

# Partnerships and Revenue Streams

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Happy Birfdays!

Let's make this a  
conversation, not a slide  
deck

# Monthly Recurring Revenue

Who's lost a customer  
do to a referral?

It started with a printer

Last year, I built a  
partner program

“Doesn’t matter to me  
where you buy the thing,  
provided it’s the right thing.

Know your audience

If you work with small  
offices, sell products for  
them

Each vendor you sell  
takes time. Precious time.

Be prescriptive  
“I’ll be best able to  
support you if you use...”

Don't sell a SAN to a one-  
person video company

Don't sell a Mac Mini Server  
to do all the file sharing for  
a 5,000 person company

Don't let your ego get  
in the way

# Evaluating Partners

Start with the tech:  
you don't want to support  
crap

Support

# Partner Programs

Margin

# Referrals

Sales minimums

Quid pro quo

What are some of the  
variables you consider?

# Transactional Partners: Links and Commissions

# The Apple Store Online Team

Just selling versus  
becoming an official  
reseller

Who has an account with  
Ingram Micro and/or  
TechData?

Listings on websites/  
SEO

The opportunity cost of  
inappropriate placements

Enablement materials

# Renewals

Selling bandwidth:  
MRR

Returns/stock

Getting up to speed  
with products

VAR enablement

Define a Subject  
Matter Expert

Any good stories of a  
partner who was really  
great?

Switching partners

# Scaling and APIs

# Finding the right MSP Partners

# Hourly vs fixed fee concerns

Automation  
(cost reduction)

Additional Services  
(increasing value)

When I designed the  
Bushel program

Simple and transactional,  
just like the product

# Paypal and Nexus tax laws

The choice of perpetual  
vs up-front commissions

Versus Casper

Not transactional

Deal registration

Different types of  
customers, different types  
of ways to earn margin

Official sales channels

Turning customers into  
partners

In short

Pick partners based  
on your customers

Validate the tech

Know the cost of  
onboarding a new  
partner

Know what kind of  
partner you're working  
with

Pick partners that appeal  
to your business model

MRR is good

May The 4th Be With  
You