Pulsant

Connect to your potential

EBOOK

Pulsant Partner
Programme

Complement your public cloud and expand your market reach with the UK's hybrid cloud and colocation specialists

Visit us at **pulsant.com** or call **0345 119 9911**

Your customers are looking to **hybrid cloud** for compliance

The demand for hybrid and multi-cloud strategies is rising as businesses look to increase efficiencies and ensure data compliance and sovereignty.

At the same time, the rapid growth in IoT and connected devices is significantly increasing data volumes, driving a need for robust edge strategies.

Like many other channel businesses, you may be wondering how exactly you can capitalise on the multi-cloud and edge opportunity and help your customers connect to their digital potential. This is where Pulsant can help.

Whether your customers require hybrid, public or private cloud solutions, we can help provide you with the trusted infrastructure and expertise you need to diversify your offering and deliver end-to-end cloud solutions. We have the fastest network in the UK connecting our 10 owned DC's with the lowest latencies in the industry. Together we can generate instant UK wide market reach with a compelling 'in' for 1000's of businesses.

" Our aim is to be the go-to provider of colocation, hosting and private cloud services **for the channel** "

Rob Darby
Director, Channel Sales

![Pulsant logo]

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WHY PARTNER WITH PULSANT?

Attract new customers, expand your reach and enhance your profitability

Our extensive portfolio of cloud and colocation services empowers you to offer the right solution to connect your customers to their potential, whether that's through public cloud, private or hybrid. All connected with some of the fastest networks ensuring the highest performance from our network of data centres across the UK.

We're not just another service provider. We will work with you as a value-adding partner, helping to ensure your business is compliant, resilient, agile and secure.

- **The UK's nationwide colocation service provider,** operating 10 enterprise-class UK data centres, stretching from London to Scotland and providing 97% coverage of the UK population.

- **All data centres are configured as connectivity hubs,** underpinned by an agile, high-capacity and low-latency network capable of delivering sub 5 millisecond latency.

- **Carrier neutral** with more than 30 telco carriers and ISPs.

- **Always on standby** to help our customers meet legal, regulatory and industry compliance.

- **Connection to the UK's digital edge** through our regional data centre network to help you build your edge and multi-cloud propositions.

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PULSANT AND IDE: An enduring partnership

Managed IT services provider IDE has been a Pulsant partner for 15 years. Pulsant's Maidenhead data centre is a crucial part of IDE's nationwide network and its cloud and managed service offerings. IDE needed to accommodate the market's changing requirements as more customers switch to colocation services. Pulsant embarked on a project to upgrade all single feeds onto a new infrastructure and offer true B feeds in the Maidenhead facility. Not only has this given IDE and its existing customers greater peace of mind around uptime at the facility, it has enhanced its resilience credentials, helping it sell services to new clients.

PROGRAMME OVERVIEW

The Pulsant Partnership Programme provides channel partners with:

- A dedicated Partner Manager
- Creation of a joint go-to-market plan
- Joint value creation for your customers
- Joint marketing programmes including lead generation, PR and outbound calling
- Sales tools creation including case studies, customised solutions and collateral

- Sales training including documentation, workshops and account mapping
- Monthly business reviews with your Partner Manager including reports and alignment on joint initiatives
- Quarterly business reviews with your Partner Manager and the Channel Director

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> "The partnership between Pulsant and IDE Group is very close technically and works very well. **Pulsant went above and beyond to accommodate our needs** and keep us updated. In turn, this ensured we could keep our customers informed and happy about what was taking place."

Tony Hinds

Head of Data Centres, IDE

BECOME A PULSANT PARTNER TODAY

Secure your future in tomorrow's multi-cloud and edge world with the support of the UK's hybrid cloud and colocation specialists. With over 25 years' experience in manged IT services, you can count on us to help you accelerate growth, increase revenue and help your customers reach their digital potential.

PARTNER BENEFITS

The Pulsant Partner Programme is personalised to your business and will adapt to your changing priorities and challenges. We place transparency and honesty at the centre of our partnership engagement and remain committed to your business goals, every step of the way. Become a Pulsant Partner and you can:

- **Diversify your offering:** Add data centre and cloud-based services for more complete end-to-end solutions

- **Generate immediate impact:** Leverage Pulsant's private and hybrid cloud capabilities as your own

- **Expand your reach:** Target additional customers while increasing your market reach

- **Improve connectivity:** Get an instant UK wide offering and interconnection story overnight with no upfront investment

- **Enhance profitability:** Benefit from dedicated partner pricing

Speak to a member of our partnerships team to learn more about our partner programme features and benefits on **0345 119 9911** or visit **pulsant.com**