NerdioCon

2025

PALM SPRINGS

Inside the new Partnerd Enterprise Program
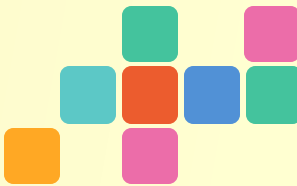
Agenda

Today's IT Challenges

Who is Nerdio?

The state of end-user computing

2025 strategic imperatives

The new Nerdio Partnerd Program
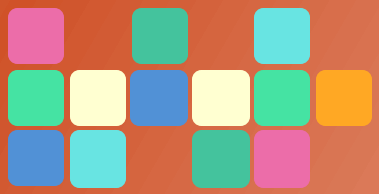
Q&A

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Senior Director, Channel

Clare Charteris

Global Channel Operations Manager

NerdioCon 2025 PALM SPRINGS

Today's IT challenges

Today's IT challenges

Challenged by growing demand

- Growth in demand
- Digital workspace
- New trends & technologies
- Sustainability
- Tech debt
- Security
- Time to value

Limits & concerns with supply

- Finite resources
- Legacy technology & management
- Lack of skills
- Complexity
- Costs

The end-user computing landscape

CAPEX vs. OPEX

Migration from traditional VDI

Cloud endpoints
Windows experience from the cloud

Windows 10 EoL
Still more than 66%* of organizations use Win10

Security
Zero trust, resilience, risk mitigation
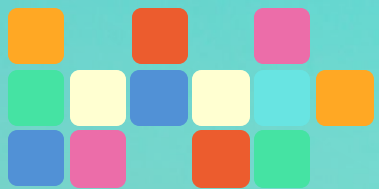
UEM & UAM
Cohesive endpoint/app management

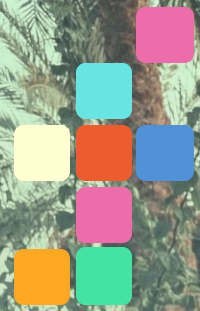**Copilot & AI**
AI-powered productivity on any device

Simplify IT
Operation, management, scale, efficiency

Who is Nerdio?

Who is Nerdio?

nerdio | manager for enterprise

Nerdio is the unified management system and cost optimization tool for deploying Windows in the cloud.

MINIMIZE COSTS

ACCELERATE DEPLOYMENT

REDUCE COMPLEXITY

Azure Virtual Desktop

Windows 365

Azure Stack HCI

Microsoft Intune

Nerdio & Microsoft Alliance at a glance

NERDIO USERS
>4m+

AVD CUSTOMERS
>10,000+

ANNUALIZED WW ACR
~$275m

Improving your Microsoft business

More Microsoft Marketplace transactions

Significant services opportunity for Azure migrations and Modern Work services.

Primary driver of Azure consumption—helps deliver 160% faster ACR growth

Additional Microsoft subscription opportunities–Entra, AI, etc.

WINNER

Microsoft

Americas
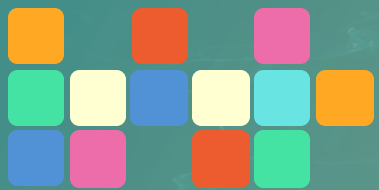**Partner of the Year Awards**
2024

What's in it for you?

- Fast ACR = 160% faster

- Usually cost-neutral

- 95% close rate at POC

- Customer tenant 100% MBS

- Azure-only, Azure native

- MACC eligible

- Referenceable customers

- Self-sufficient, safe pair of hands
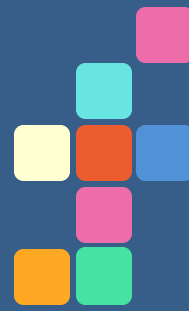
- WW top-tier ISV

Fast quota retirement

- Core W365 & AVD attainment

- Market billed sales attainment

The end-user computing landscape

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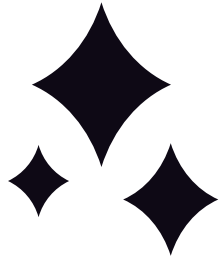
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DaaS market growth

DaaS spend to rise above **$3b** in 2024

DaaS spending to increase by **13.1%** in 2024 and **12.3%** in 2025

90% of DaaS workloads are hosted on **Azure**
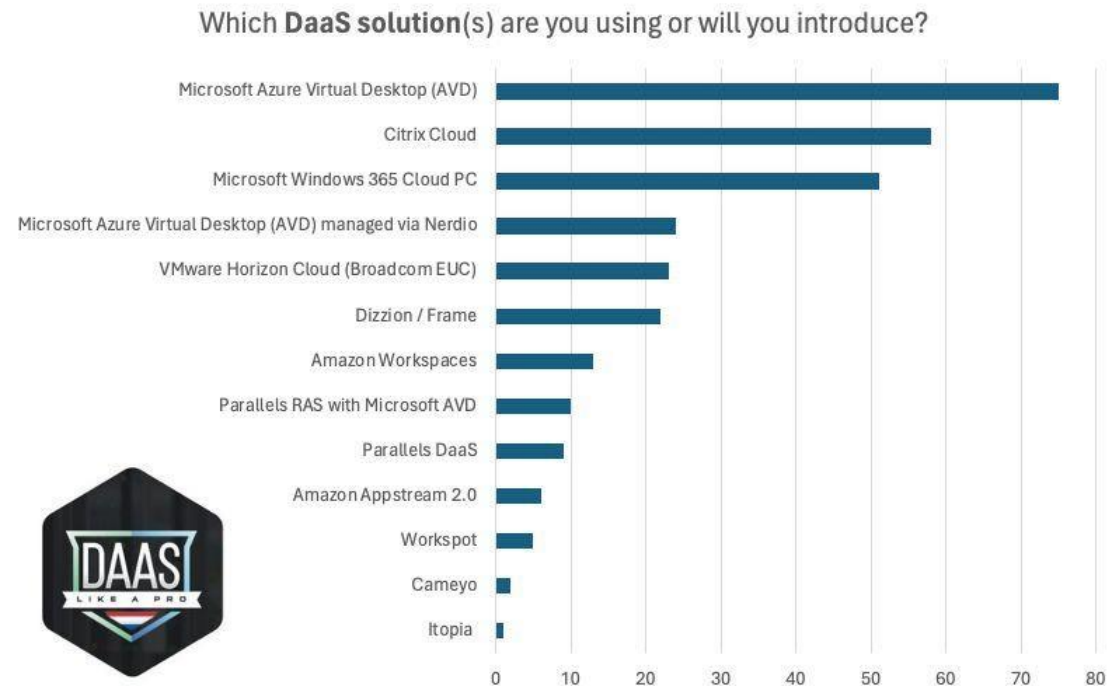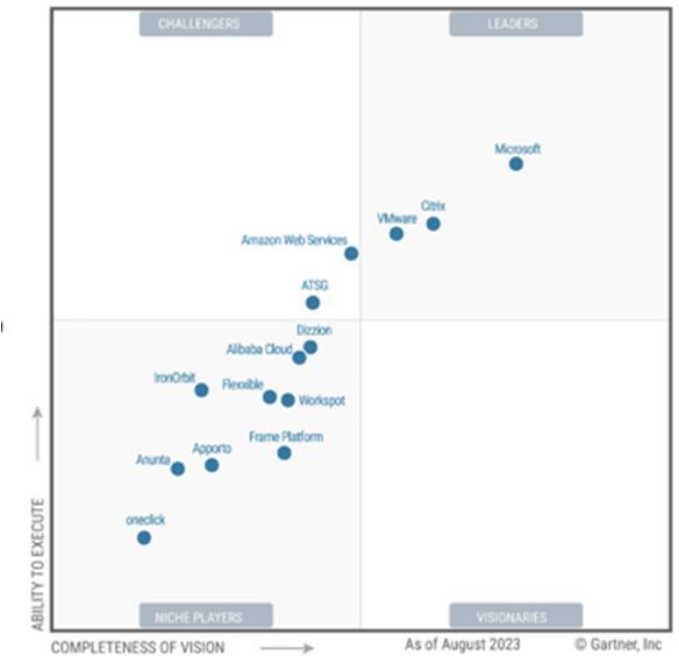
Microsoft is winning the DaaS market

Which **DaaS solution**(s) are you using or will you introduce?

Figure 1: Magic Quadrant for Desktop as a Service

Source: Gartner

End-user computing: State of the union

Citrix

Pros: Comprehensive feature set and legacy support.

Cons: Complexity and management overhead, high total cost of ownership (TCO), and vendor lock-in.

VMware

Pros: Advanced API architecture and hybrid/multi-cloud capabilities.

Cons: Complexity of deployment, resource intensity, and cost of licensing/support.

Azure Virtual Desktop

Pros: Scalability & flexibility, security & compliance, Microsoft ecosystem & partnerships, cost-effective pricing model, and enhanced end-user experience.

Cons: Learning curve and complexity of configuration.

All conversations lead to Nerdio

Market chaos

- Citrix and Omnissa go private

- Renewal prices increase between 20% to 200% YOY

- Only accepting 3-year lock-in contracts

- Only sending renewal quotes to customers 30 days in advance

MSFT doubles down

- Modern Work and DaaS are a priority

- Selling Windows native is a priority

- Getting as many workloads into Azure as possible—drive across stack and new initiatives like AI

Shift In customer mindset

- Needs to be cloud first with on-premises as an option

- No middleware or presentation layer

- Vendor consolidation

- Needs to have some type of cost reduction metric

nerdio
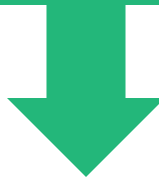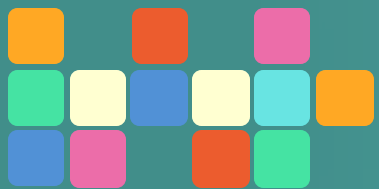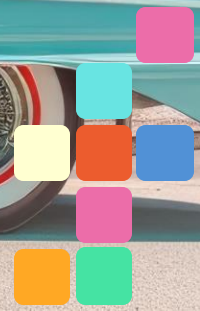
2025 strategic imperatives

1 — Modern Work

2 — Grow and expand the base

3 — Building a world-class channel

2025 channel focus initiatives

1 Partner Program evolution

2 Enabling a world-class channel

3 Operational efficiency

4 Partnering effectively
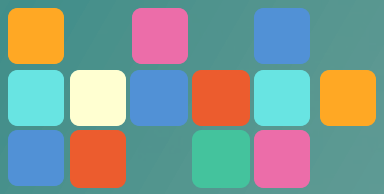
In 2024

Nerdio Partner Program

Profitability

Nerdio to set the standard in margin and recurring revenue

Relationships

Nerdio to set the standard in relationships from top to bottom

By the numbers

- Resources: 5 channel people in 2023. 12 in 2024 and 15 so far in 2025
- Marketing: 3x investment in MDF
- 2023 vs. 2024 invoicing: $2m vs. $4m 100% increase
- 2023 vs. 2024 new MRR: $355k vs. $798k (125% increase)
- Overall influence growth: 28% vs. 42%
- Registrations: 650 vs. 990
- New logos: 100
- # of partners "transacting": 55 vs. 95
- AVG deal size: $1500 vs. $3200

Program overview

The Nerdio Partnerd Program consists of 3 partner levels, each with revenue & certification requirements to gain access to the benefits that each level provides. These are as follows...

Silver

$0 rolling MRR-$0 net new MRR target–1 sales cert*–1 tech cert**

Gold

$20k rolling MRR-$8k net new MRR target–3 sales certs*–2 tech certs**

Platinum

$60k rolling MRR-$24k net new MRR target – 5 sales certs* – 3 tech certs**

Program overview

Silver

- 5% PSDM

- 15% channel margin

- Eligible for all channel promotions

- Ad-hoc MDF requests considered

- Partner trial/demo license

- Access to Nerdio Partner Portal & upcoming sales certification

- Eligible to book local Nerdio Training Camps when available

- 3 free technical certification passes

Program overview

Gold

- 10% PSDM

- 15% channel margin

- Eligible for all channel promotions

- Partner trial/demo license

- Access to Nerdio Partner Portal & sales certification

- Eligible to book local Nerdio Training Camps when available

- MDF availability

- Invite to customer success program upon rollout

- 10 free technical certification passes

Program overview

Platinum

- 15% PSDM

- 15% channel margin

- Eligible for all channel promotions

- Partner trial/demo license

- Access to Nerdio Partner portal & sales certification

- Eligible to book local Nerdio Training Camps when available

- MDF availability & proposal-based marketing

- Invite to customer success program upon rollout

- Prospecting support

- 20 free technical certification passes

Program overview: Earnings

Nerdio will continue to offer 2 different margin levels. In 2025, these will be named:

1. Partner-sourced deal margin (PSDM)
2. Channel margin

PSDM: Enhanced margin for sourcing the deal as a new opportunity that was not known to Nerdio prior to the deal registration being logged.

Channel margin: Rewarded for remaining engaged and supporting the deal to close.

Partner level	PSDM	Channel Margin
Silver	5	15
Gold	10	15
Platinum	15	15

PSDM & channel margin are paid as either channel margin only or deal PSDM and channel margin. PSDM is an extra % of margin for sourcing a new pipeline deal for Nerdio.

Deal example/breakdown

The Nerdio Enterprise Partner Program has always prioritized partner profitability. As shown in the table below*, Nerdio margins offer an excellent way to enhance Windows in the Cloud opportunities while giving customers the confidence to deploy and scale Microsoft solutions. Partners also gain significant services opportunities by helping customers modernize and migrate to cloud desktops. In 2025, Nerdio will further boost this with the launch of our legacy VDI services funding program.

Year	Seat count	% margin	Monetary margin
2023	500	20%	$8,400*
2024	500	30%	$18,000*
2025	500	30%	$18,000*
Accelerate promo (available to ALL partners)	500	40%	$24,000

Based on Platinum partner status, with a customer purchasing at SRP

Legacy VDI Services Program

Partner qualifications

- AVD specialization

- Nerdio NME 200/201

- Must be registered partner

- Commitment from customers to test and pursue AVD/Nerdio

- Specify check-in points, such as landing zone completion and deployment timelines for initial testing and validation. Use organized executive reviews to stay on track.

- Can alter amount of payouts and percentages based on SMB, corp, strat.

- Designed for existing Citrix and Omnissa customers
- Rebate amount determined by ARR projects for 12 months
- 20-25% based on business segment of customer
- Nomination of eligible customers through partner team
- Create milestones or gates

  - Customer signs contract
  - Partner commits to meet thresholds (need to determine these)
  - Nerdio reviews SOW
  - Review check in points
  - Potentially look at payouts:

    - Must be 1-year minimum commit.
    - And offer a 20% payout after 6 months of subscription with signed off SOW

Accelerate promo: 40% margin

Qualifications

- No existing Nerdio install at customer.

- No existing opportunities in SF.com.

- 40% paid in perpetuity.

- Only registered partner qualifies.

- Must be net new.

Earn 40% upfront margin on:

- Net new Nerdio Manager for Enterprise installations on existing AVD environments with no active Nerdio opportunities.

- Citrix/Omnissa active renewals and installs to transition to AVD and Nerdio with no Nerdio active opportunities.

- Promotion is available for Nerdio Manager for Enterprise (Premium version only).

Nerdio Partner Champion Program

- **All partner sellers qualify**
- Citrix (Maybe Omnissa) replacements only.
- Each GEO's top 2 sellers that produce the most MRR/ARR on Citrix replace deals win.
- Must be Citrix takeouts to qualify.
- July 1, 2025–June 30, 2026 qualification period.
- Measurement will be total highest MRR in June in 2026.
- Multiple deals qualify and will be calculated in attainment.

- Seller and significant other will receive 7-day trip to Hawaii/Super Bowl with flight and hotel paid.
- Make a minimum threshold.
- APAC: $10K MRR.
- EMEA: $15K MRR.
- NA: $20K MRR.

Partner Customer Success Program

- Channel partner program designed to drive expansion, maximize customer satisfaction, and scale customer success across the organization.
- Partners are nominated and potentially provide enablement and onboarding.
- Partner must have channel registration and/or net new reg.

- Joint success planning with CS/PCSM.
- Determine performance metric and KPIs.
- Incentive and rewards:
  - Possibly only Golds and Platinums.
- Feedback and improvements.

Deal reg guidelines

- Registering a deal will get the deal protection you qualify for in addition to the 15% channel margin.
  - You must be the partner of record to receive the deal reg.
  - Only one partner can receive the deal reg.
  - First come, first serve.
  - Must be a net new opportunity to Nerdio.
  - Any partner is eligible for the channel margin, but only 1 for deal reg.
- https://partnerd.getnerdio.com/

- Must be a partner of Nerdio. You will have two months to get certified to continue to receive the margin and deal reg on the MRR.
- Partner will continue to receive appropriate deal reg for 12 months or for duration of contract.
- Deal reg can apply for new installs or new projects.
- Deal reg is active for 90 days and can be resubmitted for another 90 days.

Deal reg process
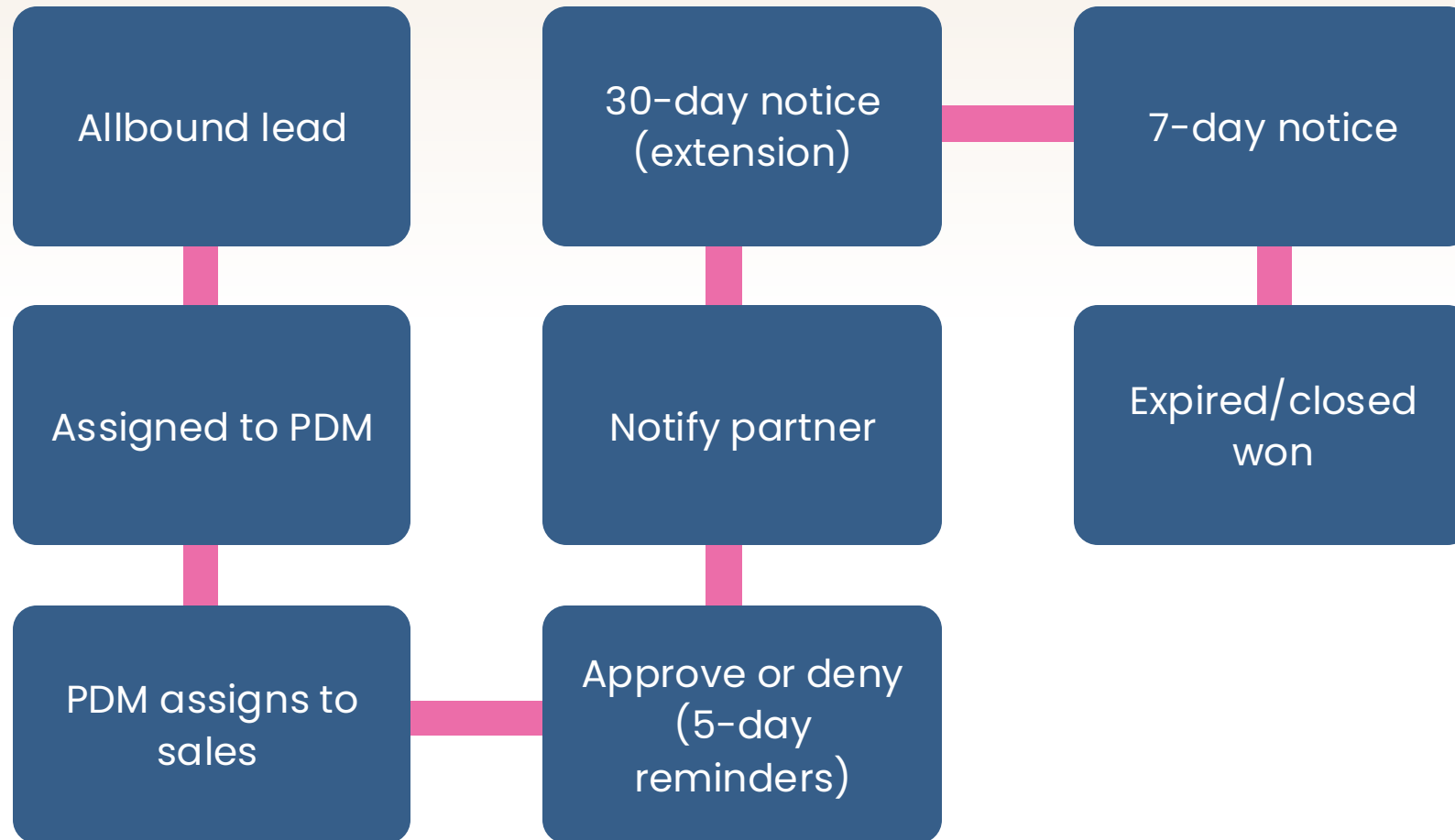
Business plans

Our objective is to establish a strong and mutually beneficial partnership to drive growth, expand market reach, and deliver value to our customers. This business plan outlines the key strategies and activities for the partnership's success.

Business plan objectives:

- Increase annual revenue by 100% within the next fiscal year.
- Expand market presence by targeting specific industries and regions.
- Enable and engage sellers and teams to drive new opportunities and growth.
- Collaborate on joint marketing initiatives to increase brand visibility.

Partner enablement/ certifications

- Provide training and certification programs to ensure teams are well-equipped to sell and support our technology.
- Specify amount of enablement sessions with identified teams (sales and technical) and markets on a quarterly basis.
- Strategize and plan.

Business plans cont.

Joint marketing initiatives:

- Collaborate on co-branded marketing materials, such as case studies, webinars, and whitepapers.

- Launch joint marketing campaigns to generate leads and increase brand awareness.

- Participate in industry events, trade shows, custom 1-many customer events or 1-1 exec engagements.

Sales and revenue strategies and metrics

- Establish clear revenue targets.

- Measure new pipeline being developed from registration programs.

- Monitor and report on sales pipeline and revenue growth.

- Regularly review and evaluate partnership performance against established KPIs.

- Measure revenue growth and ROI from joint marketing efforts.

- Adjust strategies as needed to maximize results.

Proposal-based marketing

Proposal-based marketing

- Partners and PDMs will develop a proposal for a 6-month plan to invest in enablement and demand gen to drive new pipeline
- Plans will be approved based on budget and prioritization with leadership

Proposals:

- Activity
- Dates/timeframe/venue
- Target audience
  - Verticals, segments, specific customer targets
- Agenda and topic
- Expected pipeline
  - Quantity and revenue
- Follow-up plan

Demand generation activities:

- Customer roundtables
- MTC/EBCs
- L&Ls
- 1 to many social events
- Social media and digital marketing
- Sales and technical enablement
- SKO

Wrapping up
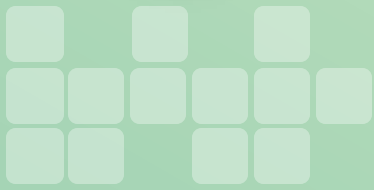
1 Align with PDM

2 Align with sales

3 Enablement

4 Define targets

5 Build demand and marketing plans

Thank you!

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