



WEBSCALE

# WebScale Partner Program Playbook

How to elevate your customer experience while  
creating new revenue streams in the modern,  
multi-cloud era



# About This Playbook

The Webscale Partner Program Playbook is your go-to-guide to understand the value proposition of working with Webscale, as well as the specifics of our engagement model. It explains how we will work together to delight our joint customers, while focusing on what we both do best.



## Who is this for?

This playbook is written for our digital agency partners who build high-quality user experiences for ecommerce brands, across a wide range of industries. Our partners typically manage the design and (code) development for an online merchant and help retailers with digital transformation projects, site design and modernization, DevOps implementations, strategic business initiatives, as well as the adoption of cutting-edge infrastructure and optimization technologies, purpose-built for ecommerce.



## Objectives

The goal of this playbook is to help you understand how you can enable ecommerce merchants to deliver exceptional digital experiences, improve conversions, and grow revenues, by offering cloud delivery, managed services, and automation, and by ensuring their web applications are always available, scalable, fast, and secure. Our goal is to also help you identify cloud delivery, migration, management, and automation opportunities in your existing customer base.

This playbook also provides valuable resources for enhancing customer satisfaction, building deeper and longer-term customer engagements through potential new service offerings such as CloudEDGE security and CloudEDGE application testing, developing strategies for joint marketing and selling, and driving new revenue opportunities with Webscale.

## To get the most value out of this Playbook:

- Share it with your leadership, sales, marketing, support, and technical teams
- Use resources available from Webscale to help maximize customer satisfaction and partner-driven revenue
- Share feedback on how we can improve this playbook by emailing [marketing@webscale.com](mailto:marketing@webscale.com)



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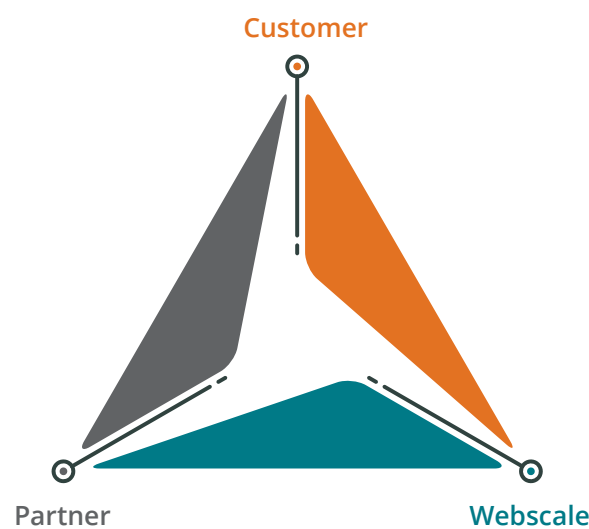
# Webscale Partner Charter

The Webscale Partner Program aims to develop and enable an ecosystem of digital agencies and cloud service providers that build world-class web experiences for ecommerce. We are focused on driving long term value for our partners and providing compelling incentives for close collaboration and joint go-to-market initiatives.

## The Triangle of Support

Webscale works with partners to create a triangle of support – with our joint customer at the tip, you at one corner, and Webscale at the other. We don't point fingers – we work with you to quickly identify, troubleshoot, and resolve issues, regardless of the root cause. Furthermore, Webscale can seamlessly integrate with your DevSecOps and CI/CD processes to ensure rapid time to resolution.

Webscale's family of partners have a "customer first" approach, it's why we work with them. With over 100 digital agencies in our network, we're proud to be associated with some of the leading names in the ecommerce industry. Together, we ensure our joint customers deliver truly compelling user experiences to their end customers.



“ Together with our partners, we support thousands of B2B, B2C and B2E ecommerce stores in the public cloud, providing a comprehensive solution to what can feel like an insurmountable task – building and managing a high performance, cost effective, infinitely scalable, and secure multi-cloud infrastructure that will scale with their business. ”

Adrian Luna  
Head of Strategic Partnership at Webscale

# The Fastest, Most Secure Cloud Platform for Modern Commerce

Webscale offers end-to-end security, hosting and management for ecommerce storefronts. With Webscale on their side, ecommerce merchants ensure their customers can shop safely in the cloud, while enjoying 100% uptime and faster performance. Many leading brands including the likes of Dollar General, Swarovski Lighting, Olympus, Regal Cinemas, Outdoor Research, WAHL, Milka, Snake River Farms, Watsco, and Unilever/Murad, trust Webscale with their site security and hosting. We host, manage and secure thousands of B2C, B2B and B2E ecommerce and web applications.



### Cloud Delivery

Automate the deployment and management of your infrastructure



### Headless

Tailor-made infrastructure for headless storefronts



### CDN

Advanced features to improve Core Web Vitals by up to 30 points



### PWA

Any platform PWA delivery for stores of any size



### Edge Deployments

Compute-at-the-edge for custom commerce needs



### Deep Observability

A single pane of glass into a storefront's user experience and security



### Security and Compliance

Protect revenue and reputation from complex cyberthreats



### Core Web Vitals and Performance

Accelerate page views through end-end performance optimizations



### Automated Code Deployments and CI/CD

DevOps best practices for simple migrations and management



### Application Testing

Simulate real user traffic to test new code and minimize downtime

## Webscale Offerings

### Cloud Plans

Webscale cloud delivery plans and products deliver 100% uptime, 360-degree security, and blazing performance. Unlike traditional solutions, Webscale plans are based on a highly automated SaaS platform, built from the ground up for the public cloud, and coupled with a powerful customer portal for unprecedented control and insight into website infrastructure. Webscale's cloud delivery plans give merchants extreme flexibility, infinite capacity, predictive scalability, and up to 75% lower costs by having a system that is always right-sized, so you only pay for what you use.

STRATUS	STANDARD	PRO/BUSINESS	ENTERPRISE
Enterprise-grade cloud delivery platform designed to simplify a developer's life with self-service pricing.	Cloud delivery solution for small to medium sized ecommerce businesses with a single application.	Cloud delivery solution with real-time predictive auto-scaling and enhanced security features.	Fully customizable solution for large ecommerce businesses with multiple domains and applications.
Upto 50K visitors per month	50K - 100K visitors per month	100K - 1M visitors per month	Custom visitor count per month
<ul style="list-style-type: none"> <li>25 to 500 GB storage</li> <li>1 to 5 development sites</li> <li>24x7x365 Support</li> <li>Free migration</li> </ul>	<ul style="list-style-type: none"> <li>1 production application cluster</li> <li>1 Cron/NFS single server</li> <li>1 integrated staging/development application cluster</li> <li>Optional PWA deployment</li> <li>Elastic Data Plane</li> <li>HA Architecture</li> <li>Webscale Portal Access</li> <li>Cloud Delivery</li> <li>Daily Backup</li> <li>24x7x365 Support</li> </ul>	<ul style="list-style-type: none"> <li>1 production application cluster</li> <li>1 Cron/NFS single server</li> <li>1 integrated staging/development application cluster</li> <li>Optional PWA deployment</li> <li>Elastic Data Plane</li> <li>HA Architecture</li> <li>Webscale Portal Access</li> <li>Daily Backup</li> <li>24x7x365 Support</li> </ul>	<ul style="list-style-type: none"> <li>B2B or B2C</li> <li>1 or more application clusters or backend instances</li> <li>1 production application cluster</li> <li>1 Cron/NFS single server</li> <li>1 staging application cluster</li> <li>1 development application cluster</li> <li>Optional PWA deployment</li> <li>Elastic Data Plane</li> <li>HA Architecture</li> <li>Webscale Portal Access</li> <li>Daily or Premium Backup</li> <li>24x7x365 Premium Support</li> </ul>

### Optional Add-ons

Webscale offers a versatile range of edge solutions that support any commerce cloud, headless/PWA deployment or on-premise application as add-on to its cloud plans.

[CloudEDGE CDN](#) | [CloudEDGE PWA](#) | [CloudEDGE Security](#) | [CloudEDGE Application Testing](#)

### CloudEDGE Products

Webscale offers a versatile range of edge solutions that support any commerce cloud, headless/PWA deployment or on-premise application as add-on to its cloud plans.



#### Webscale CloudEDGE CDN

Webscale CloudEDGE CDN is the world's first cloud-agnostic, compute-at-the-edge CDN designed for lightning-fast performance and the programmability needs of modern commerce. With real-time code execution at the edge, CloudEDGE CDN provides control over the entire application infrastructure, coupled with compute capabilities that enable a wide range of use cases, and analytics to deliver robust security and blazing performance at the edge.



#### Webscale CloudEDGE PWA

Webscale CloudEDGE PWA is the industry's first end-to-end progressive web application (PWA) delivery solution. It enables the rapid deployment and delivery of any PWA framework, from within the CloudEDGE CDN (content delivery network), in a matter of minutes. PWAs deployed through Webscale are optimized for consistently fast performance, across any device type, eliminating the need for additional infrastructure.



#### Webscale CloudEDGE Security

Webscale CloudEDGE Security is an award-winning ecommerce security platform, deployed at the traffic edge, alongside or as a replacement for traditional CDNs and WAFs. CloudEDGE Security sits in any cloud and on top of any ecommerce platform, using automation and analytics to proactively identify and protect web applications from the front end through web traffic, malicious code, or from browsers executing scripts to steal sensitive information.



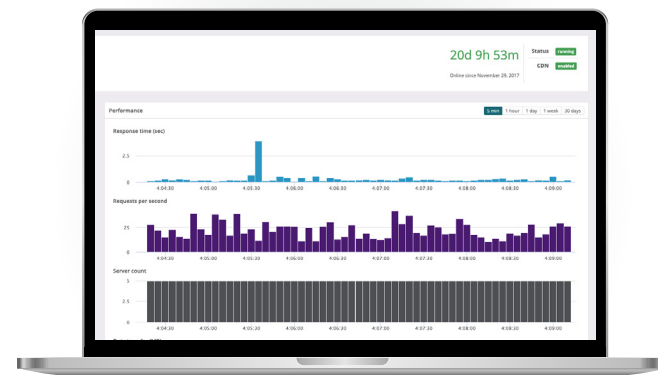
#### Webscale CloudEDGE Application Testing

Webscale's CloudEDGE Application Testing is a synthetic test run across any staging or cloned production site, hosted in any cloud provider or on-premise data center. The purpose of the service is to simulate end user patterns and shopping behavior on the application, especially right after new code deployments, and to stair-step into higher traffic volumes at a higher scale, while measuring the site's behavior, responsiveness, and overall performance.

## The Webscale Portal

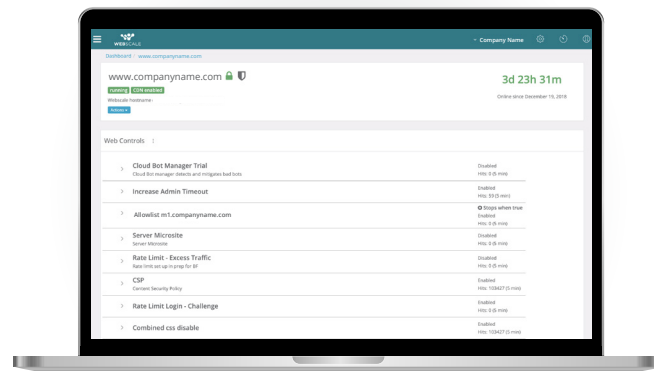
The Webscale Portal was designed for our own support team, to gain insight and observability into our customers' storefronts to better manage their availability, security and performance. Its depth of analytical data is unlike anything offered by other hosting providers in this segment. We make the exact same tool available to our customers and our partners, ensuring we are all seeing the same data, and so we can quickly identify any issues that may be impacting the storefront.

For Webscale customers, the portal is one of the most powerful features of our platform as it empowers all levels of their organization with deep observability into traffic and behavior (for management) and control over their infrastructure (for technical teams). The portal continues to be one of our strongest assets during deal cycles. Please contact your partner manager to schedule a demo of the Webscale Portal.



## Web Controls

The "secret sauce" in Webscale's security arsenal is Web Controls. It consists of a DIY policy and rules engine that allows a user, of any skill set (technical as well as non-technical), to quickly take action to ensure enterprise-grade security, high availability, and fast performance of their web applications. Webscale enables site administrators to use pre-defined, pre-tested security rulesets based on their ecommerce application, minimizing the need to discover, define, and maintain the rules themselves. With Web Controls, site administrators can also create the equivalent of firewall rules, with no limits on how many Web Controls can be enabled at any point in time.



## Platform, Cloud and Tool Agnostic for Maximum Flexibility

Webscale's cloud- and platform-agnostic philosophy allows us to easily integrate our tools and processes with those of our partners to ensure hassle-free project engagements, whatever their technology stack and affiliations.

<b>Hosting</b> 	<b>Platform</b> 	<b>Version Control</b> 
<b>Packages</b> 	<b>Containers</b> 	<b>CI/CD</b> 
<b>CMS</b> 	<b>Messaging</b> 	<b>Front-end Automation</b> 
<b>Front-end Application</b> 	<b>Monitoring</b> 	<b>Logging</b> 

“I must tell you that your support team is something I have never encountered before in my professional career. Excellent, responsive and customer service oriented – words do not do them justice. I love these guys and your service.”

Gregory DiHu  
 Director, Corporate Applications  
 Regal Entertainment Group

## Competitive Landscape

	Managed Hosting Providers	Self-hosting Cloud Solutions	CDN	DIY Cloud Deployments	WEBSCALE
Vertical Expertise	✗	Maybe	✗	✓	✓
Platform Expertise	✗	Limited	✗	Maybe	✓
Cloud Expertise	✗	Limited	✗	Maybe	✓
Application Proximity	✗	✓	✗	✓	✓
Infinite Capacity	✗	✗	✗	✓	✓
Predictive Auto-scaling	✗	✗	✗	Maybe	✓
Site Performance Optimization and Core Web Vitals	✗	Limited	✓	Maybe	✓
Comprehensive Security	Limited	Limited	Maybe	✗	✓
Multi-cloud Disaster Recovery	✗	✗	✗	Maybe	✓
Right-sizing Infrastructure	✗	✗	✗	Maybe	✓
Headless and PWA Delivery	Limited	✗	✗	Maybe	✓
Deep Observability	✗	✗	✗	✗	✓
Sophisticated Cloud Automation	✗	✗	✗	✗	✓
24x7 Proactive Support with SLAs	✓	✓	✓	✗	✓
All Features Built In-house	✗	✗	Maybe	✗	✓
Fully Integrated Hosting Platform	✗	✓	✗	✗	✓
Flexibility	✗	✗	✗	✓	✓
Lower TCO	✗	✗	Maybe	Maybe	✓

# Webscale Partner Program

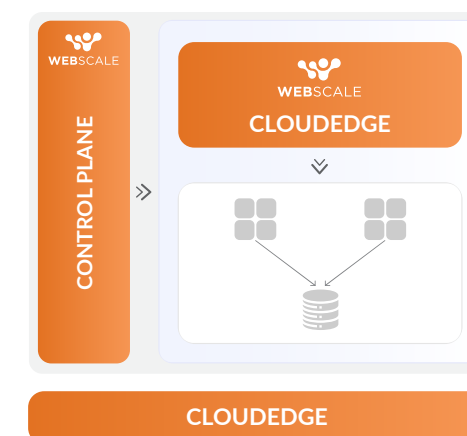
The Webscale Partner Program offers a synergistic approach to partner development, incentivizing partners to advance in the program and align their sales/marketing efforts with Webscale more closely. The program’s goal is to leverage our combined domain expertise, innovative technology, and award-winning customer support to deliver exceptional digital experiences for our joint customers, all while unlocking growth opportunities for both parties.

## Generate New Revenue Streams

Webscale partners receive immediate benefits for referrals through a simple electronic contract that requires no commitment. Once you make a warm and qualified introduction, we bear the cost of selling, closing, implementing, servicing, and delighting the businesses referred. The end result is unmatched customer loyalty, significantly better customer retention, and regular commissions as new revenue streams.

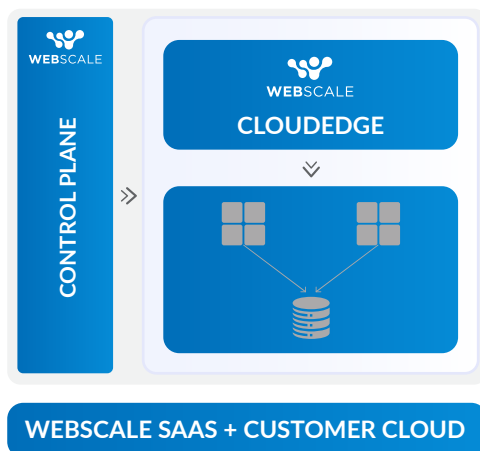
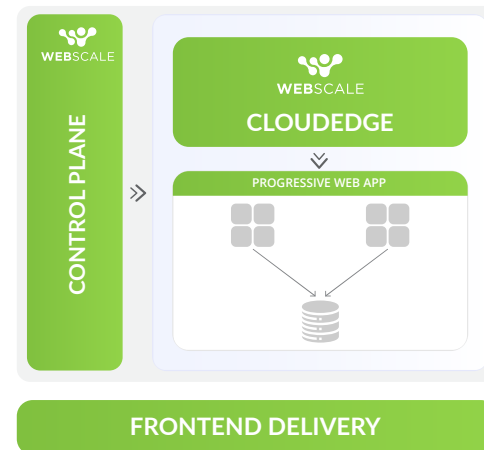
## Flexible Deployment Models

Webscale understands that every customer is somewhat unique, with different requirements of their cloud delivery provider. We have developed flexible deployment models varying from a proxy-only approach for specific needs, such as security or performance, through presentation layer-only designed for PWA or headless use cases, and all the way to fully managed delivery in the public cloud.



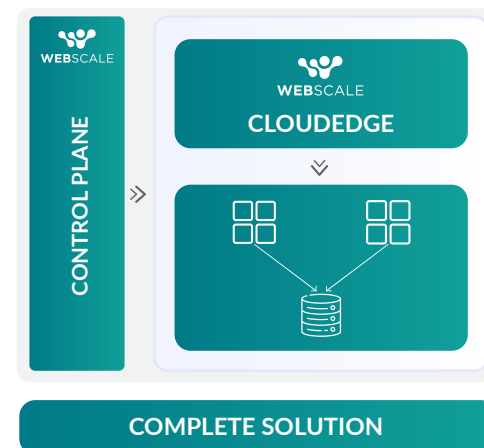
For merchants needing security, performance and compliance, delivered with Webscale CloudEDGE Security (including a WAF, Web Controls, DDoS Shield, advanced bot management) and Webscale CloudEDGE CDN (including advanced image optimization and dynamic site cache). Perfect for merchants on hosted commerce clouds like Adobe Commerce Cloud, Shopify, Salesforce Commerce Cloud or BigCommerce.

For merchants and agencies considering a content management system, a headless or PWA environment for their growing storefront, or a customized frontend. The Webscale CloudEDGE platform delivers any commerce backend, or any custom or open source PWA framework, in a matter of minutes through containerized or serverless deployments. Suitable for merchants on platforms such as Adobe/Magento, Shopify, Hybris, Salesforce Commerce Cloud or BigCommerce.



For merchants on any commerce platform and required to maintain ownership of their own cloud environment in AWS, GCP, or MSFT Azure for compliance or other business reasons. This model enables merchants to work with Webscale to ensure the availability, performance and security of their online storefront, while providing a single pane of glass observability into their infrastructure, backed by a global DevSecOps team monitoring and managing sites 24x7x365.

For merchants looking for a complete solution, leveraging Webscale's full SaaS stack of performance, security, availability and compliance, combined with multi-cloud delivery at an affordable and predictable cost. Webscale provides end-to-end ownership of the customer experience with automation, and machine learning, backed by a global DevSecOps team monitoring and managing sites 24x7x365.



## Best Practices

With experience gained from migrating, delivering, optimizing, managing, and supporting thousands of ecommerce storefronts in the public cloud, Webscale has developed a robust set of best practices around web application deployment and maintenance.



### Continuous Delivery

Ecommerce websites undergo frequent updates to react to competitive pricing, inventory availability, and marketing events. Webscale enables a continuous delivery framework that is software-centric, programmable, automated, and repeatable while ensuring reliability, availability, security, and performance across multiple releases of the application.



### DevOps

DevOps philosophies are being broadly adopted by ecommerce businesses to procure infrastructure in scheduled intervals and increase deployment speed. Webscale deploys storefronts as a software-defined infrastructure, introducing automation workflows that eliminate human errors, while saving time as application changes are published.



### Application Environments

Ecommerce applications require different environments – typically, a development, staging, and production environment, so that code changes can pass through various stages of quality assurance (QA) before being published. Webscale creates environments with a single-click, actively scales out application servers, mirrors the database, and regularly takes verified backups.



### User Acceptance Testing

Webscale enables A/B testing and blue-green deployments, where you can evaluate different web page designs. By directing a portion of traffic to an alternate server set, or tagging a part of the user sessions, the customer response can be compared to help business owners decide which experience is most likely to enhance revenue.

“We needed to scale rapidly and have observability into what was happening in our environment to be able to respond quickly. Webscale offered both and has been a critical part of our success.”

James Espey  
Executive Director, Enterprise Applications  
Trulieve



## Partner Engagement Model

Our commission and incentive structure is designed simply to encourage and support our partners, to jointly drive more business, and achieve strong financial benefits.

Referral Agency Level	BRONZE PARTNER	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER
End Customer Billing (MRR) = \$	✗	✓		
End Customer Billing (MRR) = \$\$			✓	
End Customer Billing (MRR) = \$\$\$				✓
Referral Fee Margin	💰*	💰💰*	💰💰💰	💰💰💰
Recurring Fees	Year 1 only	Year 1 only	Year 1 & 2	Evergreen
Billing / Support / Contract / Ownership	Webscale	Webscale	Webscale	Webscale
GTM Planning			✓	✓
Deal Registration			✓	✓
Sales Training	✓	✓	✓	✓
Sales Engineering / Solution Architects	✓	✓	✓	✓
MDF		● ●	● ●	● ●

\*If a deal closes in the first 90 days after signing, that deal secures a Gold-level referral fee to jump start the partnership.

## Training

Webscale offers extensive training for partners to keep their sales, marketing, technical, and service teams informed on the latest advances in Webscale's solutions for cloud delivery, management, and automation. Webscale courses include: Sales Training, Basic and Advanced Technical Training and Webscale Portal Training.



### Sales Training

- Overview of Webscale services, cloud delivery plans, and platform
- An understanding of Webscale's customer base
- Webscale services and their competitive placement vs managed hosting, CDNs, etc.



### Technical Training

- Basic technical background to Webscale
- Deeper understanding of Webscale's technology differentiation
- Training for Solution Architects
- Best practices around Webscale's onboarding process
- Understanding of our customer portal



### Portal Training

- A formal portal demo
- Better understanding of traffic viewer and event viewer
- Demo access



### Advanced Training

- Enabling engineers on the partner's team to be on the same level as Webscale's Solution Architects, or L1 and L2 customer support

## Sales and Marketing Resources

Webscale partners have access to a complete set of sales and marketing resources to help communicate to customers the value of trusting Webscale with the cloud delivery and management of their ecommerce storefronts.

- **Pre-sales Support:** Once partners make a warm and qualified introduction, we bear the cost of selling, closing, implementing, servicing, and delighting the businesses referred. Our best Account Executives and Solutions Architects support all partner-referred deals. The end result is unmatched customer loyalty, significantly better customer retention, and new revenue streams for partners in the form of regular commissions.
- **Post-sales Support:** To delight our customers, we build a triangle of support, with the customer at the tip, the digital agency partner at one corner, and Webscale at the other – working together to quickly resolve issues. We work very closely with all our partners during onboarding (cloud delivery with Webscale) and technical issue resolution. During the onboarding stage, development partners are included in the Slack channel we use to communicate with and support our customers.
- **Website Listing:** Partner logos are listed on the Webscale website (on the "Our Partners" page) as soon as the mutual channel agreement has been executed.
- **Joint Value Proposition:** This co-branded document includes the key value proposition of our digital agency partner as well as Webscale, and highlights key benefits of the joint solution offering for online merchants. This is available on request.
- **Deal Registration:** Deal registration protects and rewards our Gold and Platinum partners for the identification, referral, qualification, and closure of sales opportunities. Deal registration with Webscale is opportunity-based and dependant upon a minimum criteria being met.
- **Webscale Collaterals and Web Resources:** These include product datasheets, tech guides, and reports.
  - Webscale Corporate Overview
  - Webscale Technology Differentiators
  - The Global Ecommerce Security Report
  - The Global Headless Report
  - Webscale Cloud Delivery Plans – Stratus, Standard, Pro, Business, Enterprise
  - Product Datasheets
    - Webscale CloudEDGE CDN
    - Webscale CloudEDGE PWA
    - Webscale CloudEDGE Security
    - Webscale CloudEDGE Application Testing
  - Webscale Blog
  - Solution Briefs
    - Securing Ecommerce Storefronts for the Holidays
    - The Dangers of DIY Cloud
  - E-book
    - Core Web Vitals "Simplified"

## Key Contacts

- **Co-branded Assets:** These are available on request. If interested, partners should contact their Webscale Partner Manager for assistance in creating these assets.
- **Customer Success Stories:** Webscale delivers cloud management and delivery services for B2C, B2B, and B2E ecommerce and enterprise customers in twelve countries and powers many Fortune 1000 businesses. The company's customers include Adidas, Jaguar/Land Rover, Swarovski Lighting, Olympus, Regal Cinemas, Watsco, Unilver/Murad, and many others.  
  
Customer delight is the core focus of everything we do at Webscale. We have received a number of industry accolades for our customer service and a best-in-class Net Promoter Score (NPS) of 80 from our customers, nearly three times the B2B industry average. Webscale's customer success stories include case studies, blogs and videos. Case studies are available at [www.webscale.com/customers/](http://www.webscale.com/customers/)
- **Turnkey Demand Generation Email Kit:** With ready-to-use, top-performing Webscale demand generation emails, you can develop and nurture leads, and refer deals to Webscale. These emails feature the most effective Webscale product offers, white papers, blogs, industry reports, and other content we've designed to reach both business and technical audiences and to help you accelerate pipeline development. This email kit is available on request. Agency partners should contact their Webscale Partner Manager for access to these tools.
- **Social Media Support:** Webscale actively encourages partners to work closely with its marketing team to share key marketing communications across our combined social media channels (LinkedIn, Facebook, and Twitter). These activities include sharing joint customer wins, participation in industry events, published content on ecommerce infrastructure, user experience, application security, and cloud delivery management, etc.
- **Market Development Funds (MDF):** Our Silver, Gold, and Platinum partners can access the Webscale Market Development Funds (MDF) program, to help them promote Webscale's products and solutions through various awareness-building and lead-generation activities.

For all partner program related questions, reach out to our Partner Managers: [partners@webscale.com](mailto:partners@webscale.com)

For all sales inquiries or to refer a customer, reach out to our Account Executives: [sales@webscale.com](mailto:sales@webscale.com)

For co-marketing support and related questions, reach out to our Marketing team: [marketing@webscale.com](mailto:marketing@webscale.com)

For customer support related requests and questions, reach out to our Support team: [support@webscale.com](mailto:support@webscale.com)

For executive support, reach out to Adrian Luna, Head of Strategic Partnerships: [adrian@webscale.com](mailto:adrian@webscale.com)

### About Webscale

Webscale is powering modern commerce by layering software for performance, security, availability and compliance, over a distributed global network that leverages the cloud, automation, machine learning, and DevOps protocols to address the needs of growing brands. With use cases across a variety of ecommerce platforms and architectures, Webscale simplifies the deployment and day-to-day management of storefronts, including headless and progressive web application infrastructure, and across any self-hosted or fully hosted commerce cloud. Deployed in multi-cloud environments, including Amazon Web Services, Google Cloud Platform, and Microsoft Azure, Webscale powers Fortune 1000 brands including Dollar General, Unilever, Swarovski, Olympus, Regal Cinemas, and thousands of other B2C, B2B, and B2E ecommerce storefronts across 12 countries. Webscale has offices in Santa Clara, CA, Boulder, CO, San Antonio, TX, Bangalore, India, and London, UK.

For more information, visit [www.webscale.com](http://www.webscale.com)

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