

# Reseller Program

SoftLayer® Technologies

Contact Us  
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softlayer.com

## ■ What It Is

The SoftLayer® Reseller Program is targeted to true hosting resellers that add value to the SoftLayer base service offering. The goal of this elite program is to create a flexible platform to fulfill customers' business needs, empowering our hosting resellers to grow on demand.

## ■ Program Structure

The SoftLayer Reseller Program is a non-exclusive program available for qualified participants worldwide. The program allows resellers to offer SoftLayer services as promoted by SoftLayer and exclusive products not sold directly under the SoftLayer brand.

Generally, the Reseller Program allows discounts on volume dedicated server purchases and upgrade services. This includes reductions in setup fees and percentage discounts from our normal website pricing.

### SoftLayer Reseller Program

Reseller Level	Monthly Total	Setup Fee Discount	Monthly Fee Discount
Tier 1	\$1.5-3K	25%	5%
Tier 2	\$3-5K	50%	8%
Tier 3	\$5-15K	75%	10%
Tier 4	\$15K+	100%	15%

Resellers order online through the Customer Portal, and servers are auto-provisioned to deliver within one to four hours for in-stock components. After application approval, the first server purchase establishes a reseller anniversary date; all future server orders will be prorated to this date. Resellers must price servers at or above SoftLayer's current online pricing.

## ■ Key Benefits

As part of the Reseller Program, you will enjoy the following exclusive benefits and advantages:

- Discounts from normal Web pricing
- Discounts from normal setup fees
- Preferential delivery on limited inventory
- Preferential delivery on promotional products
- Preferential pricing on overstock inventory
- Preferential pricing on Windows Server® licensing
- Preferential cancellation policy—cancel up to billing day
- Preferential server delivery—1 to 4 hours
- Published Reseller information for all IP's: RWhois/SWIP/Reverse DNS
- ACH Payments for accounts greater than \$5000/month
- License Manager for Helm, Parallels® Plesk, and cPanel®
- Customized portal permissions for customers

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## ■ To Qualify for the SoftLayer Reseller Program

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To become a qualified SoftLayer Reseller, the following minimum criteria are required:

- A verifiable website
- A verifiable company name and address
- Provide first level technical support to your clients
- Provide billing and accounting support to your clients
- Receive and resolve SPAM, DMCA, and Abuse reports of your clients
- Resell SoftLayer servers above the pricing listed on the SoftLayer website
- Add some valuable layer of service to the basic SoftLayer service offering
- Are a SoftLayer customer for 30 days with five or more servers at regular price

Reseller discounts do not apply to SoftLayer weekly specials or sales pricing. We reserve the right to reject any unqualified application.

## ■ To Apply

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To become a qualified SoftLayer Reseller, please complete the Reseller Application Form and return via fax or email.

A sales representative will contact you with more information.

**Email** resellers@softlayer.com

**Fax** 214.442.0601

## ■ Questions?

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If you have specific questions regarding the SoftLayer Reseller Program, please email us: resellers@softlayer.com