

# Managed Service Provider Cloud Partner Program

ENGAGE. INNOVATE. GROW.



LucidLink

## Engage. Innovate. Grow.

The LucidLink MSP Partner Program enables managed service providers to grow their business with predictable and recurring revenue through cloud-native file services that facilitate the use of cloud storage in production. LucidLink empowers its MSP partners to be successful by providing tiered pricing, training, certifications, marketing development funds (MDFs), and sales materials that are informative and designed to be easily co-branded.

LucidLink Filespaces™ cloud-native file service is a profitable extension to existing MSP portfolios. With LucidLink, MSPs can boost profitability and differentiate their cloud management offerings. As cloud usage grows and data environments become increasingly complex, keeping pace with the rate of change can often seem impossible. MSPs lessen the burden by playing a pivotal role in managing and scoping cloud programs for their customers. As more companies seek the expertise of MSPs to implement cloud-first technologies, LucidLink is here to help.

Filespaces is designed to address the business needs around storing large data sets on and off premises and accessing them over distance while offering best-in-class security and privacy guarantees. It further gives businesses complete control over where the data is hosted to respond to varying economic, performance, and data sovereignty requirements. Additionally, it offers advanced file capabilities like snapshots, with future extensions like deduplication and multi-cloud support. LucidLink Filespaces is a no-compromise solution for leveraging file services for private or public clouds.

### Why partner with LucidLink?

- Easy-to-manage cloud services drive recurring revenue growth
- Innovative cloud-technology solutions reduce costs
- Sales certifications, support services, training, and empower new opportunities
- Marketing and sales tools enable greater profitability
- Tiered pricing provides economies of scale

### MSPs who partner with LucidLink appreciate:

- Reduced operational expenses
- Enhanced customer satisfaction
- Consistent recurring revenue

### MSPs who partner with LucidLink can:

- Accomplish easy installation, management, and support
- Accommodate multiple customers without commingling data
- Experience a 100% cloud-based, zero-on-site management infrastructure

From simple onboarding to benefits suited for your MSP business, we have go-to-market resources and incentives so that you can focus on what matters most—your business.

## Storage Options

LucidLink offers two storage options with Filespaces. For MSPs that do not already have object storage, LucidLink partners with Wasabi Hot Cloud Storage to provide one complete service package. MSPs may also use any provisioned object storage with LucidLink Filespaces.

### LucidLink Storage

LucidLink storage is designed for customers who have not provisioned cloud storage. LucidLink Storage allows these customers to get up and running quickly on Filespaces with fees based on data capacity and the number of connected devices.

### Provide Your Own Storage

LucidLink supports most cloud and on-premise providers. If you don't see your preferred vendor on the [list](#) of qualified companies, please contact us.



## Profitability for MSPs

LucidLink MSP partners now have new options to grow their businesses, including volume discounts, MDFs, and a tiered pricing structure for Gold and Silver level partnerships.

### Volume Discount Pricing

LucidLink's pricing model takes into consideration two pricing dimensions—the number of connected devices and the data capacity. As you increase in capacity and the number of devices, the cost per TB and device drops at specific increments. Customers are charged on actual daily usage metered over every 24 hours and invoiced monthly.

MSPs participating in LucidLink's partner program can combine customers to take full advantage of volume capacity and device pricing, with an additional reduction in costs.



## Training and Certifications

Once you have completed the technical certification, you will be better positioned to maintain LucidLink Filespaces with customers as well as implement new services in areas such as backup, NAS replacement, and remote collaboration.

LucidLink's sales training and certifications prepare MSPs to convey the value of Filespaces across a range of vertical industry applications. Certifications include use cases, sales demonstrations, customer testimonials, and more. Once completed, each certification unlocks a new level of powerful sales tools to jumpstart the sales process and help close more opportunities.

LucidLink's technical and sales certifications empower MSPs to:

- Increase sales
- Reduce costs
- Streamline technology implementations
- Boost customer satisfaction



## Tiered Pricing for MSPs

### Gold Partners

Gold partners achieve this tier by completing training and passing certifications, meeting or exceeding revenue goals, delivering high customer satisfaction, and satisfying the other criteria as specified in the program. Gold partners receive the program's premium benefits including MDFs and discount pricing.

### Silver Partners

Silver partners meet high requirements for training and certifications, technical support, revenue, and partner business goals as specified. Silver partners receive 15% off of published pricing.

### Partner Portal

A password-protected MSP portal will soon be available to deliver valuable marketing and training information such as training documents, case studies, testimonials, use cases, and solution briefs. All applicable materials will be designed specifically with co-branding in mind. Gold partners may also take advantage of co-marketing webinars.

At LucidLink, we are focused on enriching MSP product offerings and providing better cloud-native experiences for MSPs and their customers.