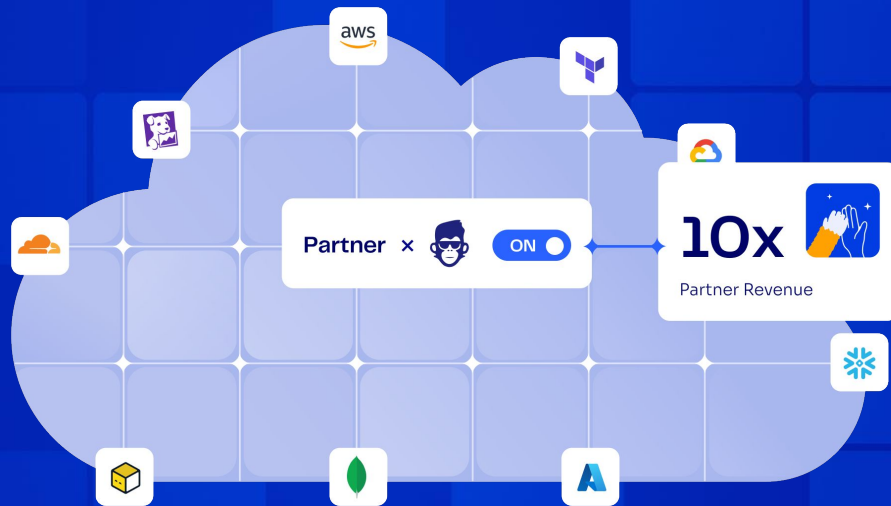




Partnership Program

ControlMonkey

November 2025



Agenda

- Who we are
- Market Problem
- Partner Program
 - Partner Type
 - Benefits
- Onboarding



What are the Market Problem we solve?

DevOps, SRE & Cloud Challenges at Scale



Engineering Toil

- IaC Skills Gap
- Manual, repetitive time-consuming tasks
- DevOps Bottleneck
- Firefighting Mode
- No time for real engineering



Security & Compliance

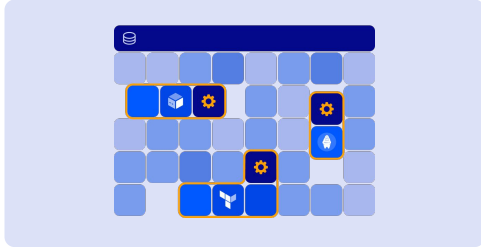
- 36% of Cloud teams have no proactive control strategy
- Lack of Standardization
- Reactive Mitigation
- Security Team friction



Infrastructure Resilience

- DR plans overlook infrastructure backup
- Lack of IaC Coverage
- Legacy Infrastructure

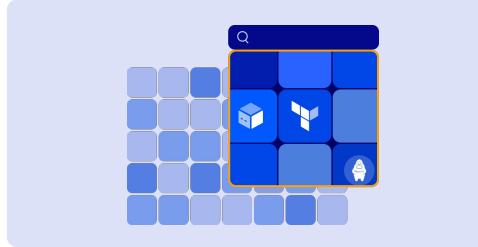
ControlMonkey Platform



Total Automation

Automate and govern every stage of Terraform delivery – fast, safe, and consistent. No bottlenecks.

- Terraform GitOps CI/CD
- Out-of-the box proactive policies
- GenAI IaC Assistant
- Self Service Catalog (IDP)



Total Visibility

See everything In the cloud and understand IaC Coverage and Insights

- Cloud Inventory
- IaC coverage
- ClickOps Activity
- Drift Detection



Total Resilience

Backup your cloud infrastructure configuration with instant recovery.

- AI-powered Code generation
- 1-click Terraform Import
- Daily Configuration Backup

The ControlMonkey Impact

3X

Faster Deployments

“What used to take 1–2 hours now takes just 10 minutes...”



Faheem Memon
SRE Lead



100%

Infra Disaster Recovery Readiness

“ControlMonkey gave us a seamless way to backup our infrastructure code with full coverage and alerting...”



Ben Appredeisse
Platform Technical Lead



50%

Fewer Production Tickets

“What once took days of back-and-forth communication with DevOps now only takes a few minutes...”



Jonathan Zenou
Director of DevOps



Adopted by Global Cloud & Technology Leaders



Rapyd



intel.



claranet

block

NetApp



Lifeline

WINDWARD

HONEYBOOK



invenco
by GVR



365
scores

Ubiq

CAPITOLIS

nuvei

Why Partner with ControlMonkey



Adding More Value for your Customers

- ✓ **Brownfield + Terraform in days:** Import your customers existing cloud, Modrenzie faster.
- ✓ **Safer changes by design:** Enabling Policy-as-code, approvals, and drift detection giving them full governance over their cloud.
- ✓ **Resilience built-in:** Build DR-as-Code + backup-as-code services that are audit-ready.



The Right Technology

- ✓ **Built to scale:** Multi-cloud, multi-account orchestration.
- ✓ **100%** IaC Drift Remediation
- ✓ **3x** Faster Deployment
- ✓ **50%** Fewer Production Tickets
- ✓ **100%** Your customer is Cloud Disaster Ready
- ✓ **Industry Recognition:** CRN, Siliconangle, Intellyx for Cloud Innovation



Enable New Revenue Streams

- ✓ **Lightning POCs:** Import live cloud to Terraform and ship a governed change in days.
- ✓ **No one time fees but steady rev-share:** Self-service IaC workflows across clouds.
- ✓ **Build a local GTM plan**
- ✓ **Predictable delivery:** Reusable templates cut errors and rework

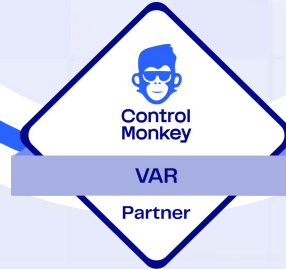
Resells ControlMonkey
as part of solutions.



1 agreement for all partner Types



Manages customer
environments and
services.



Introduces new
opportunities and leads.

Partner Type & Software Licensing Models

Feature	Referral Partners	Reseller	MSP / NSI
One-time payment for Qualified Demo meetings	✓		
Ongoing revenue-share model	✓	✓	✓
Revenue-share cap	Medium Margin	High Margin	N/A
Discount model			✓ (Discount Lis)
Joined GTM funds		✓	✓
Special end-of-year bonus		✓	✓
Commitment plan		✓	✓
White label option			✓
Deal Registration	✓	✓	

10 Weeks to Joint Impact

Fast onboarding to partners move from alignment to active revenue generation — with measurable impact.



Joint Customer Mapping

- Identify accounts & joint opportunities.
- Define co-selling offering, package Partner services with Controlmonkey platform

2-4 weeks



Enablement and Pipe Generation Activities

- Build a local GTM plan, including boutique customer events & workshops and more..
- complete enablement sessions for partner Tech & Commercial teams

4-6 weeks



Converting GTM Efforts to Customers POC's

- Run Joint POCs where partner is fully supported by CM team
- validate Partner ROI

6-8 weeks



Active deals & ongoing pipeline

- Joint success stories
- Recurring cadence

8-10 weeks

10 Weeks Onboarding

Detailed Breakdown



Validating & Recruitment

A set of meetings validating partner experience, speciality and fitment with one of ControlMonkey partnerships tracks.
Meeting with 1 potential lead.
Issue an contract offer for partner



POC & Demos

We will assist you with enabling smooth POC's, Support the technical process and provide the required skills and best practice. Taking you from backseat to driver in your pace

HIGH LEVEL OF SUPPORT FOR AT LEAST 6 MONTHS

WEEK 1



Onboarding

Verify a rapid, efficient establishment of partnership with the partner. Sign commercial contract.
Initial targeted customer list , create a GTM plan and provide fundamental knowledge of cloud-partnership best-practices with ControlMonkey.



Partnership Enablement

Onboard to the relevant partnership programs that provide the most mutual value.
Provide initial sales and tech tool kit for ControlMonkey processes and partner lifecycle

WEEK 4



Active Marketing Campaigns

laC Workshops

Customize local GTM plan with partner.

Leverage controlmonkey CSP relationship.... (AWS/Azure/GCP).... for F2F Events, webinars, strategic deals and support with marketing materials for partner sellers, Infra & platform eng teams.

WEEK 6



Active Deals

Continues Pipeline

Using local success stories to generate industry focused pipeline. Creating a scheduled cadence with Partner sellers to meet with ControlMonkey sellers for updated customer list

WEEK 10

Generate New Revenue & Grow Services

VAR/SI

Faster Wins & Predictable Delivery

- 5-day POC to first governed change
- Reusable blueprints
- Less rework

Compelling Proposal Story

- Drift detection + policy-as-code
- Optional DR-as-Code
- Impact preview & approvals

Attachable Plays & Programs

- Remediation Factory DR-as-Code Accelerator
- Cloud vendor Well-Architected Program + CM Remediation Pack
- Marketplace joint offers (AWS, Azure, GCP)

Commercials & Services Attach

- Deal registration + protected margin
- Core / Compliance / Resilience bundles
- Assess → POC → rollout → managed care

MSP

Multi-Tenant Control, Governance & Integrated Ops

- One control plane for many customers

Change windows & guardrails

- Git-centric workflows
- NOC integrations

Recurring Workstream Generation

- Drift/policy findings to steady ops tasks
- SLO improvements
- Evidence on tap

MSP-Ready Offers

- Managed Terraform
- Resilience-as-a-Service
- Regulated Environments Ops

Commercial Model & Success Metrics

- Provider tiers + volume rebates / white-label options
- ↓ MTTR, ↓ change-fail, ↑ drift burn-down
- Quarterly audit packets



Thank You

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