

# 5 REASONS

## Top 5 Reasons to Partner and Win with Weka

Our partner network delivers innovative solutions that solve customer and industry challenges.

We are building a solid ecosystem that will help accelerate technical computing in the enterprise and make it easier for customers to accomplish their business goals through technology.

As AI and technical compute become mainstream, it will become even more critical to deliver the highest performing solutions that customers demand, which will give them a competitive advantage and change the way they do business.

Learn more about the Weka Innovation Network today at:

[www.weka.io/partners](http://www.weka.io/partners)



Weka Innovation Network

## 1 MODERN APPROACH TO STORAGE

New workloads in Artificial Intelligence (AI), Machine Learning (ML), analytics, and technical computing are challenging traditional IT infrastructures and are exposing performance, scaling and latency issues that cripple innovation. With Weka, customers can achieve extreme performance at any scale for data-intensive applications. Gain a competitive edge by offering highly differentiated technology that meets these performance demands of next-generation applications.

## 2 PARTNER PROFITABILITY

Grow profits by selling higher margin modern storage infrastructure with WekaFS™ software for high performance workloads in AI and technical computing. Weka contributes to partner profitability from the outset: determining whether Weka can help a customer is typically accomplished in one meeting. Further enhance margins on total customer solutions by generating a recurring revenue stream from Weka's subscription-based pricing model, as well as immediate profit by supporting and not competing with your professional services practice. For every dollar in Weka sales, partners can expect one to three more in hardware and professional services.

## 3 ALL-INCLUSIVE PROGRAM

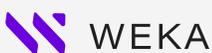
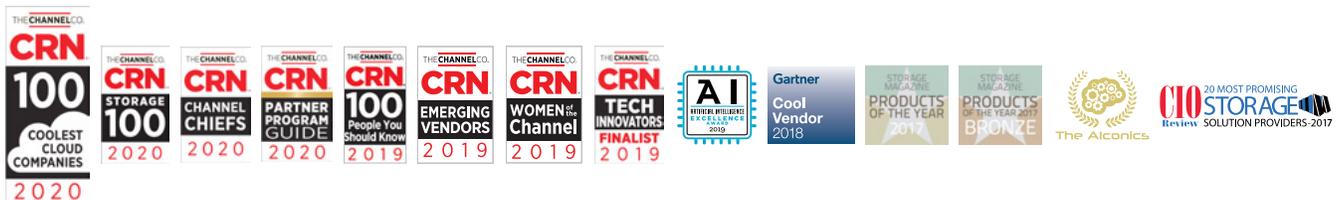
Weka offers a comprehensive program that delivers the resources you need to be successful: training/enablement, turn-key campaigns, deal registration and much more.

## 4 CHANNEL-CENTRIC MODEL

With a channel-centric business model, Weka makes it easy for partners to do business with us and to grow top-line revenue. We strategically limit the number of partners that we do business with, offer high product margins and protect every registered deal so there is no channel conflict and no confusion in the sales process. Our dedicated channel team works closely with partners to deliver industry-leading training and sales support to accelerate your success.

## 5 AN ECOSYSTEM THAT SOLVES CUSTOMER PROBLEMS

The Weka partner and technology ecosystem provides you with the resources you need to provide solutions to customer problems that are clearly differentiated from existing NAS, NVMeoF, and parallel file systems that you have within your portfolio. Weka has been most successful in areas that push beyond the limits of traditional or legacy solutions. Customers can move past barriers and get to the results they need faster and more efficiently. This creates higher satisfaction and helps you further establish trusted advisor status with your customer base.



910 E Hamilton Avenue, Suite 430, Campbell, CA 95008 T: 408.335.0085 E: info@weka.io www.weka.io

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