



SIPPIO Rewards

Partner Program

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Our partner program to programmatically capture transactional revenue while rewarding partners who grow their business with SIPPIO either in high value or high volume

SIPPIO Blue

The entry point to the partner program. Standard pricing/MRR, 3x SPIFF (agents). No MDF

SIPPIO Gold

Partners who build a robust pipeline, demonstrating appetite to lean in

SIPPIO Navy

Our top tier status, reserved for high value or high-volume partners contributing significant revenue

SIPPIO Fuchsia

Partner actively contributing revenue and ongoing demand generation



How to achieve status

Core Requirements

Two must be achieved

Tier	Deal Registrations	Closed Deals	Total Seats	MRR	Intended Percentile
Blue	NA	NA	NA	NA	1-25%
Gold	50	25	2,500	\$10,000	25-50%
Fuchsia	200	100	12,500	\$50,000	50-95%
Navy	400	200	25,000	\$100,000	95-100%

Secondary Requirements

Gold (3), Fuchsia (4), Navy (5) must be achieved

Engagement / Activity	Description	Threshold
Marketing enablement	Use of SIPPIO content for outbound campaigns	1 outbound campaign per quarter
Portal adoption	Reseller portal usage	Ongoing – 75% of quotes & activations through portal
Co-marketing	Webinars, joint events, etc	1 per quarter
Strategic engagement	Account mapping, QBRs, goal setting	Annual planning, QBRs
Reference customers	Customer additions to the reference gallery	1 per quarter
Partner Exchange	Listing with link to SIPPIO Store	

Rewards by Tier

Referral Partners

Telarus sales agents & advisors

Tier	SPIFFs	MDF (per quarter)
Blue	3x	NA
Gold	4x	\$2,500
Fuchsia	5x	\$5,000
Navy	6x	\$7,500