



CONNEXITE CHANNEL CIRCLE

Connexite Partnership Program
2025





LEVENT KILIC

CEO

Message from the CEO

We are living in an era defined by unprecedented connectivity and rapid change, far beyond what we once imagined. In the past, cybersecurity was often viewed as supplementary to core business operations. Today, it has become a critical and indispensable pillar, around which all business processes, routines, and procedures are built, regardless of industry.

As both technology and business landscapes evolve, expertise in cybersecurity now requires a holistic understanding that spans beyond technical knowledge to encompass the intricacies of business operations.

System integrators play a vital role in bridging gaps within IT operations.

By connecting and streamlining all operational tasks, they enable organizations to achieve better efficiency and smoother workflows.

At Connexite, we firmly believe that a robust channel ecosystem is key to delivering our cutting-edge technologies to customers. **The C3, the Connexite Channel Circle** program offers flexibility to suit the needs of any system integrator looking to collaborate with Connexite.

Every aspect of the program is built on transparency, with clearly defined processes that prevent conflicts and foster trust.

We are excited to welcome new partners and expand our reach, delivering exceptional solutions to every customer through our valued Connexite partners.

The C3, the Connexite Channel Circle — a comprehensive and multidimensional engagement model is designed to address the unique needs of all stakeholders: Connexite, distributors, partners, and customers.

Our primary goal is to continuously strengthen the partner ecosystem by providing them with the resources, tools, and support they need to succeed.

We empower our partners in several ways, ensuring that they not only generate more leads and close deals effectively but also gain a competitive edge in the market.

Through **marketing development funds (MDF), rebate programs** offer financial incentives that reward performance, while **proof of concept (PoC) and demo support** facilitate real-world testing with confidence.

Additionally, Connexite offers an extensive **Not-For-Resale (NFR) program**. To further motivate and reward excellence, we have developed **personal awards programs** that recognize outstanding partner contributions, ensuring that top performers are acknowledged and celebrated.

To support broader financial needs, we provide access to **financial instruments**, such as leasing options that make it easier for partners to close deals with customers who require flexible payment terms.

“Our main goal is to make our ecosystem stronger every day, by supporting our partners generate more leads, and close deals”

Tiered Ecosystem, for a rewarding collaboration on each partnership type



Connexite Partnership offers multiple opportunities. C3 program is the main driver to engage us with our partners, introducing a well-defined sales cycle. There are C3 only members benefits and incentives, such as tiered discounts, training supports, Connexite generated deals sharing and social interactions.

PARTNER ENABLEMENT



Deal registration has never been so simple yet transparent. Everything is handled through a simple and fully automated portal;

MY.CNX

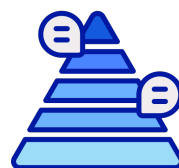
The idea behind MY.CNX is to remove any human involvement on decision processes for initial deal registrations. Partners enter all the deal details, and if CNX-AI qualifies it as a new opportunity, it would automatically register for up to 120 days, with possible extensions rewarding our partners field efforts.

LEAD GENERATION



There are different partner tiers to fit with any contributor. Partners can start with any level, with acceptable commitments on both sides, and upgrade their level in the future. Higher tiers mean deeper engagements with Connexite, offering more value to overall business.

TIERED STRUCTURE





Success is not only selling products, but to make it sustainable.

Connexite partners covers all aspects of a successful ecosystem.

Training partners, educate users and other partners, making them comfortable and confident for operation, while support partners work with them to maintain smooth operation.

Development never stops within the core team, and shared with development partners who will test and help us improve our products

A complete team of training, sales and support to build a sustainable cycle for long term success

SALES

Lead generating partners to introduce Connexite products to end customers. Support sales cycle, from lead to win

SUPPORT

Service partners that are capable to install, maintain and optimize Connexite products, working with end customer to provide best support when needed.

TRAINING

Training partners to deliver product or technologies specific courses to customer and other partners. Helping admins to benefit from all features of Connexite products

DEVELOPMENT

Value adding technology partners for Connexite products. Experts on both improving current products and integrating with other solutions

Tiers are here to define the level of collaboration and also rewards for each partner type.



SALES PARTNER LEVEL	GOLD	SILVER	BRONZE
BENEFITS			
Discount	• • •	• •	•
Extra registration period	•		
Registration protection		•	
Standard registration			•
Connexite generated deals	•		
Access to training portal	•	•	
Co-branded marketing	•		
Partner listing	•	•	
Rebate Program	•	•	
Personal Award program	•	•	•
REQUIREMENTS			
Sales target	1M £	500k £	100K £
NFR package	30K £	10K £	2K £
Dedicated account manager	•	•	
Certified sales engineer	•		
Dedicated sales engineer		•	



For more information on
CONNEXITE CHANNEL CIRCLE
please visit

connexite.co.uk/partner



DISCOVER
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