

SolarWinds Technology Alliance Program (TAP) Overview

SolarWinds MSP offers a simple, integrated, and powerful portfolio of monitoring, security, and business tools. As part of our commitment to serve the MSP community, our Technology Alliance Program (TAP) helps software, hardware, and service companies develop and integrate their products with SolarWinds MSP solutions.



The SolarWinds MSP Technology Alliance Program (TAP) is designed for companies that have demonstrated product and solution interoperability with SolarWinds MSP solutions.



By working with SolarWinds MSP, a global leader in comprehensive, scalable IT service management solutions, partners can promote their solutions to over 22,000 MSPs.



Program members can take advantage of a variety of marketing, event, and business development opportunities.

BENEFITS

- » Presence on SolarWinds TAP webpage
- » Not for resale (NFR) software for testing/training
- » Access to SolarWinds beta program
- » PR and communications (press release/announcement, social media support)
- » Access to development resources through the SolarWinds Customer Success Center and Learning Institute
- » Joint marketing opportunities (webcasts, solution briefs, blogs, podcasts)
- » Access to SolarWinds annual Empower MSP events

TAP PROGRAM TIERS

The SolarWinds TAP Program has three partnership tiers: Access, Engage, and Advance. The program begins at the Access tier with the opportunity to progress into Engage and Advance tiers based on deeper integration development, go-to-market engagement, and SolarWinds MSP sales and channel alignment.

ACCESS

This tier provides partners with resources to create and develop technical integrations with SolarWinds MSP solutions, as well as a platform to showcase their offering.

ENGAGE

This is for partners who are strategically aligned with SolarWinds MSP on a technical and go-to-market level. Partners in the Engage tier have developed successful joint solutions that are actively deployed by our mutual customers.

ADVANCE

Reserved for larger ISVs and partners that have created and invested in deep technical integrations and go-to-market engagement, these partners are driving a significant number of influenced bookings. *The Advance tier requires SolarWinds executive level sponsorship.*

TAP PROGRAM REQUIREMENTS

	ACCESS	ENGAGE	ADVANCE
Completed TAP application and acceptance into the program	✓	✓	✓
Dedicated business and technical contacts	✓	✓	✓
SolarWinds listed on partner website	✓	✓	✓
Partner-created technical guide or KB	✓	✓	✓
Multiple SolarWinds product integrations		✓	✓
Meet joint customer benchmarks		✓	✓
Quarterly business review			✓

TAP PROGRAM BENEFITS

	ACCESS	ENGAGE	ADVANCE
TAP website presence	✓	✓	✓
TAP integration support	✓	✓	✓
Access to Customer Success Center	✓	✓	✓
SolarWinds NFR licenses	✓	✓	✓
Access to SolarWinds MSP Empower events	✓	✓	✓
Joint press release/announcement		✓	✓
Contribute to SolarWinds MSP blog		✓	✓
Live and recorded webcasts		✓	✓
Additional promotion on TAP webpage			✓
Co-author case study or whitepaper			✓

HOW TO JOIN

- » Simply fill out the online application located at solarwindsmsp.com/partnerships/TAP and agree to the Technology Alliance Program (TAP) terms.
- » Once the application is received, it will be reviewed by the TAP team; once approved, the partner will be notified and onboarded.
- » After successfully joining the program, the partner will receive onboarding information and instructions on how to begin their journey.

If you have any questions about the TAP Program, please reach out to TAP@solarwinds.com.