

NUTANIX[™]
YOUR ENTERPRISE CLOUD

Elevate Technology Alliance Program

Program Guide



Quick start menu



Program Overview

The Nutanix Elevate Program offers Technology Alliance Partners the unique opportunity to build, deploy, and differentiate their solutions on the world's leading Enterprise Cloud Platform.

The Program is open to developer, application, and hardware partners. It provides several engagement paths such as Nutanix Ready technical validation, placement in the Nutanix Cloud Marketplace, Nutanix Ready [Software Compatibility List](#).

Nutanix also offers enhanced benefits specifically designed to drive solution awareness, collaborative go-to-market activities, and technical enablement.

There has never been a better time to collaborate with Nutanix, to empower your customers with the agility and cost effectiveness of the public cloud, without sacrificing the security and control of on-premise solutions.

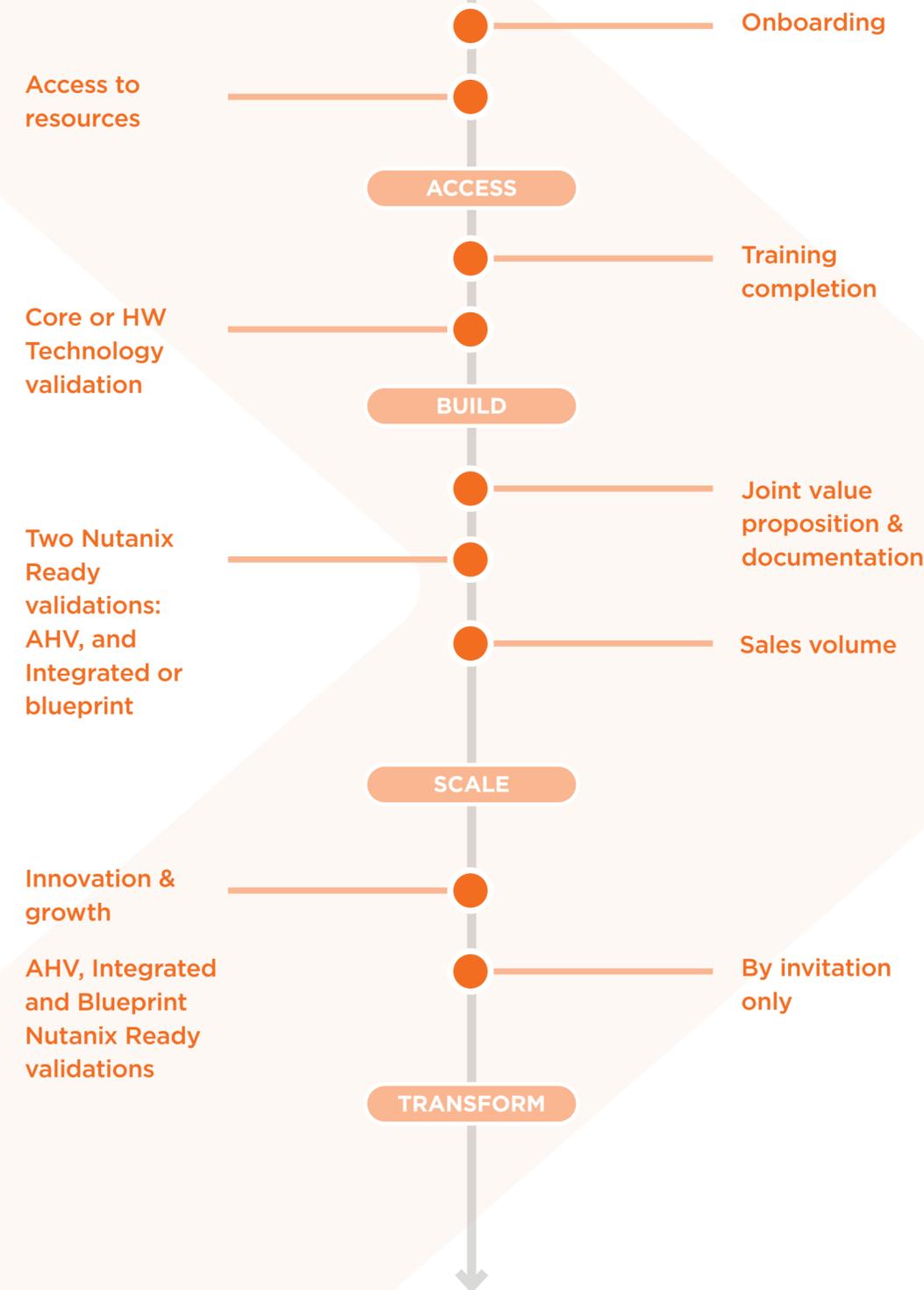
1.1 Elevate Partner Journey

The Access tier is only the beginning of your Nutanix Elevate partner journey.

Once onboarding is complete, we will work with you towards getting your solution validated on the Nutanix platform and become a Build tier partner.

Scale tier partners are a developed group of partners who have built a strong set of “on” and “with” solutions in partnership with Nutanix.

Transform partners are top Elevate partners that have made significant investments in, and with, Nutanix.



1.2 Program Levels

The Nutanix Elevate Program offers membership at four levels:

Access

The entry point for technology partners to begin their Elevate Program journey.

Build

Partners who have validated their technologies with Nutanix can attain this program level.

Scale

Partners that are ready to build stronger technology and go-to-market alignment with Nutanix will take advantage of the Scale level business, technical, and marketing benefits.

Transform

Partners committed to long-term product and sales investments with Nutanix will be rewarded with Transform level benefits.
This program level is by invitation only.

How to join

Simply complete an online application located at nutanix.com/alliances and appropriate Partner Agreement.

Once the application is received, it will be reviewed by Nutanix and once approved, the Partner will be on-boarded at the Access level.

After joining the program, the Partner will receive onboarding information on the Elevate Program and instructions on how to access the Elevate Partner Portal to begin their program journey.

Program membership is automatically renewed each year unless the Partner does not meet program compliance for their level in the program or decides to withdraw from the Elevate Program.

Nutanix reserves the right to reject an application to enroll in the Elevate Program if it is determined that the mutual goals and objectives do not align.

2.1 Terms and Conditions

Legal Entity and Nutanix Program Partnership

Parent companies, affiliates, subsidiaries, or acquired companies of an Elevate Program Partner are not automatically Elevate Program Partners and do not qualify for program benefits unless each individual company satisfies the Elevate Program partnership requirements. Company name, DBA (Doing Business As), or AKA (Also Known As), or other naming convention identified by the partner can be used to establish distinct legal status.

In the case of acquisitions, mergers, and/or other business combinations, the existing partnership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the partnership criteria applicable to the newly formed entity. If for example, an Elevate Partner at the Build level is acquired by another Elevate Partner at the Transform level, and the acquired company is effectively subsumed entirely within the umbrella of the parent company in terms of ongoing business focus, operations and/or corporate structure, the newly formed entity and its subsidiaries will be held to the partnership criteria applicable to the parent company. If, however, the acquisition does nothing to change the business focus or operations of the Elevate Program, the acquisition will not affect the partnership status.

Partner Subsidiaries

Subsidiaries of Elevate Partners at all partnership levels may also receive the benefits of the Partner's Elevate Program participation. Partners must ensure that each subsidiary receiving benefits under the Elevate Program complies with the terms of the Elevate Program and Partner Agreement. Elevate Partners shall be responsible for the actions and omissions of each subsidiary receiving benefits under the programs if the subsidiary's acts and omissions were the partner's acts and omissions.

Partner Information

By joining the Nutanix Elevate Program, a Partner consents to receive program-related information from Nutanix for the following purposes:

- Updating the Partner on program updates and changes
- Administering the program
- Providing information regarding Partner specific training and events and opportunities to participate in surveys and research
- Educating the Partner on business, technical, and marketing resources

Partner Benefits

The Nutanix Elevate Program offers Technology Alliance Partners various business, technical, and marketing benefits focused on building a successful partnership.



3.1 Partner Benefits

Discover the business, technical, and marketing benefits for Technology Alliance Partners.

	Access	Build	Scale	Transform
Access to Elevate Portal	✓	✓	✓	✓
Access to NEXT Community	✓	✓	✓	✓
Listing on Nutanix Alliances partner page		✓	✓	✓
Use of Elevate Program logos		✓	✓	✓
Assigned Nutanix Alliance Manager			✓	✓
Sales and SE enablement sessions			✓	✓
Joint go-to-market collaboration			By Invitation	By Invitation
Executive Sponsorship				✓
Discounts on Nutanix instructor-led training	✓	✓	✓	✓
Eligibility for Nutanix Ready solution validation		✓	✓	✓
Access to NFR equipment and licenses	✓	✓	✓	✓
Access to XLAB Software Licenses ⁽¹⁾		Upon Approval	✓	✓
Assigned Technical contact				✓
One-on-one regional support				✓
Access to marketing templates and tools	✓	✓	✓	✓
Invitation to sponsorship Nutanix .NEXT Conference	✓	✓	✓	✓
Invitation to sponsorship .NEXT On Tour, SKO, GTS events		✓	✓	✓
Nutanix executive quote provided for partner-led announcements			✓	✓
Access to XPAND: Co-brandable ready-to-execute marketing campaigns		✓	✓	✓
Access to a Nutanix Marketing Specialist		✓	✓	✓
Access 50% match MDF funding (Limited)			✓	✓

⁽¹⁾ More information on Nutanix software and equipment for testing is available in the resources 6.4 section of this document

3.2 Partner Benefits

Elevate Partner Portal

All Elevate Partners get access to the Nutanix [Elevate Partner Portal](#). It is a one-stop portal that allows partners to manage their partnership resources. The Elevate Portal contains resources and assets for training, marketing, campaigns, product documentation, testing kits, and more.

Partners may request access to the portal, for any number of employees, by visiting my.nutanix.com and creating a user profile using the email domain of the organization. Partner Primary Contacts can invite and manage the access for all the members within the organization directly from the Elevate Portal (Account Settings).

Once you request and gain automatic access to the Elevate Portal, you will be included in our contact database, ensuring that you receive regular updates from us.

If you experience any issues while registering or accessing the Elevate Partner Portal, or any other Nutanix online portal, please send an email to Partner Help partnerhelp@nutanix.com and cc your Nutanix Alliance Manager.

The Elevate Portal also provides partners an online platform for assistance and support tickets through the qualification/validation process.

Nutanix Alliances Website

The Nutanix Alliances website showcases all companies that are part of the Nutanix Technology Alliance Partner ecosystem, and have validated at least one solution within the Nutanix Ready Program. For more information, please contact your Alliance Manager or visit nutanix.com/alliances

NEXT Community

Partners gain automatic access to the [Nutanix NEXT Community](#) once they obtain access to the Elevate Portal. The NEXT Community is comprised of Nutanix customers, partners, and employees to exchange ideas, learn best practices from experts, and share knowledge.

Interested in submitting a blog post to share with the NEXT Community? Contact your Nutanix Alliance Manager to learn more!

Business & Sales Collaboration

The assigned Nutanix Alliance Manager will develop go-to-market strategies with Scale and Transform level partners, which may include sales enablement, field collaboration and programs, and executive sponsorship to build account plans together.

3.3 Partner Benefits

Nutanix Testing Licenses and Equipment

At Nutanix, we know how important hands-on experience is to fully develop, test, and validate a solution. As a result, we have come up with four different options to meet your needs. More information available in the Resource section of this Elevate Partner Program Guide.

Access to Demand Generation Collaboration

Elevate Partners will gain access to a range of marketing tools and opportunities via the Elevate Portal. Resources will be made available to support marketing execution across a range of awareness, engagement, and pipeline building activities. Eligibility for programs are subject to availability and partner tier.

Please visit the [Elevate Partner Portal](#) for more information.

Partner-Led Announcements

Partners are encouraged to leverage social media and blogs to announce partnership and solution news. Nutanix can provide a quote for partner-authored blogs at the Scale level, and for partner-led press releases at the Transform level. All blogs and press releases that reference Nutanix must be reviewed and approved by Nutanix before publication. Any blogs or press releases not pre-approved by Nutanix may cause the partner to be in breach of the program and placed on probation.

.NEXT[™] CONFERENCE

Access to Sponsors Nutanix .NEXT Conferences

By being a sponsor, partners can strengthen their branding and lead generation opportunities at the most exciting datacenter conferences of the year. Transform and Scale level partners receive priority sponsorship opportunities.

For more information, please visit nutanix.com/next

Access to Sponsors Nutanix .NEXT Tour, SKO, GTS Events

Elevate Partners are eligible to participate at various sponsorship levels in Nutanix .NEXT Conferences, .NEXT On Tour, Global Sales Kick-Off (SKO), and Global Tech Summit. By being a sponsor, partners can strengthen their branding and lead generation opportunities at the most exciting datacenter conferences of the year. Transform and Scale level partners receive priority sponsorship opportunities.

Access to XPAND: Co-Brand Ready-to-Execute Marketing Campaigns

Eligible Elevate Partners will have access to a range of co-brandable, ready-to-go marketing campaigns and downloadable templates. Leverage the XPAND partner demand center to drive your Nutanix digital marketing strategy, augment your brand, and increase sales pipeline.

Access to a Nutanix Marketing Specialist

Eligible Elevate Partners will have access to a marketing specialist to assist with Nutanix co-marketing guidance and the development and execution of Xpand Marketing Campaigns.

Access to 50% match MDF Funding (Limited)

Limited funding will be provided each quarter to promote a proposal based co-marketing activity with Nutanix. Eligible Elevate partners will have access to a 50% match of MDF up to \$10,000.

Requirements

Nutanix Program partners are required to meet and maintain specific business, technical, and marketing goals to further support joint partnership success.

Please visit the [Elevate Partner Portal](#) for more information.



4.1 Partner Requirements

Discover the business, technical, and marketing goals required for the Elevate Partner Program.

- Accept Elevate Program Terms and Conditions
- Designate business and technical contacts
- List Nutanix as a partner on company website
- List Nutanix Ready validated solutions on company website
- Influence in Nutanix bookings
- TSANet membership in Nutanix Custom Group⁽¹⁾
- Earn and maintain Nutanix Ready solution validations
- Number of Nutanix certified sales (NCSR Level 1) and technical (NCP & NCSE Level 1) professionals
- Partner-authored Technical Guide
- Content development on Nutanix Ready solution
- Partner-developed customer success stories

	Access	Build	Scale	Transform
Accept Elevate Program Terms and Conditions	✓	✓	✓	✓
Designate business and technical contacts	✓	✓	✓	✓
List Nutanix as a partner on company website		✓	✓	✓
List Nutanix Ready validated solutions on company website		✓	✓	✓
Influence in Nutanix bookings			\$3M / year	\$10M / year
TSANet membership in Nutanix Custom Group ⁽¹⁾		✓	✓	✓
Earn and maintain Nutanix Ready solution validations		Core and/or Hardware	Two Nutanix Ready validations: AHV, and Integrated or Blueprint	AHV, Integrated and Blueprint
Number of Nutanix certified sales (NCSR Level 1) and technical (NCP & NCSE Level 1) professionals			1 NCSR L1 1 NCSE L1 1 NCP	3 NCSR L1 2 NCSE L1 1 NCP
Partner-authored Technical Guide	Please see the Nutanix Ready section of this document			
Content development on Nutanix Ready solution		Solution Brief	Solution Brief Customer Success Story	Mutually defined
Partner-developed customer success stories			3 / year	5 / year

⁽¹⁾ More information on TSANet is available in the resources section 5.5 of this document and FAQ section.

4.2 Partner Requirements

Partner Agreement and Designated Contacts

All partners must be enrolled in the Nutanix Elevate Program and currently in good standing to qualify for program benefits. The partner must also supply a list of their business and technical contacts as part of their Partner Profile.

Business Contact - Each Elevate Partner must designate one person as the primary business contact during the application process. The primary contact must be an authorized legal representative of the company and will have access to all appropriate Elevate Program level benefits and communications after the application is approved.

Technical Contact - Each Elevate Partner must designate one person from their company to act as the primary Technical Contact during the application process. Upon authorization, the Technical Contact will receive access to NFR licenses and other technical benefits.

Partner Compliance

All Nutanix Elevate Partners are expected to act with integrity and be ethical and accountable in their dealings with Nutanix, their end users, and any other Nutanix Partner they may engage with. Additional requirements may include, but are not limited to, additional agreements, business reviews, or specific compliance training.

Partner compliance also includes ensuring that all communications utilizing the Nutanix Elevate Program Partner logos meet Nutanix Brand Guidelines. A copy of the brand guidelines can be found on the Elevate Partner Portal.

Business Reviews and Interlocks

Scale and Transform level partners are required to participate in semi-annual business planning and reviews with their Nutanix Alliance team and Nutanix executives. These reviews may be held at Nutanix headquarters or at the partner's location.

Regular business and technical teams interlock meetings are to be held expressly for the purpose of resolving customer concerns, technical roadmap planning, etc. The partner and Nutanix Alliance team will determine the cadence for these meetings after on-boarding has taken place.

Partner Website

Elevate Partners at the Build, Scale and Transform levels are required to list Nutanix as a partner as well as have a partnership statement on their company website.

Influenced Bookings

Partners at the Scale and Transform levels are required to meet specific, annual targets in partner-influenced Nutanix bookings each fiscal year. The Nutanix fiscal year is August 1 through July 31. For any questions, please work with your Nutanix Alliance Manager.

4.3 Partner Requirements

Training and Certifications

Scale and Transform Elevate Partners are required to earn and maintain NCSR, NCSE and NCP certifications to meet the minimum compliance as a part of the Elevate Partner Program. Navigate to the “Learn” section of the Elevate Portal to access online training and details on Instructor Led training.

Elevate Partners are also eligible to receive a discount on Nutanix Instructor-Led training. Please visit the Elevate Partner Portal or contact your Nutanix Alliance Manager for more information.

If you need access to additional training or you have trouble accessing Nutanix training materials, please visit nutanix.com/education or contact education@nutanix.com.

Customer Success Stories

Partners must develop a minimum number of publicly referenceable customer success stories annually to remain active in their partner level. Scale and Transform level partners are required to develop a minimum of three to five customer references respectively.

Partner Authored Technical Guide

Scale and Transform level partners are required to author a technical implementation guide to ensure customers have a full understanding of the best practices for the solutions. The technical guide is to be authored by the partner, and should be inclusive of solution technical guidance for a successful implementation as well as use cases. This guide must be reviewed and approved by Nutanix prior to publication.

Program Non-Compliance

If Nutanix identifies a Program compliance issue, the partner will be notified of the infraction and placed on a probationary period for ninety (90) days until the issues can be remediated. If the Partner complies, no changes will be made to the participation in the Program or to the partner’s level status.

If the partner is unable to comply, Nutanix, at its discretion, will issue a thirty (30) day “cure notice” as an additional grace period for the partner to comply.

If the Partner does not correct the identified issues following the thirty (30) day “cure notice,” the partner will be removed from the Elevate Program, and will not be entitled to receive Elevate Program benefits for at least six (6) months.

Notwithstanding the foregoing, the partner and Nutanix have the right to terminate this Program and the Nutanix Elevate Program Agreement in accordance with the terms of the agreement.

Nutanix Ready and Partner Validated Testing

The Nutanix Ready Program is designed for partners who have made a significant investment in developing products and solutions which meet the criteria necessary for interoperability with the Nutanix platform.

Nutanix Ready Partners can gain access to exclusive resources, and promote their Nutanix Ready designation and logos as proof of their attainment, and solution compatibility and reliability.



5.1 Nutanix Ready

Partners are able to attain these designations based on the Nutanix Ready Program defined below. All partner solutions featured as Nutanix Ready validated must have completed functional testing and shown joint solution compatibility. Once partners join the Nutanix Elevate program, they will gain access to the Nutanix Ready Test Kits and the necessary resources to attain Nutanix Ready status.

Partners can earn five Nutanix Ready technical validation designations:

Nutanix Ready Core

The Nutanix Ready Core badge is awarded when partners complete pre-defined base interoperability testing and verification for one of their products or solutions that is non-AHV related. Nutanix Ready Core solutions are listed on the Nutanix Ready [Software Compatibility List](#).

- > Be a member of the Elevate Program in good standing.
- > Follow the Nutanix Ready test kit guidelines, submit a test plan, and get formally approved by Nutanix.
- > Submit a demo video showing the process and results of the solution.

Nutanix Ready AHV

The Nutanix Ready AHV badge is awarded to products and solutions that have been tested and verified to work on or with AHV, the Nutanix built-in hypervisor. Nutanix Ready AHV solutions are listed on the Nutanix Ready [Software Compatibility List](#).

- > Be a member of the Elevate Program in good standing, Build tier or above.
- > Follow the Nutanix Ready test kit guidelines, submit a test plan and get formally approved by Nutanix.
- > Submit a demo video showing the process and results of the solution.

Nutanix Ready Integrated

The Nutanix Ready Integrated badge is awarded to products and solutions that have been tested and verified to work with [Nutanix's rich set of API's](#). Nutanix Ready Integrated solutions are listed on the Nutanix Ready [Software Compatibility List](#).

- > Be a member of the Elevate Program in good standing.
- > Follow the Nutanix Ready test kit guidelines, submit a test plan, and get formally approved by Nutanix.
- > Submit a demo video showing the process and results of the solution.

5.2 Nutanix Ready

Nutanix Ready Blueprint

The Nutanix Ready-Blueprint badge is awarded for automated deployment and the orchestration of one validated application blueprint for placement into the Nutanix Cloud Marketplace and Nutanix Ready [Software Compatibility List](#).

- > Be a member of the Elevate Program in good standing.
- > Follow the Nutanix Ready test kit guidelines, submit a test plan, and get formally approved by Nutanix.
- > Submit a demo video showing the process and results of the solution.
- > Sign and submit the Cloud Marketplace addendum.
- > Follow the Cloud Marketplace guidelines.

Nutanix Ready Hardware

Partners who want to use the Nutanix Flex SDK are awarded the Nutanix Ready Hardware badge to validate compatibility. Their hardware can then be listed on the Nutanix website.

- > Be a member of the Elevate Program in good standing.
- > Follow the Nutanix Ready Hardware Validation Guidelines and complete Flex SDK training.
- > Submit the testing results, following the NR Hardware Validation Guidelines, to Nutanix for verification.
- > Partner must own overall support for their listing on the Nutanix Ready Hardware compatibility list.
- > Any acceptance into the Ready Hardware program implies that the partner will designate Engineering resources to collaborate with Nutanix Engineering to ensure partner hardware and associated tools are compatible with Nutanix tools, especially those required for deployment and maintenance of the hardware platform/components for a minimum of 3 years. This includes Nutanix software updates over the life of the proposed hardware.

	READY CORE	READY AHV	READY BLUEPRINT	READY INTEGRATED	READY HARDWARE
Usage of Nutanix Ready logo	Core	AHV	Blueprint	Integrated	Hardware
Access to testing SW Licenses	✓	✓	✓	✓	✓
Nutanix Ready technical support during validation process	✓	✓	✓	✓	✓
Inclusion into Nutanix Ready Compatibility Matrix	Cloud Marketplace and/or Nutanix Ready Software Compatibility List				Nutanix Ready Hardware compatibility listing

5.3 Nutanix Ready



	READY CORE	READY AHV	READY BLUEPRINT	READY INTEGRATED	READY HARDWARE
Must be a Nutanix Elevate Partner	✓	✓	✓	✓	✓
Sign and abide by additional program terms for particular Nutanix Ready badge			Nutanix Marketplace Addendum		
Complete online training		AHV	Blueprint	Nutanix APIs	Flex SDK Training
Additional Nutanix Ready validations completed			AHV	Core and/or AHV depending on the API's being used	Must successfully pass the validation criteria outlined in appropriate Nutanix hardware qualification guide
Minimum Term Commitment to Validation (from date of approval)	12 months	12 months	12 months	12 months	36 months
Provide cooperative support for the qualifying products through TSANet Nutanix Custom Group	✓	✓	✓	✓	✓

Must be a Nutanix Elevate Partner

Sign and abide by additional program terms for particular Nutanix Ready badge

Complete online training

Additional Nutanix Ready validations completed

Minimum Term Commitment to Validation (from date of approval)

Provide cooperative support for the qualifying products through TSANet Nutanix Custom Group

5.4 Nutanix Ready

Continuous Validation

Partners are required to re-validate their solution if any of the below scenarios apply:

Nutanix Ready Core

- > The 3rd party application expires if the OS (OR) 3rd party Hypervisor versions, supported by the application, are no longer supported by Nutanix.
- > The 3rd party application expires if the 3rd party Hypervisor version supported by the application is no longer supported by Nutanix (For Virtual Appliances).

Nutanix Ready Hardware

- > The 3rd party hardware validations expire and therefore they need to be revalidated in any of the following events; AOS major/maintenance releases, hypervisor version change, SSD firmware change, HBA firmware change, Platform PCN (BIOS/BMC etc.) updates.

Nutanix Ready AHV

- > The 3rd party application expires if the OS (OR) AHV versions supported by the application are no longer supported by Nutanix.
- > The 3rd party application expires if the AHV version supported by the application is no longer supported by Nutanix (For Virtual Appliances).

Nutanix Ready Integrated

- > The 3rd party application expires if the Nutanix API version changes (changes to existing API or existing version is deprecated).

NOTE: The Continuous Validation process is initiated by Elevate Partners by visiting the Nutanix Elevate Partner Portal and following the Nutanix Ready validation submission process.

The Continuous Validation process can also be initiated by Nutanix, if joint customers have reported incompatibility issues for an un-validated AOS version with the partner product or solution that's already Nutanix Ready. Partners are expected to notify Nutanix of any significant differences between software and/or hardware releases that could require revalidation (e.g. change in supported hardware component, release of new firmware, BIOS, BMC versions, and release of 3rd party hypervisor(s) versions).

5.5 Nutanix Ready

Customer Support Requirements

All partners with Nutanix Ready validated solutions must adhere to the following support guidelines and requirements:

- Subject to each party's agreements with customers, each party is responsible for supporting their respective products.
- The partner must provide full technical support for their Nutanix validated product(s) and publish a Public Support Statement on their website to that effect.
- The partner must enroll as a member of the Nutanix Technical Alliance custom group on [TSANet](#) to ensure timely customer support in multi-vendor solution environments that include the validated partner product. Membership in the TSANet Customer Group of Nutanix must be maintained for the duration of the time the solution/product is on the [Nutanix Ready Hardware compatibility list](#) or in the [Nutanix Compatibility Matrix](#).
- Partner must ensure the accuracy of the contact information provided through periodic reviews.
- The partner shall commit to work cooperatively with Nutanix Support in situations that require the two parties to resolve mutual customer issues such as, but not limited to, problem recreation, etc. The partner shall also provide technical expertise and material assistance, such as, but not limited to, product licenses free of charge to assist Nutanix Support to recreate customer problems in Nutanix Support labs if required.
- For the purpose of providing customer support services, the partner will provide Nutanix the same access to its public, non-confidential articles relating to Approved Products, such as knowledge base articles that partner has provided or would reasonably provide to other companies involved in distribution and/or support of the partner's products.

Partner Verified Solutions

Partner Verified Solutions are tested and verified completely by the technology partner. Partners are given testing guidelines to follow, complete the tests and submit test results for review. Once reviewed, and approved by Nutanix, a partner can gain the Partner Verified testing designation.

Elevate Program Membership

Attaining a Nutanix Ready designation requires membership in the Nutanix Elevate Program. Specific requirements and benefits are associated with each badge and must be adhered to for compliance.

Nutanix Ready Authorized Logo Usage

All partners will maintain Nutanix authorized brand compliance when displaying the Nutanix Ready logo(s) on their website, marketing materials, product packaging, etc. The Nutanix Ready logo(s) may NOT be displayed on any product and its relative website, materials, or packing if that product is NOT Nutanix Ready validated.

Partners are strongly recommended to contact their Nutanix Alliance Manager with any questions or for brand authorization PRIOR to packaging, materials, or web logo publication.

The logo and usage guidelines can be found on the Partner Portal and on nutanix.com/branding

Program Participation

- Partner participation in the Nutanix Ready Program may be reviewed on a periodic basis based on customer and sales feedback.
- If technical issues arise from the joint solution, Nutanix may ask the partner to retest or fix the technical issues.
- If the issue cannot be resolved to Nutanix's satisfaction, the Nutanix Ready logo may be revoked.

Resources

Nutanix Ready Partners have access to exclusive resources to further support you with your journey.



6.1 Resources

Nutanix Worldwide Support/TSANet Group Portal

All Nutanix Ready validated partners have access to Nutanix Worldwide Support for cooperative support of mutual customers with valid support contracts. Nutanix Ready validated partners are required to enroll in the Nutanix Worldwide Support/[TSANet portal](#). [Watch this quick video](#) for more information on TSANet.

Nutanix Brand Guidelines

Partner participation requires adherence to Nutanix Brand Guidelines. Partners can access branding resources such as fonts, symbols, logos, company description, and templates to create joint content.

Discover more nutanix.com/branding.

Nutanix Cloud Marketplace

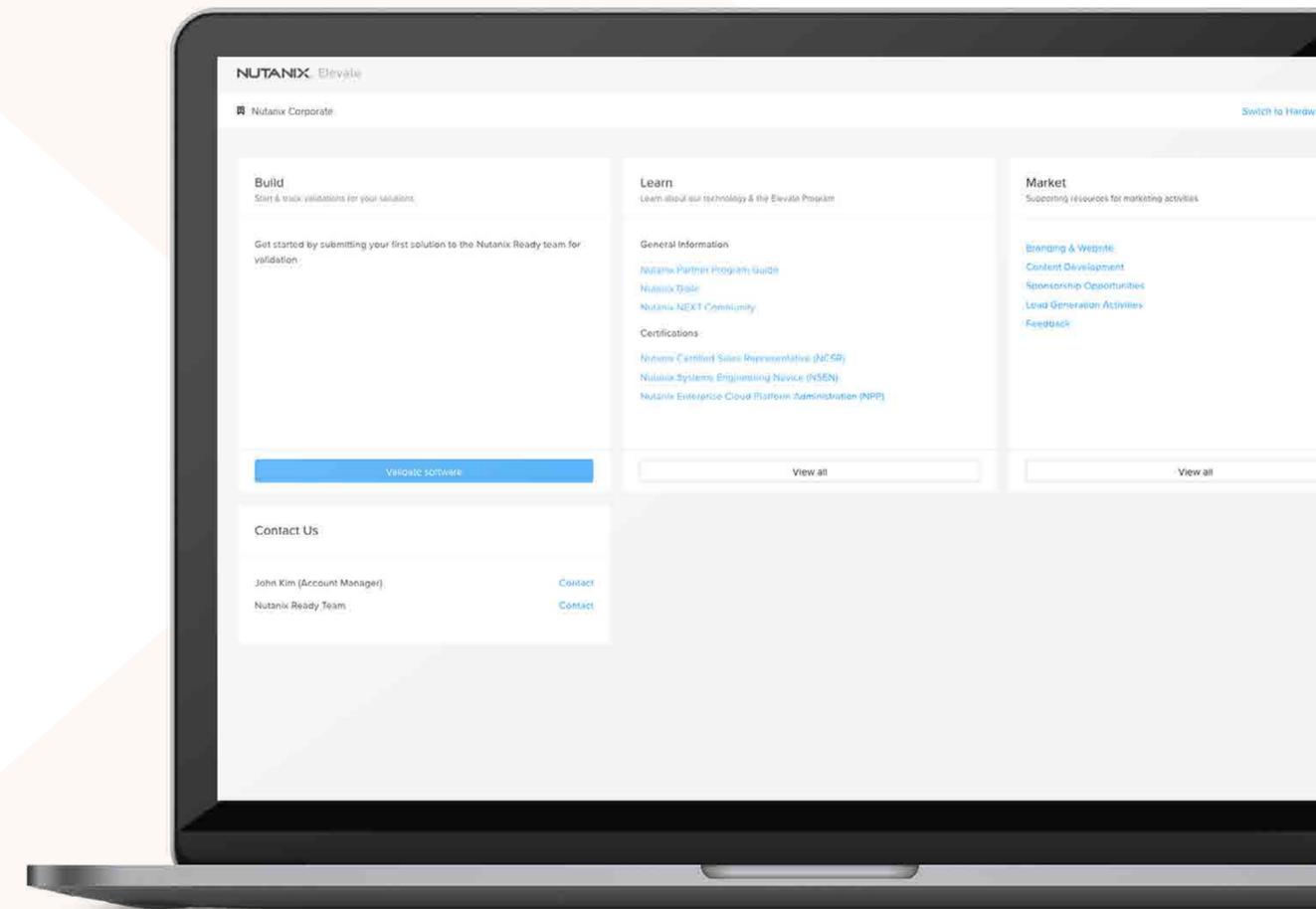
Nutanix Cloud Marketplace is a central location for one click app-deployments. IT managers can utilize pre-integrated blueprints that are offered by Nutanix, and a variety of partners, to simplify the set-up of popular applications. In addition, any custom blueprint can be published to the Marketplace, enabling IT to offer one-click, self-service provisioning of any application.

Annual Workday Sessions

Nutanix conducts joint annual workday sessions at Nutanix HQ with Scale and Transform Elevate Partners. These sessions ensure smooth collaboration among engineering, sales and marketing, and support teams.

Reciprocal Participation in Partner's Program

If the partner has a program similar, or equal, in membership benefits to the Nutanix Elevate Program, then the partner must offer Nutanix comparable opportunities to join their program and participate in events.



6.2 Sponsorship Opportunities Overview

View of key events and dates

For more information contact your account manager or contact sponsorships@nutanix.com

Internal Shows

Audience: Tech Sales & Services

Americas Tech Summit
Feb 24-27, 2020
Bellagio Hotel, Las Vegas

APAC Tech Summit
March 16-19, 2020
Intercontinental Hotel
Phu Quoc, Vietnam

EMEA Tech Summit
March 30-April 2, 2020
Hilton Hotel, Malta

Audience: Sales Community

Nutanix Xcelerate (SKO)
August 10-13, 2020
Las Vegas, NV (MGM Grand)

External Shows

Audience: Nutanix Customers, Prospects, Channel Partners, Technology Partners, Systems Integrators

.NEXT On Tour EMEA
Feb-March, 2020
18 cities

.NEXT Americas
Expected Attendance
June 30-July 2, 2020
8,000+ Chicago, IL

.NEXT EMEA
Expected Attendance
October 13-16, 2020
5,000 Paris, France

.NEXT On Tour APJ
Fall, 2020



6.3 Sponsorship Opportunities Overview

View of investment opportunities per event

For more information contact your account manager or contact sponsorships@nutanix.com

Global Tech Summit Feb-April, 2020

Sponsorship (by invite only)
\$15,000 per city Las Vegas (Feb 24-27), Vietnam (March 16-19), Malta (March 30-April 2)

.NEXT Americas June 30-July 2, 2020 Chicago, Illinois

Platinum \$115,000
Gold \$60,000
Silver \$24,000
Bronze \$10,000

.NEXT EMEA October 13-16, 2020 Paris, France

Platinum \$78,000
Gold \$48,000
Silver \$24,000
Bronze \$10,000

.NEXT On Tour EMEA Feb-April, 2020

\$7,000-\$3,000 per city
18 Cities

Nutanix Xcelerate (Sales Kickoff) August 10-13, 2020 Las Vegas, NV (MGM Grand)

Keynote \$50,000
Tier One \$35,000
Tier Two \$15,000

6.4 Testing Licenses and Equipment

	Community Edition (CE)	Nutanix Ready Remote Lab Environment	POC Software License	XLAB Software Licenses	NFR (Not-For-Resale)
Cost	Free	Free	Free	No cost for Transform and Scale partners, and approved adhoc requests	Discounted for partners. Nutanix Software only or Nutanix Software and NX nodes
When to use	Test drive basic features of Nutanix AOS	Temporary access to Nutanix remote lab environment hosted by Nutanix Ready Team. Ideal for quick solution testing on Nutanix. Typically the windows of access and testing lasts 2 weeks	Temporary access to Nutanix Software licenses for periods of testing of 90 days. Leveraging partner owned hardware compatible with Nutanix HCL Compatibility Matrix	For partner demo/lab environments	For partners who want to have their own demo/lab environment. Ideal for initial testing, ongoing development, and customer support related troubleshooting. Partners who prefer access to official Nutanix support
Available in	Global	Global	Global	Americas only	Global
Availability	Anyone	All Technology Alliance partners	All Technology Alliance partners	Scale and Transform Technology partners; and for approved adhoc requests	All Technology Alliance partners
Where to acquire	Request via CE page on Nutanix.com	Request via Nutanix Ready Scope of validation form	Request POC Software Licenses via online form	Automatically in Nutanix Licensing Portal for Scale and Transform partners. Once approved for adhoc requests	Purchase through Nutanix Authorized distributor or reseller. Request NFR
Support Options	No formal support outside of collaboration on NEXT Community	No support available outside of articles/knowledge base on Support Portal and Nutanix Ready Team	No support available outside of articles/knowledge base on Support Portal and Nutanix Ready Team	No support available outside of articles/knowledge base on Support Portal and Nutanix Ready Team	Nutanix Support included in NFR cost

6.5 Nutanix Community Edition (CE)

Community Edition (CE) provides partners and customers with a free, community supported (not Nutanix supported), version of Nutanix software.

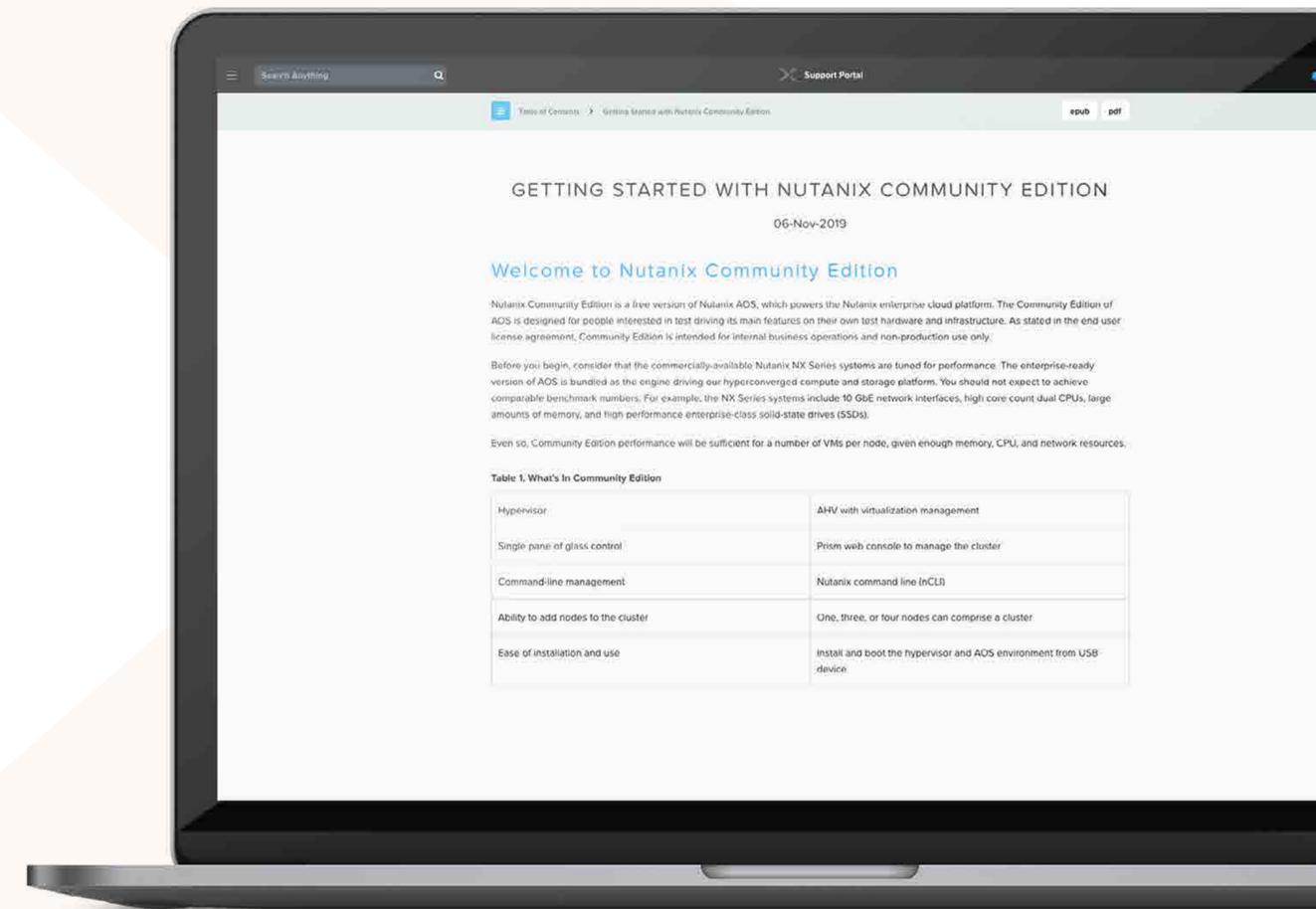
This software is not to be used in production and is typically leveraged in labs to 'test drive' the software. CE lacks some features and scalability that would be offered with XLAB or NFR licenses.

Hardware requirements

We have guidelines around minimum hardware for Community Edition to work, but do not have a designated [HCL](#). Community Edition can be run on something as small as 1 Intel NUC that boots off of a USB.

Support

No support available outside of articles/knowledge base on Support Portal and the Nutanix Ready Team.



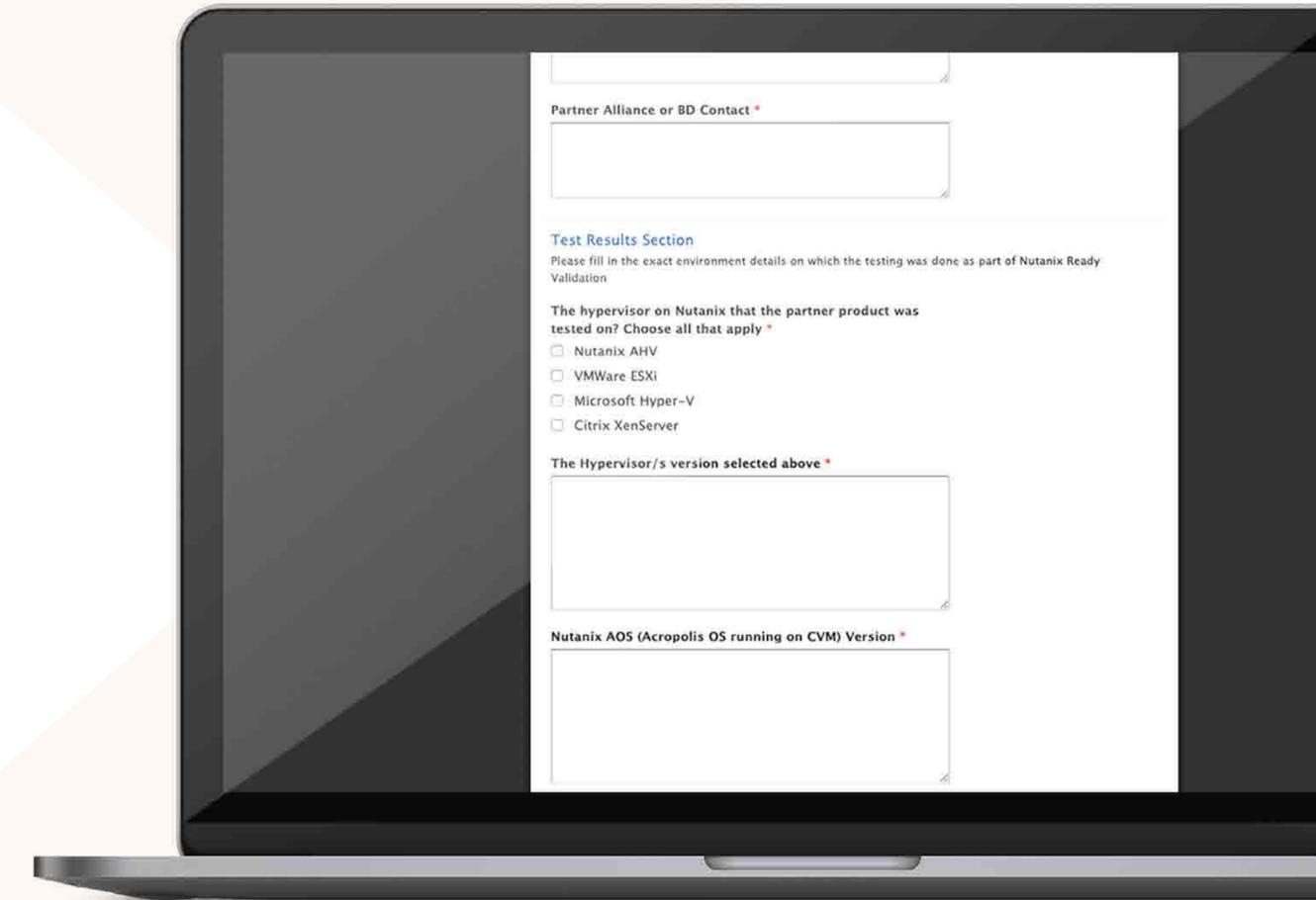
6.6 Nutanix Ready Remote Lab Environment

The Nutanix Ready Team provides access to a Nutanix hosted remote lab environment for Technology partner that need to test their software solutions on Nutanix for a short amount of time. Typically this remote lab access lasts for 2 or 3 weeks and is ideal for many software partners that want to validate their solution on Nutanix, with a minimum amount of work and preparation.

Access to the remote lab environment is provided right after the partner has an initial quick meeting/call with the Nutanix Ready Team. This meeting is designed to ensure the right amount of resources are provided for the remote lab environment that the partner will gain access to.

Support

No support available outside of articles/knowledge base on [Support Portal](#) and the Nutanix Ready Team.



6.7 POC Software Licenses

Nutanix provides Ultimate Software Licenses for 90 days to Technology Partners so they can install them in their own hardware (HCL Matrix). POC Software licenses can be renewed for additional periods of 90 days at the time.

Hardware requirements

POC Software licenses require the partner to have, or obtain hardware, that adheres to the [Nutanix Hardware Compatibility List \(HCLs\)](#). This can be Nutanix NX nodes, HPE DX nodes, HPE, Cisco, Dell EMC PowerEdge, or OEM nodes (Dell EMC XC Core or Lenovo ThinkAgile HX Certified Node). This is to ensure proper functionality and performance.

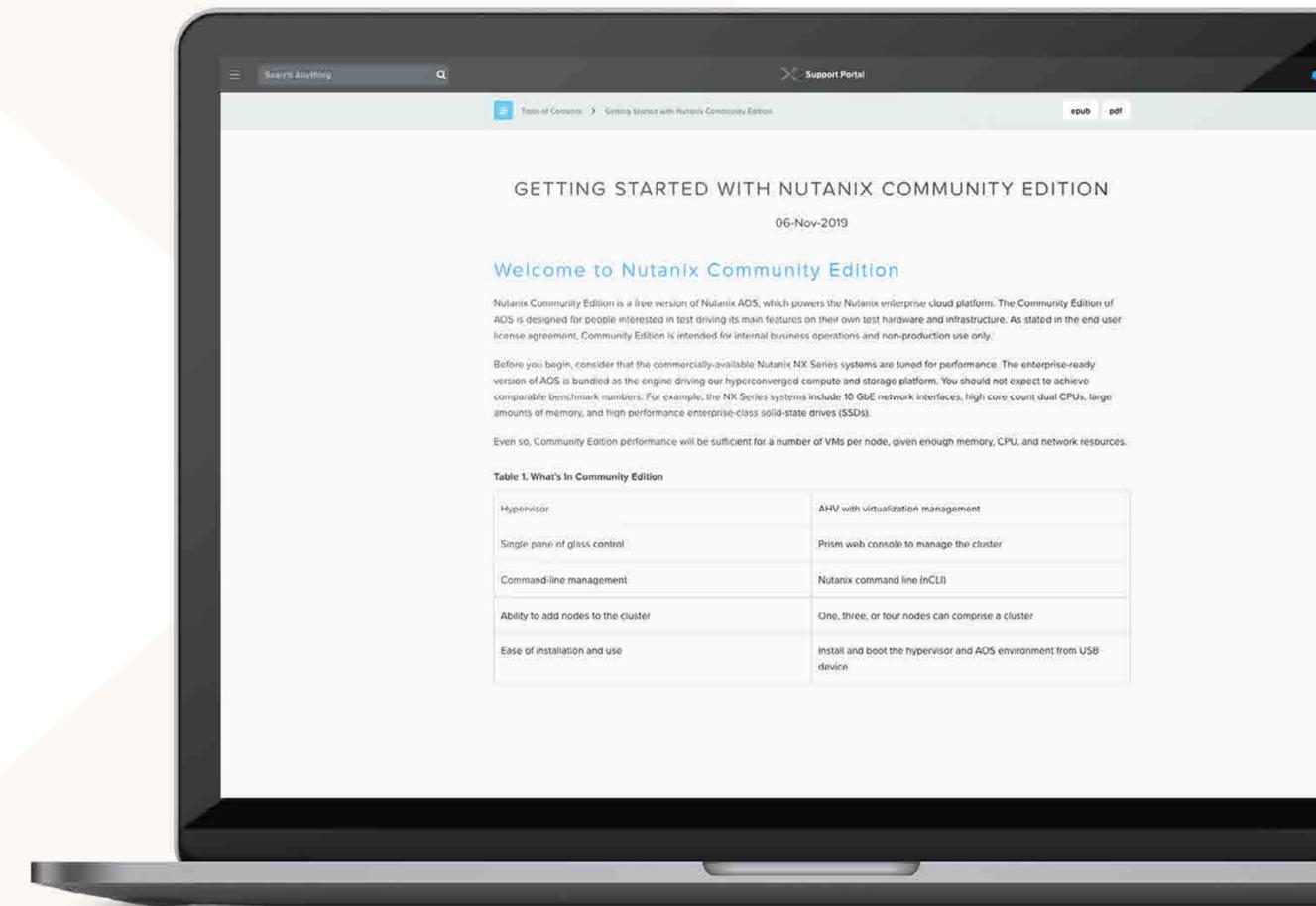
Support

No support available outside of articles/knowledge base on [Support Portal](#) and the Nutanix Ready Team.

Nutanix Licensing Guide

For reference, this documentation can be found on our [Support Portal](#).

Under: Support Portal > Documentation > Software Documentation > Filter by “Licensing”



6.8 XLAB Software Licenses

XLAB is a new full featured software offering for Nutanix Technology Alliance Partners. XLAB provides a free but unsupported production version of the Nutanix software. While XLAB does not offer the ability to create support tickets, the licenses include features and functionality such as life cycle management, software upgrades, and continuous improvements that are identical to a production experience.

These licenses are made available automatically for Scale and Transform Technology Partners via Support Portal. XLAB licenses can also be made available for adhoc approval requests from Technology Partners. Nutanix provides XLAB Software licenses to Technology Partners for the period of 1 year. These licenses are renewed annually.

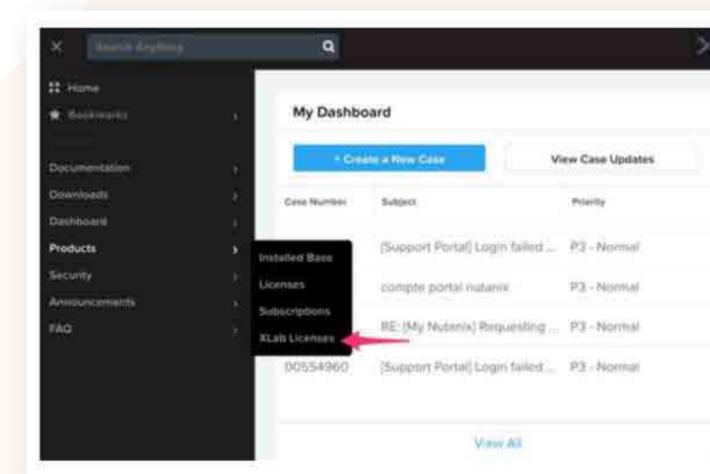
Hardware requirements

XLAB requires the partner to have, or obtain hardware, that adheres to the [Nutanix Hardware Compatibility List \(HCLs\)](#). This can be Nutanix NX nodes, HPE DX nodes, HPE, Cisco, Dell EMC PowerEdge, or OEM nodes (Dell EMC XC Core or Lenovo ThinkAgile HX Certified Node). This is to ensure proper functionality and performance. You can buy NFR equipment from Nutanix. See next page for more information.

Support

No support available outside of articles/knowledge base on [Support Portal](#) and the Nutanix Ready Team.

License	QTY
Acropolis Ultimate	8 nodes per cluster - Maximum 2 clusters
Prism Pro	
Flow	
Calm	100 VMs
Files	5 Tib
Era	5 VMs
Buckets	5 Tib



6.9 Not For Resale Licenses and/or Equipment

NFR stands for 'Not For Resale'. NFR software and/or equipment is heavily discounted and cannot be resold.

NFR software offers a production version of the Nutanix software with the capability to log support cases.

Support

The main difference between NFR and XLAB or POC licenses, beyond cost, is that NFR gives partners full access to Nutanix support.

NFR Equipment - NX Nodes

The partner can work with the Nutanix Ready team to size the nodes, to meet needs, or simply get a quote from the distributor/reseller for that solution. Work with a the Nutanix Ready team to size the nodes to meet needs and simply get a quote from the distributor/reseller for that solution.

Hardware requirements

NFR Software licenses require the partner to have, or obtain hardware, that adheres to the [Nutanix Hardware Compatibility List \(HCLs\)](#). This can be Nutanix NX nodes, HPE DX nodes, HPE, Cisco, Dell EMC PowerEdge, or OEM nodes (Dell EMC XC Core or Lenovo ThinkAgile HX Certified Node). This is to ensure proper functionality and performance.

7.1 FAQ

Q. If I purchase hardware to deploy my XLAB licenses on, how does hardware support work?

Hardware support is tied to your specified server vendor. For hardware support and troubleshooting, you would call your server vendor.

As software support is not included with XLAB licenses, we recommend you utilize Nutanix [community resources](#) and the [support portal](#). If you choose to purchase new Nutanix NX-series servers, you can purchase support on the hardware only.

Q. What if I want support for my XLAB software?

As mentioned above, XLAB licenses include no support and you cannot add support options onto XLAB software licenses. If you desire support options for Nutanix software, we recommend you talk to your Authorized Nutanix distributor or reseller about purchasing Nutanix Not-For-Resale (NFR) software licenses, which are heavily discounted software licenses for our partners, that include standard Nutanix support options.

Q. I already have NFR Nutanix hardware and software. How can I use XLAB?

Not a problem! When your NFR hardware and software are up for renewal, simply work with your Nutanix Authorized distributor or reseller who will be able to help you renew support on your NFR hardware without having to renew support on your expired NFR software.

Q. What happens if I receive a notification my XLAB licenses are expiring?

As long as your organization continues to be a Nutanix Scale or Transform tier partner, your XLAB licenses will automatically renew. As with all Nutanix software licensing, you may still need to re-license your Nutanix clusters even when your XLAB licenses are auto-renewed.

7.1 FAQ (Continued)

Q. Why aren't "x" Nutanix software products (i.e. Frame, Epoch, Beam, etc) included in XLAB and NFR?

At launch, XLAB and NFR software options were selected to meet the needs of the vast majority of Nutanix use cases and workloads. Nutanix will be continuously evaluating the portfolio of products eligible for the XLAB and NFR program and we expect to expand the selection of options in the future, to ensure our channel community can fully demonstrate our Enterprise Cloud portfolio through XLAB and NFR.

Q. What if I have questions about the XLAB Licensing Program or cannot find XLAB licenses in my Nutanix Licensing Portal, even though I'm a Scale or Transform partner?

Please contact elevate@nutanix.com for any questions around accessing your licenses. Please note this email address is NOT for support issues with deployment or production, as XLAB licenses do not include any Nutanix support.

Q. What is TSANet? Why do I need to join TSANet?

TSANet is a worldwide, vendor-neutral infrastructure that provides the legal framework and a contact database. Using the TSANet process, members agree to collaborate when a multivendor problem exists. TSANet allows partners to have a common entry point when contacting partners' support centres in multi-vendor support incidents.

TSANet member Nutanix utilizes their TSANet membership to run their partner program. This link nutanix-techpartners.tsanet.org will take you to a portal where you can sign up as a TSANet Limited member in a 1-1 relationship with Nutanix.

Please note, if you are not a member of TSANet there is an annual fee of \$500 that needs to be paid out to TSANet.

Q. How do we access Partner Trainings?

As a part of Elevate Program, we require our partners to complete the Sales and Technical training. Partners with access to my.nutanix.com can access training on the portal.

If you have any trouble accessing any Nutanix training material, please email education@nutanix.com

7.1 FAQ (Continued)

Q. Can we collaborate with other Elevate partners?

We welcome the opportunity to collaborate with our partners on joint solutions, sales and marketing opportunities. These will be taken up on a case to case basis. Please contact your alliance manager for more information.

Q. Where do I find information on your latest releases and APIs?

Information on our latest product releases, APIs and further product information is available [here](#).

Q. What is FleX SDK?

FleX SDK is a collection of tools that allow partners to validate that their platform and component hardware is compatible with Nutanix software and to develop integrations with the Nutanix software stack. More information available [here](#).

Q. How do I get from Tier X to Tier Y (e.g. from Build to Scale)?

We have a set of pre-requisites to graduate partners from Tier X to Tier Y. Please refer to the [Elevate program guide](#) for more details.

Q. How can I access your channel/sales?

We welcome the opportunity to collaborate with our sales and channel teams on joint opportunities. For any open sales opportunities, please get in touch with your Alliance manager.

We also work with our partners (Scale and Transform Tier) on marketing and pipeline generation activities. If you would like to become a Scale partner, please refer to the previous Question of this FAQ.

Partner Licensing Use Policy

All software described in this guide is for the intent of education, self learning or demonstration purposes only. Usage should adhere to section 11 of the Nutanix EULA:

Acceptable Use Policy:

Evaluation Software and Early Access Software. If You are acquiring generally available products for the purposes of evaluation (“Evaluation Software”), or software specifically identified as alpha, beta, pre-release, demonstration or preview (“Early Access Software”), Evaluation Software and Early Access Software may be used for a period not exceeding 90 days from delivery or access being granted (“Evaluation Period”) and up to the maximum amounts of usage as specified in the Entitlement and Documentation or as otherwise agreed by Us in writing.

Evaluation Software may only be used in non-production environments and not for commercial purposes or the processing of any production data. You agree to uninstall, delete and cease using the Evaluation Software at the end of the Evaluation Period. You agree to cooperate with Us in testing and providing feedback in relation to the Early Access Software. Any feedback provided shall be deemed proprietary and confidential to Us and may be used by Us without restriction.

[Read more](#)

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