

2020 Partner Program guide

Sumo Logic is a leader in **continuous intelligence**, a new category of software to address the data challenges presented by digital transformation, modern applications, and cloud computing.

By partnering with Sumo Logic, System Integrators, Consultancies, MSP's and MSSP's gain access to a cloud-native multi tenant platform that can power business growth, value and competitive advantage.

About this guide

This guide details the Sumo Logic solution provider program, including the benefits along with the requirements of joining and maintaining membership in each program.

In this guide, you will find:

- An overview of the program structure.
- Summary of the benefits and requirements for each partner type.

Sumo Logic reserves the right to update or modify this guide at any time.

Getting started with our program

Follow these 2 simple steps to join our program:

- Apply to become a partner and provide required information and nature of partnership desired.
- Your information will be reviewed and you will then be contacted by one of Sumo Logic's partner sales managers to discuss next steps.

The Sumo Logic solution provider program includes:

- Competitive margins for Sumo Logic products and services to accelerate your growth
- Local field partner sales resources
- Visibility into Sumo Logic marketing programs
- Access to advanced certification
- Resources to support qualified end client POV's (proof of value) and BVA's (business value assessments)

Partnership types

Consulting & SI partners (optional referral)

Our service provider partners include consultants and system integrators who leverage Sumo Logic as part of their integrated solutions, reference architectures, and/or recommendations to their clients. A referral agreement is available and optional.

Reseller partners

Sumo Logic provides a select set of service provider partners who are adding value added services, the ability to resell Sumo Logic subscriptions and services. Sumo Logic reseller partners must meet minimum annual business criteria to maintain benefits.

MSP and MSSP partners

Managed service providers (MSP) and managed security service provider (MSSP) partners are those who have embedded Sumo Logic into their managed services offering(s). By incorporating Sumo Logic into their respective offering these providers can meet the differing requirements of their customers. They can benefit from a cloud-native SaaS platform that scales elastically and can help provide a ramp plan to align with service launch and on-boarding.

Elite service provider

(Invitation Only) Reserved for a select set of partners who choose to grow a focused Sumo Logic practice driving both demand generation and helping joint customers deploy Sumo Logic solutions. ESP Partners must maintain minimum gold level status in Reseller or MSP/MSSP program. The ESP designation allows Partners to stand out in the Sumo Logic community.

Consulting & SI | levels, benefits, & requirements

Sales and marketing support	Silver	Gold
Logo on Sumo Logic website	●	●
Sales enablement	●	●
Partner sales manager		●
Joint webinars, blogs, & event participation		●
Executive sponsor		●
Business requirements		
Mutual non-disclosure agreement (MNDAs)	●	●
Named business & technical contacts from partner	●	●
Referral program - (optional) requires additional agreement		●
Annual opportunity registrations: www.sumologic.com/partners/dealreg	(2)	(6)
Technical support		
Technical enablement	Remote	Remote/Onsite
Partner technical support	●	●
Access to Sumo Logic NFR account	●	●
Technical requirements		
Named technical contacts with level 1 & 2 Sumo Logic certifications	(2)	(4)

Reseller | levels, benefits & requirements

Sales and marketing support	Silver	Gold
Logo on Sumo Logic website	●	●
Sales enablement	●	●
Direct alignment with Sumo Logic sales teams	●	●
Joint GTM planning	●	●
Partner sales manager		●
Joint webinars, blogs, & event participation		●
Executive sponsor		●
Access to Sumo Logic business value assessment team		●
Business requirements		
Reseller agreement (includes MNDAs)	●	●
Named business & technical contacts from partner	●	●
Quarterly sales forecasts & business reviews		●
Annual opportunity registrations: www.sumologic.com/partners/dealreg	(5)	(15)
Annual subscription revenue commitment	\$250K	\$500K
Technical support		
Technical enablement	Remote	Remote/Onsite
Partner technical support	●	●
Access to Sumo Logic NFR account	●	●
Technical support for end client POV's (proof of value)		●
Technical requirements		
Named technical contacts with level 1 & 2 Sumo Logic certifications	(2)	(4)

MSP/MSSP | levels, benefits & requirements

Sales and marketing support	Silver	Gold	Platinum
Logo on Sumo Logic website	●	●	●
Sales enablement	●	●	●
Joint GTM planning	●	●	●
Partner sales manager	●	●	●
Joint webinars, blogs, & event participation	●	●	●
Direct alignment with Sumo Logic sales team		●	●
Executive sponsor		●	●
Access to Sumo Logic business value assessment team		●	●
Market development funds	N/A	Limited	Available
Business requirements			
MSP/MSSP agreement (includes MNDA)	●	●	●
Named business & technical contacts from partner	●	●	●
Quarterly sales forecasts & business reviews		●	●
Annual opportunity registrations: www.sumologic.com/partners/dealreg	(5)	(15)	(50)
Annual subscription revenue commitment	\$50K	\$250K	\$1M
Technical support			
Technical enablement	Remote	Remote/Onsite	Remote/Onsite
Partner technical support	●	●	●
Access to Sumo Logic NFR account	●	●	●
Quarterly technical reviews	●	●	●
Technical requirements			
Named technical contacts with level 1 & 2 Sumo Logic certifications	(2)	(4)	(8)
Named technical contacts with level 3 Sumo certifications (onsite support available)		(2)	(4)

FAQ

Q: How does opportunity registration work?

A: Opportunities can be registered with Sumo Logic via our easy to use online form. Once an opportunity is submitted our partner team will engage within 48 hours to validate and approve the opportunity.

Q: As a partner how do I get access to Sumo Logic NFR licenses?

A: Sumo Logic provides access to NFR licenses for all of it's partners. Please send an email to partners@sumologic.com.

Q: How and when are tiers reassessed?

A: Sumo Logic reviews partner tier requirements throughout the year. Tier acceleration is done as requirements are met and any tier reductions are done annually in February.

Q: Do you provide online certification?

A: Yes all of Sumo Logic's certifications can be found and accessed on our website at: www.sumologic.com/learn/certifications/

Q: What's an average sales cycle?

A: The average sales cycle for a Sumo Logic engagement is 60 – 120 days.

Q: Who should we be selling to?

A: We have a partner persona play book that is provided to our partners. This persona based selling guide covers Sumo Logic's 3 key use cases Dev Ops, IT Ops and Security and includes trends, job titles to target, prospecting questions, before and after state, benefits etc.

Resources

Downloads & documentation & certification

Download [30 day free trial](#) of Sumo Logic enterprise
[Sumo Logic documentation](#)
[Sumo Logic certification program](#)

Quick links

[Continuous intelligence report](#)
[Sumo Logic events and webinars](#)
Sumo Logic partner team partners@sumologic.com

