NUTANIX

Sales Welcome Kit

For Distributor/Reseller Partner Sales

x

Welcome Aboard, Partner.

We're super thrilled to have you as a new member of the Nutanix Partner Sales community!

This marks the start of an exciting journey. At Nutanix, we believe in nurturing strong and lasting relationships with our partners, so you can expect comprehensive support to help you grow and succeed alongside us.

A key pillar in our partnership program is to empower you with product knowledge and skills to excel. Trust us when we say we are committed to providing you the tools and resources you need to build a strong foundation from Day 1 to Day 90.
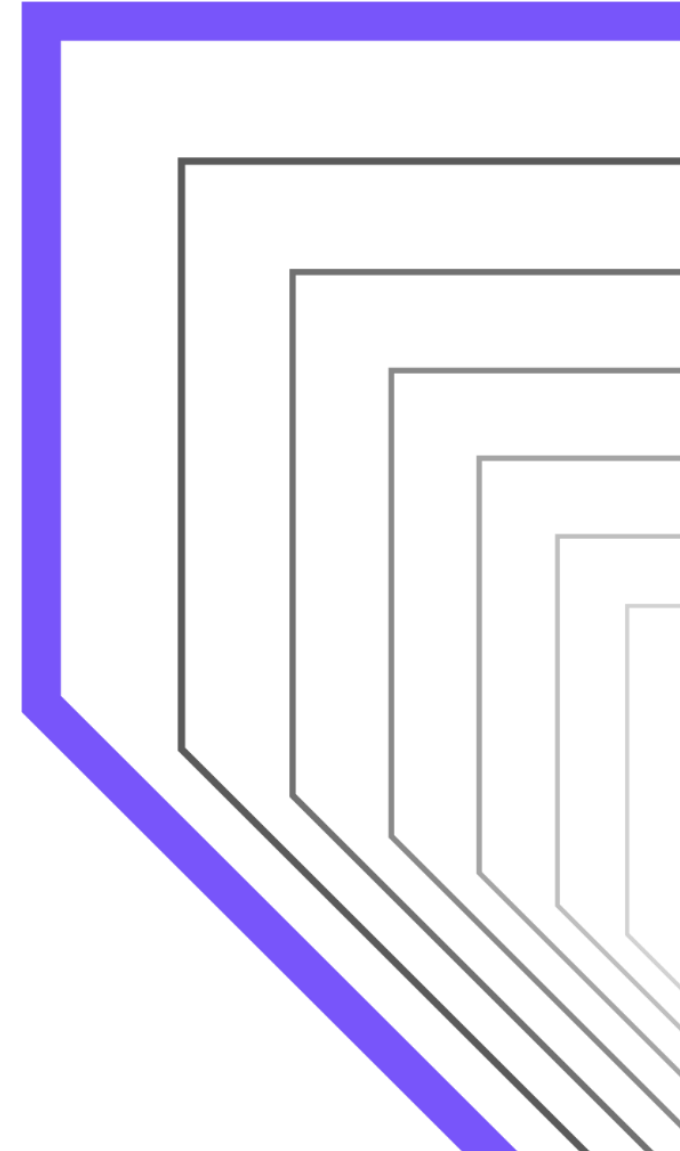
Introducing the Nutanix Elevate Partner Program

Be part of the prestigious Nutanix Elevate Partner Program.

What's the big deal? Well, it's a program designed for those who have demonstrated exceptional technical proficiency and a strong commitment to delivering top-notch solutions to our mutual customers.

This simply means getting to enjoy <u>even more benefits</u>, including:

Priority access to support

Exclusive marketing opportunities

Enhanced incentives

To make the most out of the partner program and we recommend that you follow this learning journey.

Nutanix Elevate Partner Program Competency Levels

Our Elevate Partners demonstrate their high levels of competency by putting their skillsets – developed through enablement – into practice when selling and supporting their customers.

Reseller Elevate Level Structure

The Nutanix Elevate Reseller Partner Program is designed to reward partners who develop deep skillsets around selling, delivering, and developing services around the Nutanix portfolio. In FY25, we're introducing the Premier Reseller level to highlight our elite partners.

Review the program requirements by exploring the links below:
Reseller Program Requirements
Distributor Program Requirements

Authorized Reseller
Partner with foundational sales and technical competencies.

Professional Reseller
Partners who have invested in their sales and technical expertise to provide integrated Nutanix solutions.

Champion Reseller
Nutanix experts with deep sales, technical, and services delivery competencies who consistently sell the full Nutanix portfolio.

Premier Reseller
Trusted advisors who have demonstrated deep expertise in selling and delivering comprehensive Nutanix solutions. Their extensive product, administration and services competencies allow them to provide exceptional value and support to their customers.
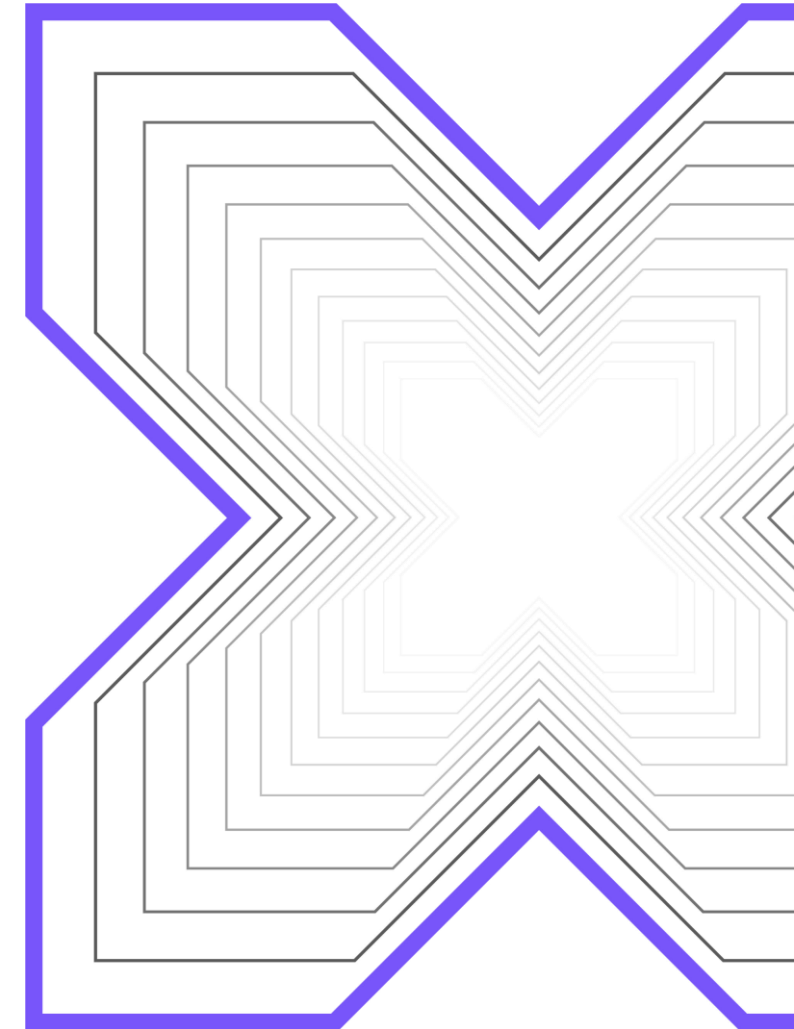
Nutanix Elevate Partner Program Competency Levels

Our Elevate Partners demonstrate their high levels of competency by putting their skillsets – developed through enablement – into practice when selling and supporting their customers.

If a partner does not meet the below requirement, they will be considered Enrolled. New partners start as Enrolled, and we expect them to at a minimum obtain one (1) NCSR and submit two (2) deal registrations for new opportunities with their first 12 months.

Competencies	Authorized Reseller			Professional Reseller			Champion Reseller			Premier Reseller		
	Zone 1	Zone 2	Zone 3	Zone 1	Zone 2	Zone 3	Zone 1	Zone 2	Zone 3	Zone 1	Zone 2	Zone 3
Sales												
Nutanix Certified Sales Representative: Nutanix Basics	2	1	1	3	2	1	4	3	2	5	4	3
Nutanix Accredited Associate - Infrastructure*	2	1	1	3	2	1	4	3	2	5	4	3
Nutanix Certified Sales Expert – **NCSX**	–	–	–	Recommended	Recommended	Recommended	2	1	1	3	2	2
Technical												
Nutanix Accredited Professional - Infrastructure*	2	1	1	3	2	1	4	3	2	5	4	3
Nutanix Certified Associate - NCA (NCA 6.XX are all eligible)	Recommended	Recommended	Recommended	2	2	1	N/A	N/A	N/A	N/A	N/A	N/A
Nutanix Certified Professional - Multicloud Infrastructure - NCP-MCI (NCP-MCI 6.XX are all eligible)	–	–	–	Recommended	Recommended	Recommended	3	2	1	4	3	2
Nutanix Certified Professional - Cloud Native - NCP-CN* (6.XX are all eligible)	–	–	–	–	–	–	Recommended	Recommended	Recommended	2	1	1
Nutanix Certified Professional - Choose Your Specialty (6.XX are all eligible)*: Multicloud Automation (NCP-MCA), Cloud Integration (NCP-CI), End User Computing (NCP-EUC), Unified Storage (NCP-US), Database Automation (NCP-DB), Artificial Intelligence (NCP-AI)	–	–	–	–	–	–	–	–	–	2	1	1
Services												
Nutanix Certified Services Core – **NCS-Core** *(NCP-MCI is a pre-requisite)*	–	–	–	Recommended	Recommended	Recommended	3	2	1	4	3	2
Nutanix Certified Services Professional* (Choose preferred track from: Multicloud Infrastructure (MCI), Database Modernization (NDB), End User Computing (EUC) or Multicloud Automation (MCA)	–	–	–	Recommended	Recommended	Recommended	1	1	1	3	2	1
Performance Requirements**												
Bookings Minimum for the Prior 12 Months (USD)	$300,000	$150,000	$75,000	$1,000,000	$750,000	$500,000	$1,500,000	$1,000,000	$750,000	$2,500,000	$1,750,000	$1,250,000
OR												
# of New Logos Booked for the Prior 12 Months	2	2	1	5	4	3	8	6	5	10	8	7

New in FY26

* Partners who were Premier after the final FY25 checkpoint have until the end of FY26 (July 31, 2026) to complete these additional certifications. Any new partners wanting to become Premier need to meet all new requirements.
Bookings minimum is based on Total Contract Value-TCV of Nutanix software bookings for all Nutanix software, software renewals, and Nutanix OEM opportunities when the reseller partner is identified on the Nutanix
opportunity by the OEM. Orders with no Nutanix software are not included in the bookings total. Not for Resale (NFR) products, "Other Parts" and hardware are ARE NOT eligible towards the bookings total. A new logo is defined
as an opportunity with a new end user to Nutanix, not having any Nutanix technology installed in their enterprise globally. Resellers purchasing software for themselves is not eligible towards the new logo count.
Additional Technical & Services Information:
• *NCA provides a Nutanix technical foundation and NCP-MCI builds on this at a more advanced level however NCA is not a pre-requisite for NCP-MCI. Therefore, if an individual has the NCP-MCI they DO NOT need to take the NCA, the NCP will count for any requirements.*
• *For Nutanix Certified Services courses the partner will pick their preferred track.*
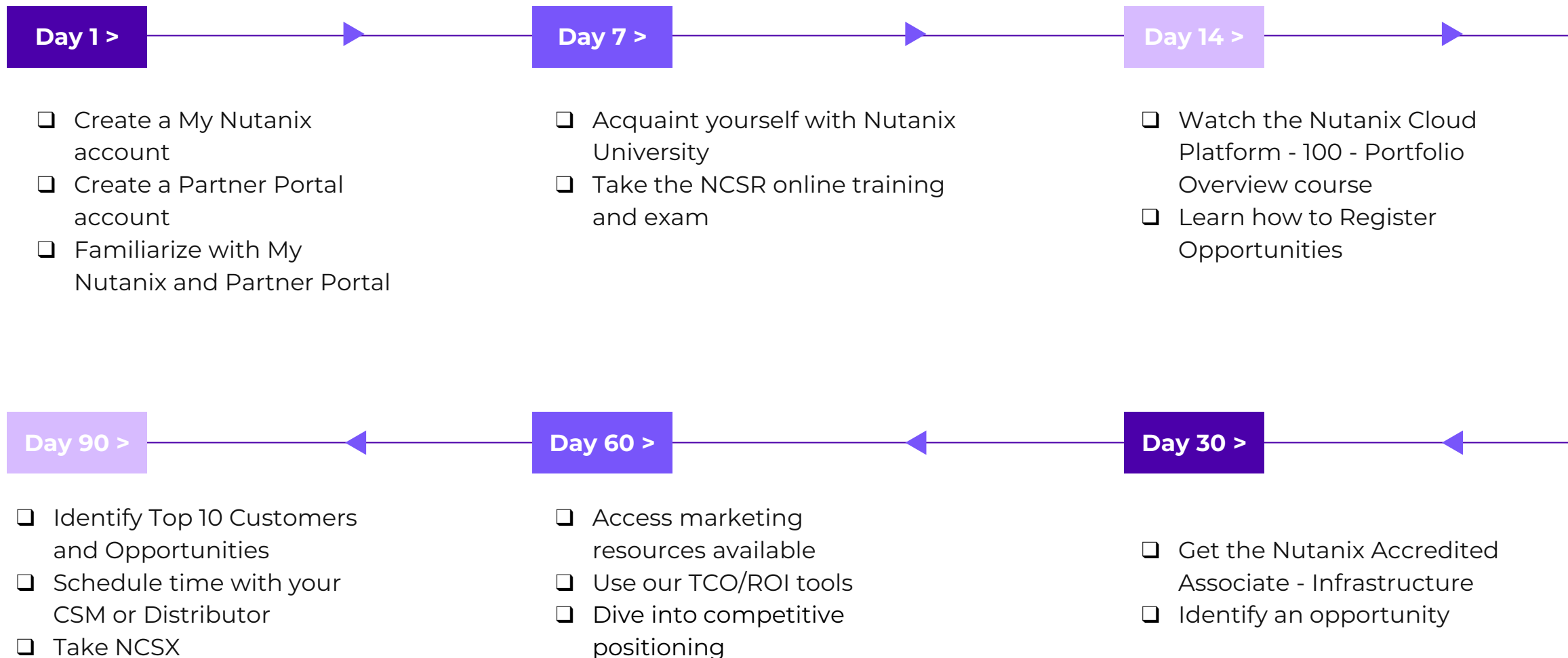
Zone 1: USA, India, Japan, France, Germany, UK
Zone 2: Brazil, Canada, Australia, Singapore, South Korea, Italy, Netherlands, Saudi Arabia, Sweden, Switzerland
Zone 3: All countries not in Elevate Zones 1 & 2

Your Milestone Checklist

We're serious about helping you succeed alongside us.

Not sure if you're trailing behind or speeding ahead of your peers in your Nutanix journey? Use this checklist to get a clear view of the milestones you should be hitting from Day 1 to Day 90.

Day 1 >

- ❏ Create a My Nutanix account
- ❏ Create a Partner Portal account
- ❏ Familiarize with My Nutanix and Partner Portal

Day 7 >

- ❏ Acquaint yourself with Nutanix University
- ❏ Take the NCSR online training and exam

Day 14 >

- ❏ Watch the Nutanix Cloud Platform - 100 - Portfolio Overview course
- ❏ Learn how to Register Opportunities

Day 90 >

- ❏ Identify Top 10 Customers and Opportunities
- ❏ Schedule time with your CSM or Distributor
- ❏ Take NCSX

Day 60 >

- ❏ Access marketing resources available
- ❏ Use our TCO/ROI tools
- ❏ Dive into competitive positioning

Day 30 >

- ❏ Get the Nutanix Accredited Associate - Infrastructure
- ❏ Identify an opportunity

Sign up for a My Nutanix ID

All fields below are required.

First name

Last name

Company name

Job title

Phone number

Country

Email

Use a company email address to sign up - personal domain addresses are not allowed.

Password

Show

Submit

By clicking on "Submit" above, you acknowledge that you have reviewed and agree to be bound by the Nutanix License and Services Agreement and that you have read the Nutanix Privacy Statement.

Create a My Nutanix account

Here's a step-by-step guide to completing this task.

01

Visit https://my.nutanix.com/page/signup to register for a My Nutanix account

02

Fill up the form with your information, which includes *First Name, Last Name, Company Name, Job Title, Phone Number, Country, Email,* and *Password*
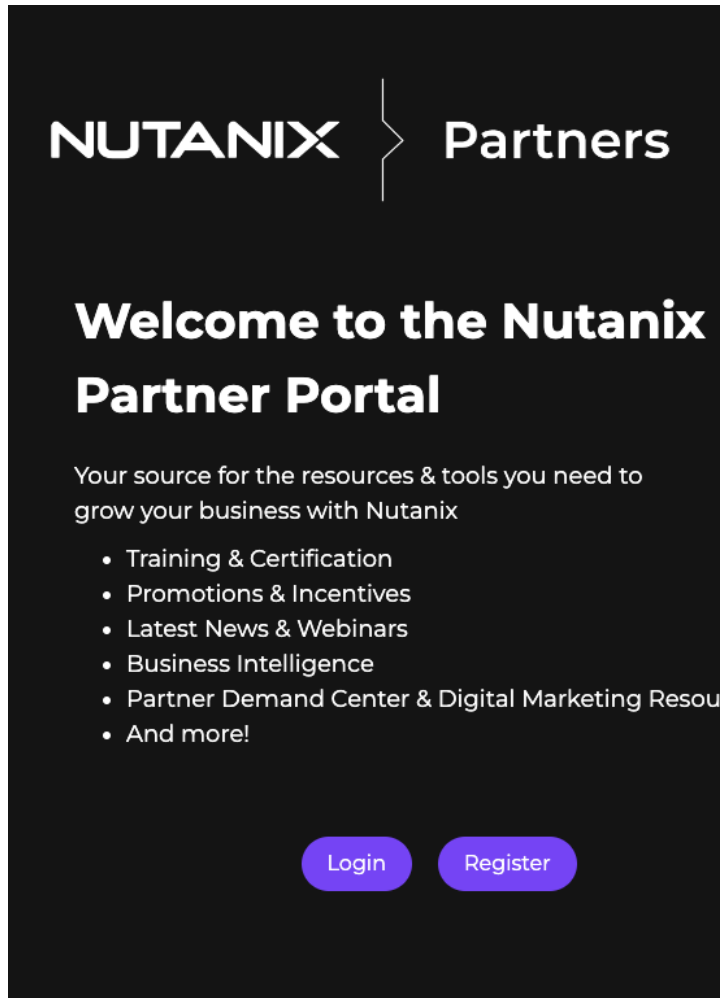
03

Click the Submit button to complete your registration

Have some issues with registration? Shoot us an email at partnerhelp@nutanix.com

NUTANIX Partners

Welcome to the Nutanix Partner Portal

Your source for the resources & tools you need to grow your business with Nutanix

- Training & Certification
- Promotions & Incentives
- Latest News & Webinars
- Business Intelligence
- Partner Demand Center & Digital Marketing Resou
- And more!

Login   Register

Create a Partner Portal account

Here's a step-by-step guide to completing this task.

01

Visit https://partnerportal.nutanix.com to register for a Partner Portal account

02

Fill up the form with your information, which includes *First Name*, *Last Name, Company Name, Job Title, Phone Number, Country, Email*, and *Password*
Ensure that you use your company email address for the form, not your personal one!

03

Click the Submit button to complete your registration

Have some issues with registration? Shoot us an email at partnerhelp@nutanix.com

Familiarize with My Nutanix and Partner Portal

"Information overload! Where do I start?"

Logging into the Partner Portal with your newly registered account will connect you directly to https://my.nutanix.com. The list below is a good starting point to get familiar with the site:

Nutanix Sizer

Size and receive budget estimates across on-prem or public cloud deployments

Collector

Collect, store, view, analyze, and size for an existing customer environment

Next Community

Engage with Nutanix community via Blogs, Activities & Forums

X-ray

Benchmark real-world performance, resiliency, and scalability of any HCI and three-tier platforms

Test Drive

Get your own free cluster to take Nutanix products and features out for a spin

Community Edition

Start conversations for all things AOS Community Edition in this forum

Nutanix University

Complete the trainings and get certified

Demo

Experience Nutanix products and solutions in action

Acquaint yourself with Nutanix University

Kick off your learning journey!

New to Nutanix? [Click here to start the Nutanix Onboarding Learning Plan](#)

Log in to **Nutanix University** to:

Access **training materials**

Get an overview of your learning and certification activities

Plan out your learning journey

Exam **promotions** and **discounts**

NCSR: Nutanix Basics - Partner

14% COMPLETE

Take the NCSR online

If you can spare the time (and we really hope you can!), complete the **NSCR: Nutanix Basics** online training and take the assessment at the end to be certified.

Ready to sit for it and be certified?

Take the course now.

NUTANIX
CERTIFIED

Sales
Representative

≡ **Why Now?**

≡ **Why Is Nutanix The Right Solution For Your Customers Today?**

≡ **Who Are Your Prospective Customers?**

Watch the Nutanix Cloud Platform course

Learn how to best present NCP to your customers

The Nutanix Cloud Platform is our company's flagship product, which combines computing, storage, and networking into a single system that is easy to manage and scale. It supports hybrid and multi-cloud deployments, allowing organizations to seamlessly integrate with public cloud services such as AWS, Azure, and Google Cloud Platform, as well as on-premises infrastructure.

Enroll in the training <u>click here</u>.

Learn how to Register Opportunities

Discover how to earn more with the Performance+ Deal Registration Program

Performance+ Deal Registrations are opportunity-based and partners that initiate a Performance+ Deal Registration with Nutanix will receive a deal registration benefit over other potential partners for the time prescribed for the registered opportunity.

Check out our resources page here.

Get the Nutanix Accredited Associate – Infrastructure

Nutanix Accredited Associate – Click here to start

This course is for new and existing partner AEs and SEs who want to gain a foundational understanding of Nutanix infrastructure. By completing this course and passing the assessment, you will earn a digital badge recognizing your achievement.

Designed to provide sellers the knowledge to understand the history and benefits of HCI, value and benefit of Nutanix, why customers move to Nutanix, capabilities of Nutanix Cloud Infrastructure, and how to handle a first pitch to a customer on Nutanix as an infrastructure platform. With this knowledge sellers will be able to identify, pitch, and qualify opportunities.

Identify an opportunity

It's time to put your learning into practice!

Use all the knowledge you gained in the past month to identify an opportunity. Here's a guide to getting started.

Understand your opportunity's needs

Analyze their current infrastructure and pain points, then start identifying areas where Nutanix solutions can provide value.

Research on the Nutanix solutions

Familiarize yourself with Nutanix product portfolio, including hardware and software offerings, so you can help match the solutions to their needs.

Qualify the opportunity

Determine if Nutanix is a good fit for the opportunity by considering factors such as budget, environment complexity, and willingness to adopt a HCI.

Submit your Deal Registration

Submit Deal Registrations, access features for Account Mapping and Renewal Insights

Engage with the Nutanix sales team

Get in touch with your Nutanix Distributor or Channel Manager, so they can provide you with resources, support, and pricing information.

Discuss with your local Nutanix Channel team

Reach out to them to discuss the ways to approach and win this opportunity.

Access to Marketing Resources

Here are the 5 things you can do to prepare yourself for it:

01 Webinars

Nutanix webinars offer expert insights on cloud, virtualization, and IT solutions to drive business success.
To see available webinars, click here.

02 Demand Generation Guides

Nutanix Demand Generation Guide simplifies planning and executing campaigns, providing resources to boost partner-led growth.
Click here to know more.

04 Current customer promotions and partner incentives

Click here to take advantage of current promotions and incentives.

03 Sales Tools & Assets

Nutanix provides sales tools and assets equip teams with resources to drive deals and win customers effectively.
Click here to explore.

05 More? Follow Nutanix Partners on social media

LinkedIn
X

Use our TCO/ROI tools

Nutanix TCO tools help quantify cost savings and efficiency gains, enabling smarter IT investment decisions.

Challenger TCO Tool	Quick TCO Tool	Direct to Cloud TCO Tool
Gain the ability to identify high-level business and add case study proof points	Quickly determine the financial benefit of Nutanix versus a range of possible competitors. Evaluates on-prem Nutanix solution to competitive solutions.	For customers evaluating the TCO associated with a direct-to-cloud approach.

Dive into competitive positioning

VMware by Broadcom

Resources to position what Nutanix offers versus Broadcom to your customers, including the efficiency, simplicity, and flexibility of unified hybrid multicloud management.
Click here to check all available resources.

Collateral Content

Browse through Nutanix collateral, including battlecards, decks, and whitepapers, equips teams with impactful content to inform and win customers.
Click here to explore.

Identify Top 10 Customers and Opportunities

**Identify your top 10 customers and unlock growth opportunities!
Spotlight key accounts and collaborate with us on tailored strategies to drive success together.**

Strengthen Customer Relationships

Leverage our joint expertise to deliver greater value and enhance customer satisfaction

Unlock Joint Growth Opportunities

Collaborate on tailored strategies to accelerate success with your most important customers

Achieve Faster Results

Work together to close deals faster and grow revenue within your most strategic account

Move up within Nutanix Elevate Program

Stand out as a trusted, high-performing partner with greater recognition

Schedule time with your CSM or Distributor

Objectives and Strategy Alignment

Ensures alignment on shared goals, expectations, and key performance indicators (KPIs).
Nutanix will provide a unified approach to tackling challenges, identifies mutual opportunities, and that resources are focused on the highest-impact initiatives

Sales and Pipeline Review

Identify gaps, bottlenecks, and areas where additional support or resources may be needed.
Provide an opportunity to highlight success stories, best practices, and areas for continuous improvement

Marketing and Demand Generation

Create a cohesive go-to-market strategy.
Optimize joint marketing investments, ensuring both teams target the right audience, enhance visibility, and ultimately accelerate business

Take NCSX

NCSX is the highest level of sales certification offered by Nutanix for top-tier sellers in the Nutanix Partners community.

Participating partners understand the foundation of Nutanix, our vision for customer success, and know how to effectively tell our story. NCSX candidates have exhibited sales disciplines and behaviors that match the requirements of our internal sales team and are nominated by the Nutanix Channel Sales Manager.

By this point, you should be almost ready to attempt to take this certification, check the **Nutanix Certified Sales Expert (NCSX) Program Guide** to learn how to further prepare for it. The NCSX certification is a component of the Nutanix Elevate Program and is a gating mechanism for partners to advance to different levels.

Your Milestone Summary

Congratulations on your completion!

Congratulations on successfully completing this checklist and you're now all ready to start selling Nutanix solutions!

Day 1 >
- ✓ Create a My Nutanix account
- ✓ Create a Partner Portal account
- ✓ Familiarize with My Nutanix and Partner Portal

Day 7 >
- ✓ Familiarize with My Nutanix and Partner Portal
- ✓ Acquaint yourself with Nutanix University
- ✓ Take the NCSR online training and exam

Day 14 >
- ✓ Watch the Nutanix Cloud Platform - 100 - Portfolio Overview course
- ✓ Learn how to Register Opportunities

Day 90 >
- ✓ Identify Top 10 Customers and Opportunities
- ✓ Schedule time with your CSM or Distributor
- ✓ Take NCSX

Day 60 >
- ✓ Access marketing resources available
- ✓ Use our TCO/ROI tools
- ✓ Dive into competitive positioning

Day 30 >
- ✓ Get the Nutanix Accredited Associate - Infrastructure
- ✓ Identify an opportunity