, proactive monitoring and SoC support for customers using the Cloudflare Network.
- **Managed Performance & Reliability**  
Optimize cache hit ratios and network performance across Clou.
- **Zero Trust Identity & Access Management**  
Manage security and access polociess across customer's infrastructure and applications using Cloudflare's zero trust services.

## ENTERPRISE SERVICES PARTNER PRACTICES | EXAMPLES

NETWORK TRANSFORMATION			
<b>Practice</b>	Support customers on their migration from hub-and-spoke network security models to Secure Access Service Edge (SASE) and Zero Trust.	<b>Requirements</b>	Tier-level # of Services Architects Network Transformation Training
<b>Type</b>	Advisory & Professional Services	<b>Breakeven/ROI</b>	Variable - A single full transformation journey guiding a customer through 12-18 months of hardware retirement and consolidated network connectivity to Cloudflare's global platform.
<b>Possible Packaging</b>	Time & Materials for producing a SASE Readiness Assessment reviewing key customer network infrastructure and a 12-18 month transformation of network hardware.		

MIGRATION SERVICES			
<b>Practice</b>	Time-boxed and flat-rate migration services to assist customers in their implementation and migration from legacy vendors	<b>Requirements</b>	Tier-level # of Services Architects Migration Workshop training
<b>Type</b>	Professional Services	<b>Breakeven/ROI</b>	A single migration engagement provides a breakeven point for trained resources, making this a lucrative starting practice for professional services.
<b>Possible Packaging</b>	Fixed-Fee Packages or Time & Materials e.g. • Small; Medium; Large ranging from \$50,000 - \$400,000		

MANAGED SECURITY SERVICES / SOC			
<b>Practice</b>	Ongoing support Cloudflare's Security solutions with expert support, can include proactive SoC monitoring & SIEM integrations.	<b>Requirements</b>	Tier-level # of Services Architects Active global SoC (Optional)
<b>Type</b>	Managed Services	<b>Breakeven/ROI</b>	A single advanced engagement provides a breakeven point for trained resources, making this a common starting practice for ongoing managed services.
<b>Possible Packaging</b>	Fixed Fee Packaging <ul style="list-style-type: none"> <li>• Basic - \$4,000 - \$6,000 / month</li> <li>• Advanced - \$15,000 / month</li> <li>• Custom - \$25,000+ / month</li> </ul>		

# Program Requirements

---

## ENTERPRISE SERVICES PARTNER PROGRAM TIERS | SELECT

Select Tier	
<b>Profile</b>	Referral Partners Self Serve Resellers Growth Resellers
<b>Discount</b>	Tier Bonus: 10% Deal Registration Bonus: 10%
<b>Support</b>	Self-Serve Demo Account (Biz) Partner Badge
<b>Education</b>	Cloudflare University Online Workshops and Webinars
<b>Requirements</b>	Monthly Qualified Opps: 1 Certified Sales Resources: 2 Certified Tech Resources: 1 Reference Customers: 1/Year MRR: \$10,000

- The Select tier is where partners can commit to and grow their partner journey with Cloudflare.
- Select Partners enjoy higher discounts than Referral or Pay-as-you-go Plan Resellers, with additional educational and enablement support.
- The tier is designed for Growth resellers who are able to commit more resourcing to Cloudflare and develop sustainable businesses around Cloudflare solutions.
- Additional demo accounts, training, and certification are made available to ensure partner resources can grow their Cloudflare expertise and unlock additional opportunities.
- Top performing partners in this tier can potentially receive additional support from our account management and enablement teams to develop and grow their business further with Cloudflare.

## ENTERPRISE SERVICES PARTNER PROGRAM TIERS | ADVANCED

Advanced Tier	
<b>Profile</b>	Regional Enterprise Resellers MSPs
<b>Discount</b>	Tier Bonus: 20% Deal Registration Bonus: 10%
<b>Support</b>	Channel Account Management
<b>Education</b>	1 Demo Account (Enterprise) Cloudflare University Online Workshops and Webinars
<b>Requirements</b>	Monthly Qualified Opps: 3 Certified Sales Resources: 5 Certified Tech Resources: 5 Reference Customers: 3/Year Partner-Led Events: 1/Year MRR: \$35,000

- The Advanced tier is where partners unlock Enterprise sales paths to differentiate their practice even more.
- Advanced Partners gain all of the benefits of the previous two tiers, with additional educational, enablement and marketing benefits.
- The tier is designed for Growth resellers and service partners such as professional services and managed services organizations who are able to commit more resourcing and develop sustainable businesses around the Cloudflare solution.
- Additional demo accounts, training, and certification are made available to ensure partners can expand their Cloudflare expertise and unlock additional opportunities.
- Top performing partners in this tier gain additional success resources and receive assistance during joint account planning.
- Partner-Led Event should have a lead-generation focus. Resulting leads must be shared with Cloudflare as proof-of-compliance with this requirement.

## ENTERPRISE SERVICES PARTNER PROGRAM TIERS | ELITE

Elite Tier	
<b>Profile</b>	Global Resellers Global MSPs Platforms
<b>Discount</b>	Tier Bonus: 25% + 5% Discretionary Bonus Deal Registration Bonus: 10%
<b>Support</b>	Dedicated Team 24/7 Phone
<b>Education</b>	3 Demo Accounts (Enterprise) Joint Account Plans Custom Workshops
<b>Requirements</b>	Monthly Qualified Opps: 10 Certified Sales Resources: 10 Certified Tech Resources: 10 Reference Customers: 5/Year Partner-Led Events: 2/year MRR: \$100,000

- The Elite tier is where optimized partners are consistently reaching global audiences across our entire Enterprise product offering.
- Cloudflare Elite Partners enjoy all of the benefits of previous tiers, with enhanced marketing and global account team support.
- The tier is designed for global Enterprise resellers, distributors, systems integrators, and global service partners who are providing compelling sales, services and support to end-customers.
- Additional account team members, personalized training, and Enterprise-grade support is made available to ensure Elite Partners have the resources necessary to optimize and accelerate their Cloudflare expertise and to unlock global Enterprise opportunities.
- Partner-Led Event should have a lead-generation focus. Resulting leads must be shared with Cloudflare as proof-of-compliance with this requirement.

## ENTERPRISE SERVICES PARTNER PROGRAM TIERS | SUMMARY

	Select	Advanced	Elite
<b>Profile</b>	Referral Partners Self Serve Resellers Growth Resellers	Regional Enterprise Resellers MSPs	Global Resellers Global MSPs Platforms
<b>Max Discount</b>	20%	30%	35-40%
<b>Support</b>	Self-Serve Demo Account (Biz) Partner Badge	Channel Account Management	Dedicated Team 24/7 Phone
<b>Education</b>	Cloudflare University Online Workshops and Webinars	1 Demo Account (Enterprise) Cloudflare University Online Workshops and Webinars	3 Demo Accounts (Enterprise) Joint Account Plans Custom Workshops
<b>Requirements</b>	Monthly Qualified Opps: 1 Certified Sales Resources: 2 Certified Tech Resources: 1 Reference Customers: 1/Year MRR: \$10,000	Monthly Qualified Opps: 3 Certified Sales Resources: 5 Certified Tech Resources: 5 Reference Customers: 3/Year Partner-Led Events: 1/Year MRR: \$35,000	Monthly Qualified Opps: 10 Certified Sales Resources: 10 Certified Tech Resources: 10 Reference Customers: 5/Year Partner-Led Events: 2/year MRR: \$100,000

### Tech Resource Definition & Tier Requirements can vary by Partner Type:

- Reseller partners must complete Sales Professional and Sales Engineer training up to tier requirements.
- VAR & L1 Support partners must complete Configuration Engineer training up to tier requirements.
- MSP/MSSP Partners must complete a Partner Assessment, Services Architect training up to tier requirements, and the design and launch of a services practice.

Service Specializations can also be achieved with additional training.

This overview is provided for informational purposes only. It does not create any offer, contractual commitment, promise, or assurance from Cloudflare. Any benefits described herein are at Cloudflare's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between Cloudflare and its customers or partners.

## ALLIANCE PARTNER PROGRAM | SUMMARY

Alliance Tier		
<b>Profile</b>	OEM, Integration & Platform Partners Telcos & Service Providers Global Distributors	<ul style="list-style-type: none"><li>• Our Alliance tier is available for partners who wish to integrate Cloudflare more deeply into their core offerings. This could include platform integration, white labeling our solutions into their applications or cloud solutions, or some other technical partnership.</li><li>• Cloudflare Alliance Partners enjoy the benefits of all the previous tiers, with additional contract options and specialized account team support.</li><li>• The tier is designed for global Enterprise OEM and platform partners who want to build unique and compelling solutions together with Cloudflare, and offer corresponding services and support to end-customers.</li></ul>
<b>Discount</b>	Custom	
<b>Support</b>	Specialized Account Teams	
<b>Education</b>	Custom	
<b>Requirements</b>	Negotiable	

# Promotions and Training

---

# Partner Promotions and Incentives

As you begin your partner journey with Cloudflare, move up the tiers and continue to grow your Cloudflare-based business, we encourage you to take advantage of all of the resources available to you as a Cloudflare partner.

Your homepage on your partner journey is the [Cloudflare Partner Portal](#). This exclusive resource is a one-stop-shop for all of the tools and content that you need to grow your business on Cloudflare. Once you self-register for the portal, you have access to Cloudflare technical and non-technical training, you can download self-serve marketing content, and access our live and on-demand partner webinars.

### Partner Promotions & Incentives

Cloudflare will from time to time offer partners various promotions and incentives, directed at either end-users or at partner contacts. Qualifications will vary as indicated in program flyer terms and conditions, and may include the requirement that to qualify partner companies must permit their employees to receive the designated incentive at Cloudflare program terms.

### Partner Scorecard

The Cloudflare scorecard allows you to track your success and growth through the partner program. It includes the following criteria:

- Partner Type & Tier
- Time in Tier
- Deals Closed
- Qualified Opps
- Billings
- Reference Customers
- Certifications

## PARTNER ENABLEMENT

---

# Partner Accreditations

Within the portal, you can access Cloudflare University to complete our Accreditation programs and also access training materials and other enablement offerings.

Certification		Course name	Format	Duration
ASP	Cloudflare Accredited Sales Professional	Identifying Cloudflare Opportunities	ELT	1 Hr
ASE	Cloudflare Accredited Sales Engineer	Selling Cloudflare Solutions - Technical	ELT	3 Hr
ACE	Cloudflare Accredited Configuration Engineer	Implementing Cloudflare Solutions	WBT/ILT	2 Hr
		Optimizing Cloudflare Solutions	WBT/ILT	2 Hr
		Troubleshooting Cloudflare Solutions	WBT/ILT	2 Hr
ASA	Cloudflare Accredited Service Architect	Managed Security	WBT/ILT	4 Hr
		Managed Performance	WBT/ILT	4 Hr
		Migrating to Cloudflare	ILT	5 Hr

ELT	eLearning Training (Self-paced)
WBT	Web based Training (Instructor-led)
ILT	Instructor-led Training (Hands-on Workshop)

This document is provided for informational purposes only. It does not create any offer, contractual commitment, promise, or assurance from Cloudflare. Any benefits described herein are at Cloudflare's sole discretion and may be subject to change or termination without notice. This document is not part of, nor does it modify, any agreement between Cloudflare and its customers or partners.