






# ELEVATE

ANS PARTNER RECOGNITION PROGRAMME

# So, what's on the cards today?

-  What is ANS Elevate?
-  Payments & accelerators
-  Who & what services are eligible?
-  Next steps
-  FAQ's

# Elevate Programme.

- ✓ An exciting new way of getting recognised on referrals that runs alongside our existing partner programme.
- ✓ Receive recognition quicker, and get bigger rewards when your customer signs with ANS for longer!
- ✓ Easy to manage, no change to existing process. Log and manage referrals via the ANS Portal.

**Elevate is designed to support our partners, reward their growth, and recognise their success. Limited spaces are available on the programme, so make sure to register interest ASAP to confirm your space.**



NEW

## Upfront Commission.

- ✓ Elevate is designed so that you can start earning your commission faster. Payments are now made upfront depending on the contract term.
- ✓ Get 12 or 18-months' worth of commission when the customer makes their first payment **AND** continue to receive monthly commission at your normal rate.
- ✓ The longer the customer signs with ANS the more upfront commission you receive, along with access to all the other benefits of being an ANS Partner.

## Accelerators

| Upfront Payment |                 |           |           |           | Term | Recurring Commission |           |           |
|-----------------|-----------------|-----------|-----------|-----------|------|----------------------|-----------|-----------|
| Partner Tier    | Commission Rate | 12 Months | 36 Months | 60 Months |      | 12 Months            | 36 Months | 60 Months |
| Premier         | 15%             | N/A       | 12 Months | 18 Months |      | 15%                  | 15%       | 15%       |
| Advanced        | 12%             | N/A       | 12 Months | 18 Months |      | 12%                  | 12%       | 12%       |
| Foundation      | 10%             | N/A       | 12 Months | 18 Months |      | 10%                  | 10%       | 10%       |

## Worked Example

| Upfront Payment (based on £500 MMR) |                 |           |           |           | Term | Recurring Commission |           |           |
|-------------------------------------|-----------------|-----------|-----------|-----------|------|----------------------|-----------|-----------|
| Partner Tier                        | Commission Rate | 12 Months | 36 Months | 60 Months |      | 12 Months            | 36 Months | 60 Months |
| Premier                             | 15%             | £0        | £900      | £1,350    |      | £75                  | £75       | £75       |
| Advanced                            | 12%             | £0        | £720      | £1,080    |      | £60                  | £60       | £60       |
| Foundation                          | 10%             | £0        | £600      | £900      |      | £50                  | £50       | £50       |

# Payment Timeline



# Who is Eligible?

- ✓ Elevate is open to all ANS Partners registered on our Partner Programme and signed up to the latest Partner Account Terms (June 2023). Initial places are limited, so make sure to register your interest ASAP to guarantee your space.
- ✓ If you are an existing partner but not on the latest Partner account terms, you can uplift your terms and register for the Elevate programme instantly.
- ✓ Upfront payments can only be made to Partners who are registered on the programme and have a UK business bank account where payments can be made. Partners will have 30 days from invoice to raise the payment request.



# What Services are Covered?

## eCloud VPC (Virtual Private Cloud)

ANS' eCloud Virtual Private Cloud combines the benefits of the public cloud, such as flexibility, resilience, and scalability, with the security and simplicity of a private cloud.

Built on enterprise-grade technology from VMware, Cisco, and HPE, it is tailored to your needs, quick to deploy, and easy to manage.

It is 100% UK-based and fully compliant with cybersecurity standards, including GDPR and Cyber Essentials Plus.





# Next Steps



## Are you a Partner? sign up now!

If you are a partner and on the current terms, all you need to do is let your Partner Manager know you would like to register for the Elevate Programme.

The next time you make a referral, they will confirm the upfront commission with you!



## Ready to go? Make a referral

Once your Partner Manager has confirmed your place on the Elevate Programme, simply log into the Partner section of our GLASS portal and make your referral.



## Collect your commission

Once we've converted your referral to a customer, you will be eligible to claim your upfront payment and on-going commission each month. All of this can be managed via the GLASS portal.

# Terms & Conditions

- **Minimum term to qualify for upfront payment is 36 months.**
- **Upfront payment on a 36-month contract is to the value of 12 months commission at Partners commission rate.**
- **Further accelerator for all partners, when a 60-month term contract is signed, to the value of 18 months commission at a Partners Commission rate.**
- **Cancellations/Non-payment, ANS will cease on-going commission. No payment made until customer makes payment as per normal programme rules.**
- **Partners required to be on the latest Partner Terms (June 2023) to be eligible. Older terms will not be eligible for this programme.**
- **Only eligible on eCloud VPC referrals. Public Cloud, Colo & Dynamics to remain at current partner rates.**
- **Partner required to claim upfront payment within 30 days of invoice reference being made available, failure to claim payment will result in upfront payment being forfeited.**

# FAQ's

## **I am an existing partner, and I am not sure what tier I am on. How do I find out?**

To confirm which tier you are on, please reach out to your account manager or contact [channel@ans.co.uk](mailto:channel@ans.co.uk) for a member of our team to get in touch.

## **I have not signed up to the latest terms and conditions, will my referrals qualify for this new scheme?**

The Elevate Programme is only available to partners on our latest agreement (June 2023). If you are not on the latest agreement, you will not be eligible for the new scheme. If you would like to update the terms and enrol on the Elevate Programme, please speak with your account manager or contact [channel@ans.co.uk](mailto:channel@ans.co.uk).

## **Will this have any impact on my current commission?**

No, enrolling on the scheme will not impact your current commission payments.

## **I've received my upfront payment, but the referred customer has stopped paying, do I have to return the payment?**

All commission payments are only made once we receive payment from the customer. After you receive the upfront payment, you will continue to receive monthly commission. If the customer does not pay, these monthly payments will be suspended. If we do not receive payment from the customer & they have not been with us for longer than the upfront payment period, we will recoup the commission from the next eligible referral.

# FAQ's

## **How often do I have to make a referral to continue receiving commission?**

As per our standard terms and conditions, partners are required to make at least one referral every 18 months to continue to receive commission. If this period lapses, commission is suspended until a new referral is made. At this point commission will restart, but we will not backdate for the period between 18 months & the newest referral.

## **Does the Elevate Programme cover all products?**

The Elevate Programme is only available on eCloud VPC referrals. All other products will continue to be paid as per the standard partner agreement.

## **What happens if the referred customers spend increases with you in the first 12 months, will you alter the upfront payment?**

The upfront payment is based on the initial contracted service only. If the customer takes additional products this will be captured in the monthly commission payments.

## **What is the upfront payment calculated on?**

The upfront payment is calculated on the monthly recurring revenue of the referred customer, just as commission is today. This excludes any consumption, licensing or one-off costs. Your account manager will verify the commission amount prior to processing.

# Thank you.

**Email:** [channel@ans.co.uk](mailto:channel@ans.co.uk)

**Call:** 0800 458 4545

**[www.ans.co.uk](http://www.ans.co.uk)**

# ELEVATE

ANS PARTNER RECOGNITION PROGRAMME