

# ZIXI PARTNER PROGRAM

## COLLABORATION FOR INTEGRATED SOLUTIONS

### AT A GLANCE

#### KEY PROGRAM FEATURES:

- Full development support and licenses
- Early access to new technologies, software products and product roadmap updates
- Dedicated partner resource for world-wide marketing and sales
- Marketing collaboration via PR, solution briefs, joint events
- Internal training to Zixi audience to raise awareness and generate referral sales

#### PARTNER BENEFITS:

- Boost sales opportunities
- Broaden product portfolios
- Reduce integration risks by not putting exclusive burden of selection, testing and deployment on the customer

#### CUSTOMER BENEFITS:

- Tested and easy-to-deploy solutions that save time and reduce costs
- Reliable, scalable, secure and extensible architecture
- Proven joint references that reduce the risk for the customers

Zixi is the global leader in broadcast quality live video transport over IP. Partnering with Zixi for live and live linear contribution or distribution enables technology solution providers to offer customers reliable and secure video streaming solutions at scale around the world.

The Zixi Technology Partner Program helps partners accelerate the development of interoperable products and simplify the integration within increasingly complex customer environments. By integrating with Zixi, partners can boost sales opportunities, broaden their product portfolios and reduce integration risks by not putting the exclusive burden of selection, testing and deployment on the customer.

#### PARTNER BENEFITS

Zixi will provide full development

support and access to its developer resources, as well as previews of new technologies and roadmap updates. A partnership with Zixi offers increased exposure for your brand through worldwide marketing collaboration via PR, case studies, solution briefs and joint events. Partners will also be provided with the opportunity to present their solutions to Zixi audiences to raise awareness and generate referral sales.

#### CUSTOMER BENEFITS

Your customers will not only benefit from the next-generation transfer technology that Zixi provides, but they will be able to deploy solutions that have been jointly developed and tested, and demonstrate proven reliability, scalability and security. An open and extensible architecture will easily accommodate new functionality. Joint references serve to reassure the customers and reduce the risk.

#### Partner Enablement

- ✓ Access to Zixi developer network, licenses and support
- ✓ Early Access to Zixi technologies, product roadmap updates, architecture reviews
- ✓ Dedicated Technology Alliance Partner resource and tier two production support
- ✓ Partner listing and sales contact on Zixi website, links on partner's product pages
- ✓ PR and customer success stories published to increase market visibility and awareness
- ✓ Joint marketing events, trade shows, technology summits webinars and solution briefs
- ✓ Internal training to Zixi audience to raise awareness and enable reference sales



### RECEIVE ADDITIONAL PROMOTION AS A ZEN MASTER CERTIFIED PARTNER

With Zixi's ZEN Master control plane, content providers can manage, configure, and monitor large-scale deployments of the Zixi Enabled Network, Zixi platform devices and appliances. Because of its simplicity and ease of use, customers are demanding that the Zixi platform-compatible equipment that they deploy also integrate with ZEN Master to provide a real-time view of the health of the entire system. By creating an integrated solution with Zixi, Partners can help their customers deliver the best possible experience by adding ZEN Master capabilities to their offerings and be promoted as a ZEN Master Certified technology partner.

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## EXISTING PARTNERS

### CLOUD



### SERVICE PROVIDERS



### ZIXI-POWERED SOLUTIONS



### OTT PLATFORMS



For more information, please contact: [john.wastcoat@zixi.com](mailto:john.wastcoat@zixi.com)

#### ABOUT ZIXI

The Zixi Software-Defined Video Platform provides a cloud based and on-premise software platform enabling the management, orchestration, monitoring, and delivery of broadcast-quality live and live linear video over any IP or hybrid IP networks to broadcasters, enterprises, over-the-top video providers, and mobile service providers around the world. Over 10+ years, the Zixi Enabled Network (ZEN) of partners has grown to over 100 OEM and service providers with whom Zixi serves well over 500 customers representing most of the top media brands around the world with 10,000+ channels delivered daily.

Learn more at [www.zixi.com](http://www.zixi.com).