



Fact Sheet

Partner Program at USU

Our programs are tailored to fit every partner's individual and regional needs. By joining USU's vibrant partner community, you get access to premier sales enablement and marketing support.

Choose Your Partnership Type

We know that every business is different. Select the partner program that best fits your business strategy.

01 | Solution Sales Partner

You offer end-to-end solutions of software, implementation, support, consulting and training to customers, or establish potential leads and refer us to those prospects

02 | Service Provider

You supply IT solutions and services based on our software to end users and companies.

03 | Consulting Partner

You provide IT solutions and services to end users and companies with the support, consulting, and training required for a successful software rollout

04 | Technology Partner

You sell technology or IT services which work in conjunction with our software

05 | OEM Partner

Your company embeds our solutions into your existing product portfolio and resells them

Grow with Sales Enablement

Our partner managers understand how to sell USU solutions and they will support you in entering your local market.

- Dedicated partner manager for your market
- Lead referrals for partners
- Referral fees for accepted leads
- Sales engineering support
- Initial sales onboarding and enablement
- Market support and development
- Deal registration and eligibility for discounts
- Access to restricted content and documentation
- Customized training and sales bootcamps
- Access to USU sandbox and demo instance
- Product training and certification
- Educational webinars designed for partners



Get Marketing Support

We offer marketing content and work with you to develop local campaigns that fit your market needs.

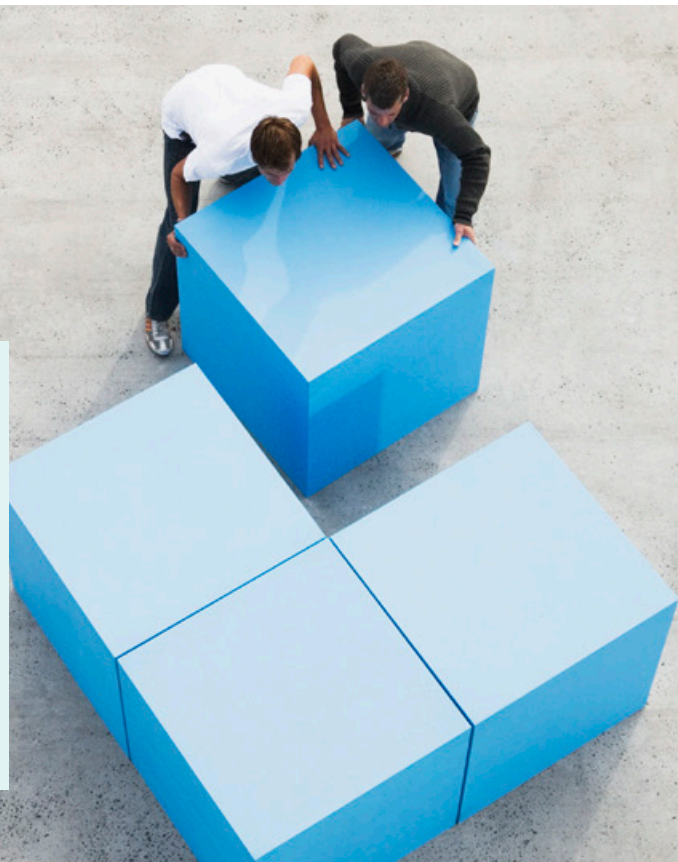
- Your company logo and profile on USU partner directory
- Eligibility to apply for speaking opportunities and sponsor USU events
- Ability to apply for market development funds
- Joint marketing campaigns (such as press releases, shared social posts)
- Collaboration on lead generation (such as webinars, assets, presentations)
- Access to USU Partner Portal for training, sales, and product collateral
- Partner newsletter with marketing and product updates
- Social media advocacy access (Bambu)
- USU partner badge to promote your affiliation

As a USU partner, you are part of a global community with access to resources and knowledge to maximize your success. You become an important member of a top partner organization, and you ensure your customers' satisfaction with a wide range of IT solutions. [Join our Partner Network](#)



**Get in touch for
further information.**

www.usu.com



Smart businesses use USU

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