



**DE-CIX**

R<sup>3</sup> PARTNER PROGRAM

# The DE-CIX R<sup>3</sup> Partner Program

# Introduction

Digital value chains are at the heart of what we do: delivering a platform that interconnects its participants in the most transparent, secure, and performant way.

Together with our partners – data centers, Internet service providers, resellers, managed service providers, and more – we nurture the leading neutral interconnection ecosystem worldwide.

The attractiveness of our services for your portfolio, the dedicated support we provide to help you succeed, and the strength of the DE-CIX brand – there are many good reasons to partner with us. By working together, we can grow for our mutual benefit.

Become a partner and help us to expand our platform – both geographically and in the number of participants.





# Why partner with DE-CIX?

## Make use of new business opportunities

More than ever before, business value chains need a robust digital infrastructure. By becoming part of our partner network, you can leverage our platform to support your customers with the best possible solutions for all their interconnection needs. The DE-CIX service portfolio is attractive to your customers from various industries, including automotive, financial services, healthcare, telecommunications, and many more!

## Benefit from the DE-CIX brand

DE-CIX has become a global synonym for connectivity – in Western and Central Europe, the Americas, the Middle East, Asia, and Africa. In our core business, interconnection, we have acquired a magnetic reputation over the years. As our partner, you can leverage the DE-CIX brand and present yourself as part of the community.

## Rely on renowned technology and innovation

The DE-CIX Apollon platform is renowned as the world's largest and most advanced Ethernet-based platform. The fully redundant high availability platform is designed to cope with the highest volumes of traffic and customers. In addition, we continuously bring in innovation to support all future interconnection needs, like developing the first API for interconnection platforms and introducing the first patch robots worldwide. We rely on our in-house R&D team to develop technology not only for the benefit of all connected customers, but also to contribute to the broader Internet community.

## Be part of a community and benefit from the community support

DE-CIX was founded on the principle of collaboration, and we continue to emphasize shared knowledge and cooperation within the industry. We contribute to many community bodies such as RIPE NCC, DENOG, MANRS, and Euro-IX. We share knowledge with our partners and propagate open standards. Our DE-CIX Academy serves as a trusted source of knowledge for both experienced peering professionals and newcomers to the industry.



# DE-CIX R<sup>3</sup> Partner Program

DE-CIX R<sup>3</sup> Partner Program has been carefully crafted to drive innovation and growth beyond individual capabilities with the power of three partner segments:

- **Reseller partners**
- **Referral partners**
- **Reach partners**

## Onboarding and training

Our onboarding process includes:

- Initial onboarding session: A comprehensive introduction to DE-CIX and our service portfolio.
- Technical setup: Our engineers will work with your technical teams to ensure seamless initial connection set up.
- Customer portal training: Guidance on provisioning orders, accessing statistics, viewing maintenance schedules, and obtaining updates.
- DE-CIX Academy: Full access to training resources for peering and interconnection expertise.

## Sales and marketing support

Once your partnership is formalized and the technical setup is complete, you will want to start generating revenue. To support this process, we provide expert sales and marketing consultancy, including:

- Assistance with positioning DE-CIX offerings within your marketing channels.
- Support for PR and social media campaigns to announce the partnership.
- Feature placement on the DE-CIX website and community newsletter.
- Comprehensive marketing materials for co-branding.
- Participation and sponsorship opportunities at our industry events and DE-CIX community gatherings.
- Regular sales training sessions on new services, features, and updates.

## Attractive conditions

To foster a long-term and mutually profitable business relationship, we offer compelling commercial benefits:

- Competitive reselling margins.
- Referral incentives (referral partners only).
- Service vouchers (available for select partner categories).



# Program categories and levels

To accommodate the diverse needs and goals of our partners, we offer a tiered program that provides essential support for all partners, along with exclusive advantages for premium partners. This structure ensures that each partner receives the right level of support, resources, and opportunities tailored to their capabilities and ambitions.

## Support for all partners

### Marketing and branding

- Partner recognition - Use of the DE-CIX partner program logo and official partner certificates.
- Brand awareness - Partner logo featured in the DE-CIX partner directory.
- Marketing assets - Access to customizable white-label and co-branded marketing materials to support sales and promotion efforts.
- Community engagement - New partners introduced in the DE-CIX community newsletter.

### Onboarding and training

- Sales training - Comprehensive training sessions to equip your team with key sales insights.
- Technical training - Hands-on sessions for technical teams to ensure seamless technical set up, if required.
- Ordering training - Dedicated guidance for procurement teams on order placement and management, if required.
- Sales material - Access to sales battle cards, recorded webinars, and other selling aids to support your go-to-market strategy.

## Exclusive benefits for premium partners

Premium partners receive advanced support, personalized resources and exclusive benefits designed to accelerate growth and strengthen their market position. This category is ideal for established partners with a proven track record or those aiming to make a significant contribution in their markets.

- Dedicated Partner Manager - Personalized guidance and strategic support to help you maximize opportunities.
- High-impact PR & social media outreach - Joint campaigns to amplify your brand visibility across industry channels.
- Co-branded assets - Customized sales materials featuring both your brand and DE-CIX.
- Exclusive event & co-marketing opportunities - Joint DE-CIX events and campaigns to expand your reach and customer engagement.
- Market development funds (MDF) - Financial support for partner-led marketing initiatives, available based on partner contract or agreement.
- Sales & pre-sales support - Direct access to DE-CIX experts for customer-facing engagements to help you close deals faster.

# Overview of benefits and deliverables

Deliverable	Standard partners	Premium partners
Onboarding trainings	✓	✓
Sales support material	✓	✓
Marketing material	✓	✓
Partner logo	✓	✓
Listed in the DE-CIX partner directory on the website	✓	✓
Lead generation through the “where-to-connect” form on the DE-CIX website (wholesale reselling only)	✓	✓
Partner communication newsletter/webinars	✓	✓
Standard margin	✓	
Top margin		✓
Dedicated partner manager		✓
Joint customer calls or customer visits		✓
MDF and co-marketing campaigns		✓

## Who can become a partner?

The DE-CIX R<sup>3</sup> Partner Program comprises of three different types of partner categories for companies seeking resources, support and collaboration opportunities:

Reseller partners	Referral partners	Reach partners
<p>Companies that resell DE-CIX services to the end customer</p> <ul style="list-style-type: none"> <li>• Wholesale Carriers and ISPs</li> <li>• Cloud Connectivity Partners</li> <li>• Distributors</li> <li>• Managed Service Providers</li> </ul>	<p>Companies that refer corporate customers to DE-CIX</p> <ul style="list-style-type: none"> <li>• Master Agents</li> <li>• Agents</li> <li>• Consultancies</li> </ul>	<p>Companies that expand DE-CIX’s technical services to their customers</p> <ul style="list-style-type: none"> <li>• Premium Enabled Site data center operators</li> <li>• DE-CIX as a Service Partners</li> <li>• Connectivity Partners</li> <li>• IX-partners (Internet Exchange Partners)</li> </ul>

## What our partners say about us

“DE-CIX are a long-time trusted partner of BSO. For many years, they have provided our customers with a reliable exchange of traffic allowing for increased routing control, improved performance and low latency.”

**REBECCA LEWIS**  
Director of Partnerships,  
EMEA, BSO

“For many years, DE-CIX has been an important strategic partner for CANCOM. Leveraging the new possibilities for cloud connectivity, we have joint service products in the CANCOM portfolio to guarantee customers a high-performance and secure connection to the public cloud.”

“

**ALEXANDER ERNST,**  
Director Competence Center  
Network & Security, CANCOM



### Do you want to become a DE-CIX partner?

If you would like to get more information about becoming a DE-CIX partner, please get in touch with us!

Email: [partner@de-cix.net](mailto:partner@de-cix.net)

[www.de-cix.net/en/partners](http://www.de-cix.net/en/partners)





**DE-CIX**

R<sup>3</sup> PARTNER PROGRAM

# The DE-CIX R<sup>3</sup> Partner Program