

PARTNER PROGRAMME

A Collaborative Platform for Mutual Success



The ST Telemedia Global Data Centres (STT GDC) Partner Programme provides our partners the ability to extend their data centre service portfolio with a trusted service provider. Partners can rely on our data centre platform and broad selection of connectivity services to deliver multi-data centre and multi-cloud solutions, enter or expand in the Singapore market, or to augment existing capabilities.

PARTNER BENEFITS

We are committed to fostering the success of our partners. Sales enablement tools, technical support, training and marketing resources will be provided to equip partners with the requisite knowledge and materials to deliver market leading services and solutions by leveraging on our strategically located Tier 3 data centres in Singapore.

In addition to no programme fees, revenue commitment and exclusivity requirements for participants of the Programme, Channel Partners also enjoy an attractive incentive regime. With services that are developed with scalability and flexibility in mind, STT GDC can cater to virtually any partner or customer's stage of growth and evolving business needs.

PROGRAMME PARTICIPATION MODELS

Partners have a choice between two programme participation models, Reseller and Channel Partner. Participation in the models are not mutually exclusive.

	Reseller	Channel Partner
Prospecting	Resellers prospect customers independently. STT GDC may or may not know the identity of the customer.	Channel Partners prospect customers jointly with STT GDC sales and technical support.
Contracting	Resellers contract with customer.	Channel Partners play a facilitating role to contract STT GDC with customer.
Eligibility	Resellers have expertise in the marketing, promotion, distribution and sale of products and services in relation to data centre services.	Willingness to actively market STT GDC, and to be customers' primary point of contact for STT GDC's services.
Pricing	Resellers define margins.	Channel Partners price based on STT GDC defined price list.
Market Messaging	Resellers develop marketing materials with considerable latitude over messaging.	Channel Partners largely employ only STT GDC developed marketing materials and defined messaging.
Incentive	Not Applicable	Applicable
Deal Registration	Applicable	Applicable

CONTACT

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