



# Silver Peak Partner Edge Program

Connect to the market opportunity



# Our Vision for the Channel



**“We're on a mission to enable our partners to become trusted advisors in wide area networking.”**

**On behalf of the entire Silver Peak team, we welcome you to our partner community. We understand the value of the channel and the importance of forging enduring and financially rewarding partnerships, and we look forward to fulfilling our promise to you.**

Silver Peak has been a channel company from the start, so understanding the dynamics of a collaborative co-selling model with customers is ingrained in our heritage.

Enterprises around the world are rapidly migrating applications and infrastructure to the cloud which is driving a new way of thinking about how to securely and directly connect users to applications and architect the wide area network (WAN). Silver Peak, the global SD-WAN leader, delivers the transformational promise of the cloud with a business-first networking model. Our vision is to enable enterprises to build a modern WAN that drives maximum value from existing and ongoing cloud and digital transformation initiatives by delivering a self-driving wide area network that continuously learns and adapts to the needs of the business.

Our mission is to enable you to become a trusted advisor in wide area networking. By partnering together, we can help customers realize a multiplier effect from their cloud investments to drive their businesses forward.

When you partner with Silver Peak, you can accelerate revenue growth, realize higher profit margins and compete more effectively with the industry's only self-driving wide area network platform, enabling you to compete and win in an emerging market that is projected to exceed \$5.25B USD in 2023. With Silver Peak, you can expand and differentiate your business opportunity with complementary cloud-based security and network infrastructure solutions and services, enabled by the industry's broadest technology alliance ecosystem.

We look forward to connecting you to the market opportunity, enabling you to deliver the highest quality of experience to a rapidly expanding base of customers around the world.

**John Moran**  
Director  
North America Silver Peak Channel Business





# \$5.25B

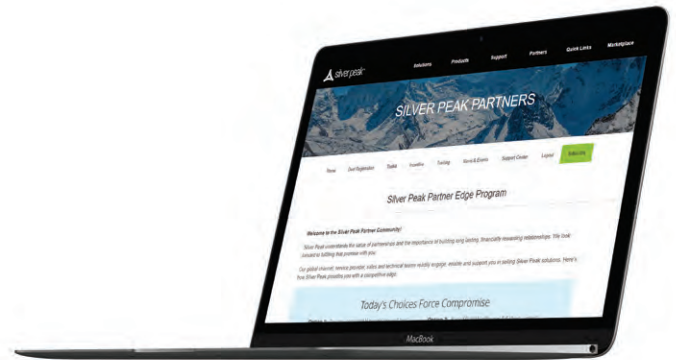
The SD-WAN infrastructure market is  
projected to reach \$5.25B USD  
in 2023\*



# Compete at Your Peak with a Business-driven SD-WAN Edge Platform

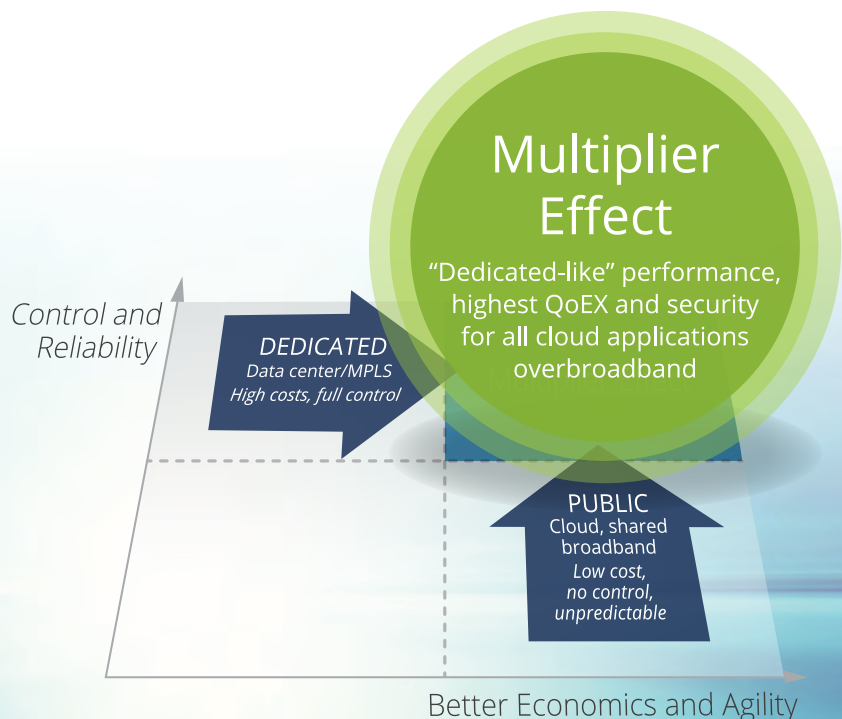
Silver Peak, the global SD-WAN leader, serves thousands of customers in 100 countries around the world

Businesses with a Silver Peak SD-WAN solution achieve the highest multiplier on their cloud investments by modernizing the WAN to deliver the agility and economics of public shared infrastructure with the control and reliability of dedicated resources. This results in better network economics, control reliability and performance.



Unlike other vendors, we offer a business-driven SD-WAN edge platform that unifies SD-WAN, firewall, segmentation, routing, WAN optimization and application visibility and control in a single centrally managed platform, allowing customers to manage continuous change with a network that seamlessly adapts based on the needs of the business.

## Maximize the Multiplier Effect with a No-Compromise WAN Strategy



# Why Forward-thinking Business Leaders Choose Silver Peak

With a business-driven network architecture, the network enables the business, rather than the business conforming to the constraints of the network. The network becomes a business

accelerant that is fully automated and continuous, giving every application the resources it truly needs to consistently deliver the highest quality of experience to end users and IT organizations.

## Only Silver Peak delivers on these four key differentiators:



### BUSINESS-DRIVEN

Business intent drives your applications, not your network, and network resources are priority-driven to match the business criticality of every application.



### CONTINUOUS ADAPTATION

Using artificial intelligence and self-learning, we go beyond automation and templates to power a self-driving wide area network that gets smarter every day.



### HIGHEST QUALITY OF EXPERIENCE

We ensure the highest quality of experience for both end users and IT. End users enjoy always consistent and available application performance and IT gets high-availability and resiliency to be more responsive to the business.



### UNIFIED PLATFORM

Unity EdgeConnect™ is designed from the ground up, uniting SD-WAN, firewall, segmentation, routing, WAN optimization and application viability and control in a single centrally managed platform.

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*Silver Peak was Named a Leader for the third consecutive year in the  
2020 Gartner Magic Quadrant for WAN Edge Infrastructure*

[>> Learn More](#)

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# Positioning You to Win

At Silver Peak, your success is our success.

Our Partner Edge program and portal are designed to enable you to help customers rearchitect their WAN with a business-driven SD-WAN edge platform to drive maximum value from their cloud and digital transformation initiatives.

The Partner Edge program offers three tiers, each with unique revenue and training requirements, enabling you to select the right level of engagement based on your business model, goals and commitment level.



# Program Tiers, Requirements, & Benefits

	SILVER	GOLD	PLATINUM
PROGRAM REQUIREMENTS			
Revenue		\$	\$\$
Sales Accreditation			
Technical Accreditation			
PROGRAM BENEFITS			
Portal Access	✓	✓	✓
Deal Registration	✓	✓	✓
Online Sales Training (No Cost)	✓	✓	✓
Online Technical Training (No Cost)	✓	✓	✓
Online Support	✓	✓	✓
Technical Phone Support	✓	✓	✓
Online Sales Tools & Kits	✓	✓	✓
Partner Program Level Logo	✓	✓	✓
Channel Account Manager		✓	✓
Sales Engineer		✓	✓
Seeds & NFR Discounts		✓	✓
Partner Profile on Partner Locator		✓	✓
Marketing Development Funds		✓	✓
Promotions & Incentives		✓	✓
Rebate Potential		✓	✓
Highest Margin			✓
Field Marketing Resources			✓
Priority for Silver Peak Generated Leads			✓
Services *CDP (Deployment) Eligible – <i>by invitation only</i>			✓
Tech Accclerator Access			✓



## THE OPPORTUNITY

**\$5.25B Market + Silver Peak + Partner Edge Program = Success**

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**Forward-thinking executives from thousands of companies around the world rely on Silver Peak and its leadership in the SD-WAN and WAN edge infrastructure markets to achieve success in today's multi-cloud era.**

Silver Peak offers networking software that enables enterprises to build a modern WAN that drives maximum value from existing and ongoing cloud and digital transformation investments by delivering a self-driving wide area network that continuously learns and adapts to the needs of the business.

Silver Peak enables you to connect to the market opportunity by offering customers a single platform that unifies SD-WAN, firewall, segmentation, routing, WAN optimization and application visibility and control in a single centrally managed platform. The Unity EdgeConnect™ SD-WAN edge platform continuously learns and adapts to meet the requirements of the business to deliver the highest quality of experience to enterprise users and IT organizations.

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**Silver Peak Systems, Inc.**  
2860 De La Cruz Blvd. Santa Clara, CA 95050  
+1 888 598 7325 | +1 408 935 1800

**[www.silver-peak.com](http://www.silver-peak.com)**

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