



Stratos Partner Programme

Frequently Asked Questions

1. What is the Stratos Partner Programme?

Stratos is Exertis Cloud's premium partner initiative, uniquely designed by a team of former MSPs, resellers, and those who've supported them—making it unlike any other distributor programme. It's built to empower partners with real-world, relevant support, offering exclusive benefits, enablement resources, and growth opportunities. The programme is structured around three pillars: People, Platform, and Profitability, and features two distinct tracks: Tech and Go-To-Market (GTM), tailored to help partners accelerate both capability and commercial success.

2. Who is eligible to join Stratos?

Stratos is by invitation and targets top-tier partners who demonstrate strong performance and growth potential. Invitations are extended based on performance metrics, loyalty, and strategic alignment, as well as willingness to participate.

3. What are the key benefits of joining Stratos?

Stratos partners enjoy all the standard benefits of being part of the Exertis Cloud ecosystem, plus access to two exclusive programme tracks: Go-To-Market (GTM) and Tech.

The GTM Track provides a dedicated, personalised go-to-market plan to help partners accelerate growth, increase visibility, and drive demand.

The Tech Track supports partners in achieving their Microsoft Solutions Partner designation in either Modern Work or Infrastructure. It includes structured training, Partner Centre reviews, and hands-on guidance to help partners meet Microsoft's evolving requirements with confidence.

Together, these tracks offer a strategic, real-world approach to partner enablement, designed by a team who've walked in your shoes.

4. I'm not a Microsoft partner—why should I take a look at Stratos?

While the Tech Track is focused on helping partners achieve their Microsoft Solutions Partner designation, the Go-To-Market (GTM) Track is open to all MSPs and resellers, regardless of the Exertis Cloud vendors you provide. It offers personalised sales and marketing coaching, access to ready-to-use campaign materials, and strategic support to help you grow your business to enable you to upsell, cross sell and drive new business.

5. How do I enrol in the programme?

Eligible partners will receive a personalised invitation with a link to join. To enrol, simply agree to the programme's terms and conditions and nominate a dedicated Stratos contact within your business who will act as the main point of engagement.

6. How do I unlock Microsoft rebates through Stratos?

By progressing through the two tracks and working toward Microsoft's partner criteria, Stratos partners can unlock rebates of up to 26%, significantly boosting profitability. This maximum rebate is available based on specific qualifications and usage levels within Azure.

7. Where can I find more information or get help?

Reach out to your dedicated Partner Manager or visit the Exertis Cloud website for webinars, guides, and contact details.

8. What is the cost to join?

There is no cost to join the Stratos Partner Programme. It's a value-added initiative designed to support and reward high-performing MSPs and resellers, with no financial barrier to entry.

9. Can we adopt both tracks at once?

Yes! Partners can participate in both the Tech and Go-To-Market (GTM) tracks simultaneously. This dual-track approach allows you to work toward Microsoft Solutions Partner designation and accelerate business growth through personalised sales and marketing support.

10. Which vendors are supporting the programme?

The programme is predominantly supported by Microsoft and Adobe, with enablement resources, events, and incentives aligned to their ecosystems. Additional vendors may be included based on partner needs and strategic fit.

11. Will I need to renew my membership?

There is no formal renewal process at this time. However, continued participation is based on:

- Active engagement with your Partner Manager
- Progress within your chosen track(s)
- Ongoing alignment with programme goals
- Partners are reviewed periodically to ensure mutual value and fit.