



Working together
to take mobility
to endless
possibilities.

Who is SOTI?

SOTI has been managing mobility for two decades. We managed special-purpose mobile devices before smartphones were introduced, and now we are leading the way toward securing and managing the Internet of Things. Companies around the world depend on SOTI to manage their enterprise mobility and workforce enablement strategies.

SOTI is the fastest growing company in today's competitive mobility management marketplace. We are committed to our channel partners; your success is our success. Our award-winning Altitude Partner Program helps you to achieve your goals for revenue and customer satisfaction.

The SOTI Altitude Partner Program

SOTI is a proven innovator and industry leader in business mobility management. We are committed to creating value by working with likeminded organizations.

Our award-winning Altitude Partner Program provides partners with instant access to sales and training resources along with high-impact marketing assets. Our goal is to work with our channel partners to create opportunities and build their business.



5 Reasons to Partner With SOTI

- 1. Massive Market Growth**
Ovum projects the EMM market to quadruple by 2019, from US\$2.7 billion to almost US\$10 billion.
- 2. Fast Growing Company**
45% global revenue growth with 17,000+ customers in 170+ countries globally.
- 3. Recurring Revenue Stream**
SOTI Cloud solution, subscription and professional services.
- 4. Continuous Investment**
Our award-winning partner program provides partners with enhanced solution-based sales and technical training, partner acceleration and revenue-enhancement programs.
- 5. Committed to our Partners**
Delivering the solutions, expertise, training, support, and resources to elevate your value and relevance as a strategic IT business advisor.

To register for the SOTI Altitude Partner Program please visit www.soti.net/partners.

Program Overview (North America)

The SOTI channel partner program has been designed with benefits and requirements reflecting the needs of our partners at all levels.

Levels	Elite Advisor	Expert	Professional	Associate	Registered
Sales					
Deal Registration	√	√	√	√	√
How To Sell Webinar Series	√	√	√	√	√
Volume License Discount	√	√	√	√	√
Enablement					
NFR Demo Licenses (1 year)	20	12	8	4	4
SOTI Academy & Certifications (No Charge)	15	12	10	6	4
SOTI Awards	√	√	√	√	√
Dedicated Executive Sponsor	√	√	√		
Advisory Council	√				
Marketing					
Co-Branded Marketing Collateral	√	√	√	√	√
Partner Press Releases	√	√	√	√	√
Lead Generation Kits	√	√	√	√	√
Altitude Partner Logo Usage	√	√	√	√	√
Customer Case Study Incentive	√	√	√	√	√
Marketing Leads	√	√	√		
Access to Marketing Development Funds (MDF)	√				
Dedicated Field Marketing Manager	√				
Support					
Supported by Distribution Partner	√	√	√	√	√
Partner Portal Access	√	√	√	√	√
Dedicated Account Manager	√	√	√		
SOTI Presales Support	√	√	√		
Requirements					
Completion of SOTI Altitude Partner Program Application	√	√	√	√	√
Annual Revenue in US Dollars	\$300,000	\$200,000	\$100,000	\$30,000	<\$30,000
Certified Technical Specialist	3	3	2	2	1
Minimum # of employees who must complete SOTI Sales Training	3	3	2	2	1
Partner Portal Administrator	1	1	1	1	1
Margin	35%	30%	25%	20%	15%

SOTI is a proven innovator and industry leader for mobility and IoT management. Globally, over 17,000 companies depend on SOTI to transform their business by taking mobility to endless possibilities.