

AGILEBLUE

AMPLIFY PARTNER PROGRAM

# Amplify Scale NFR Program



Amplify. Enable. Win.

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Not-for-resale platform access that turns partner familiarity into operational confidence, faster customer conversations, and long-term revenue growth.

[AgileBlue.com](https://AgileBlue.com)

# What Is the Amplify Scale NFR Program?

The Amplify Scale NFR Program provides qualified AgileBlue Amplify Partner Program participants with not-for-resale access to the AgileBlue platform for internal use. It is designed to enable hands-on platform fluency, operational readiness, team enablement, and live demonstration capability across your organization.

This is not a free license program, it is a readiness investment. Partners who live in the platform sell the platform faster, more convincingly, and with less friction. The NFR program exists to build that operational confidence.

### The Core Philosophy

We are investing in partners who are investing in us. NFR environments exist to build operational confidence, not to subsidize cost. Most vendors provide software access and hope partners figure the rest out. The Amplify Scale NFR Program was designed differently.

By connecting NFR access to enablement, deal registration, POC readiness, and tier advancement, AgileBlue helps partners transform platform familiarity into three things that matter.



#### Operational Confidence

- Deep platform familiarity
- Live workflow visibility
- Real hands-on experience
- Demo-ready environments
- Technical fluency in the field



#### Faster Customer Conversations

- Faster client onboarding
- Stronger competitive positioning
- Reduced evaluation friction
- Credible demonstrations
- Better deployment outcomes



#### Long-Term Revenue Growth

- Faster deal cycles
- Scalable recurring revenue
- Higher client retention rates
- Stronger co-sell alignment
- Tier advancement momentum

## PROGRAM RULES

# Approved and Prohibited Use Cases

NFR access is intended for internal use only. The following defines what partners may and may not use their NFR environment for.

### Approved NFR Use Cases

- Internal IT and security operations
- Technical training and team certification
- Demo and proof-of-concept environments
- Sales engineering and pre-sales demonstrations
- Customer demonstrations in non-production environments
- Internal security testing and platform validation
- Internal platform familiarization and workflow development

### Prohibited NFR Use Cases

- Customer production environments
- Paid managed services delivery to any client
- Commercial hosting or infrastructure use
- Resale or transfer of NFR access to third parties
- Revenue-generating production use of any kind
- Public or formal competitive benchmarking
- External analyst comparisons without prior written approval from AgileBlue

### Critical Policy

NFR environments may not be used for customer production environments or paid managed services delivery under any circumstances. Violation of this policy may result in immediate revocation of NFR access and review of partner standing in the AgileBlue Amplify Partner Program.

## ENTITLEMENTS

# NFR Tier Entitlements

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NFR access and entitlements scale with partner tier. The program is available to Activate, Scale, and Amplify partners. Authorized partners are not eligible. NFR access is included at no additional cost at all eligible tier levels.

|                                                                                   |                                                                                  |                                                                                            |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <div>ACTIVATE</div> <div>ENDPOINT ENTITLEMENT</div> <div>Up to 15 endpoints</div> | <div>AMPLIFY</div> <div>ENDPOINT ENTITLEMENT</div> <div>Up to 30 endpoints</div> | <div>SCALE</div> <div>ENDPOINT ENTITLEMENT</div> <div>Custom<br/>(SUBJECT TO REVIEW)</div> |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|

**Note:** Scale-tier partners may request custom endpoint capacity beyond the standard entitlement. Custom requests are subject to AgileBlue review and approval based on partner engagement, operational maturity, and growth alignment.

## ACCOUNTABILITY

# Named Program Owners

Every partner participating in the Amplify Scale NFR Program must designate one Technical Champion and one Sales Owner. This requirement is not administrative, it exists to improve accountability, platform adoption, and commercial outcomes for the partner.

| ROLE               | RESPONSIBILITIES                                                                                                                                                                                                                                                                                                                               | WHY IT MATTERS                                                                                                                                                                                                      |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Technical Champion | <ul style="list-style-type: none"><li>• Manages the NFR environment</li><li>• Leads internal technical readiness</li><li>• Supports team training and platform fluency</li><li>• Drives hands-on platform adoption</li><li>• Serves as AgileBlue's primary technical contact</li></ul>                                                         | <ul style="list-style-type: none"><li>• Partners with active technical ownership operationalize the platform faster and deliver stronger customer experiences.</li></ul>                                            |
| Sales Owner        | <ul style="list-style-type: none"><li>• Tracks and drives opportunity registration</li><li>• Participates in partner reviews and check-ins</li><li>• Champions AgileBlue internally across the sales team</li><li>• Connects platform readiness to real pipeline activity</li><li>• Supports internal sales readiness and enablement</li></ul> | <ul style="list-style-type: none"><li>• Commercial accountability connects platform readiness to real pipeline growth. Partners with active Sales Owners register more deals and retain customers longer.</li></ul> |

Partners with designated Technical Champions and Sales Owners close deals faster, register more opportunities, and renew at significantly higher rates. This requirement exists to protect your investment in this program.

Any change to named program owners must be communicated to your channel account manager or to [partner@agileblue.com](mailto:partner@agileblue.com) within 30 days of the change. Named contacts that become unreachable without notice may trigger an NFR participation review.

## GETTING STARTED

# How to Apply for NFR Access

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NFR access requires an initial qualification process. The steps below outline everything a partner needs to do to apply, get approved, and activate their NFR environment. The process is designed to create shared readiness, not to create barriers.

1

### Confirm Tier Eligibility

NFR access is available to Activate, Scale, and Amplify partners in good standing. Authorized partners are not eligible. Confirm your tier with your channel account manager before applying.

2

### Complete Training Prerequisites

Complete one AgileBlue Technical Training session and one Sales Enablement session. Training will be coordinated by your Channel Account Manager. Training completion is required prior to NFR approval.

3

### Designate Named Program Owners

Identify your Technical Champion and Sales Owner. Collect their full name, title, and email address. Both roles are required before the application can be approved.

4

### Submit Your NFR Request

Contact your channel account manager or email [partner@agileblue.com](mailto:partner@agileblue.com) with your named owners and confirmation of training completion. Your CAM will initiate the formal review.

5

### Receive Approval and Environment Setup

AgileBlue will confirm approval and initiate NFR environment provisioning within 7-9 business days. Your Technical Champion will receive environment credentials and a setup orientation meeting with the AgileBlue technical team.

6

### Complete Onboarding and Activate

Attend the NFR onboarding session with your AgileBlue channel team. Complete the initial platform walkthrough with your Technical Champion. Begin using the environment for internal readiness and demo preparation.

**Note:** NFR environment provisioning is typically completed within 7-9 business days of approval. Your Technical Champion will be the primary point of contact for environment setup and the initial onboarding session.

## QUALIFICATION

# Initial Approval Requirements

The following must be completed and confirmed before NFR access is approved. These requirements ensure that partners are genuinely ready to use and benefit from the platform, not to delay access.

| REQUIREMENT                   | DETAILS                                                                                                                                     |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Active Partner Agreement      | Partner agreement must be active and in good standing with AgileBlue.                                                                       |
| Technical Training Completion | Completion of a minimum of one AgileBlue-approved technical training session or certification prior to NFR approval.                        |
| Sales Enablement Session      | Completion of one AgileBlue sales enablement session covering platform positioning, competitive differentiation, and go-to-market strategy. |
| Named Technical Champion      | Full name, title, and email address of the designated Technical Champion must be on file with AgileBlue prior to approval.                  |
| Named Sales Owner             | Full name, title, and email address of the designated Sales Owner must be on file with AgileBlue prior to approval.                         |

**Note:** All initial requirements are verified by the AgileBlue channel team before approval is granted. Partners who meet all requirements can expect approval within 7–9 business days of submitting a formal request.

## ONGOING ENGAGEMENT

# Annual Participation Expectations

To maintain active NFR status, partners are expected to demonstrate ongoing engagement and operational alignment throughout the program year. These expectations create shared momentum and ensure NFR access is translating into real business outcomes.

| PARTICIPATION REQUIREMENT     | ANNUAL EXPECTATION         | WHY THIS EXISTS                                                                                                                      |
|-------------------------------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Registered Opportunities      | Minimum 3 per year         | Partners using the NFR environment to learn and demo should be converting that readiness into active pipeline.                       |
| Technical Enablement Sessions | Minimum 2 per year         | Ongoing training ensures the platform is used to its full capability as AgileBlue adds new features and integrations.                |
| Closed/Won ACV, Activate      | Minimum \$15,000 per year  | Ensures NFR access is driving commercial outcomes, not just internal lab use.                                                        |
| Closed/Won ACV, Amplify       | Minimum \$30,000 per year  | Ensures NFR access is driving commercial outcomes, not just internal lab use.                                                        |
| Closed/Won ACV, Scale         | Custom (subject to review) | Scale partners have deeper platform access and are expected to convert that advantage into proportionally stronger revenue outcomes. |

**Note:** These requirements create engagement, enablement, and long-term success, not to penalize partners for growth. Partners tracking behind on any participation category will be alerted by their channel account manager with enough time to close the gap before the annual review.

# Program Policies and Governance

## Good Standing Requirements

Partners must remain in good standing across all of the following categories to maintain active NFR status.

| AREA        | REQUIREMENT                                                                                                                                                  |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Commercial  | No unresolved invoices or contractual disputes with AgileBlue.                                                                                               |
| Contractual | Active, current partner agreement in place.                                                                                                                  |
| Operational | Named Technical Champion and Sales Owner are active, reachable, and on file. Any changes to named contacts must be communicated to AgileBlue within 30 days. |
| Compliance  | NFR environment usage is aligned to approved use cases. No production customer use, paid managed services delivery, or unauthorized benchmarking.            |
| Engagement  | Annual participation expectations are being maintained or a remediation plan is in progress.                                                                 |

# Revocation & Annual Review

## AgileBlue Right to Revoke

AgileBlue reserves the right to revoke or deny NFR access at any time if participation requirements are not maintained, program policies are violated, or the partner agreement is no longer in good standing. Except in cases of material policy violation, AgileBlue will provide written notice prior to revocation and a defined remediation period where applicable.

## Annual Review Process

NFR environments are reviewed annually based on program engagement, opportunity activity, enablement participation, revenue alignment, and operational usage.

- 1 Annual review initiated by AgileBlue Channel Team, partner notified of review window and timeline.
- 2 Participation metrics reviewed against annual expectations, gap analysis across all categories.
- 3 Tier alignment evaluated, NFR entitlement confirmed or adjusted based on current partner tier.
- 4 Renewal eligibility confirmed, partner receives written confirmation of renewal or remediation plan.
- 5 Renewal or remediation communicated, partners with gaps receive a defined remediation period before access is impacted.

# Additional Policies & Quick Reference

## Competitive Benchmarking Policy

NFR environments may not be used for formal competitive testing, analyst benchmarking, public comparison reports, or external competitive evaluations without prior written approval from AgileBlue. This policy protects the integrity of the program and the confidentiality of AgileBlue's platform capabilities.

## White-Label Capability

AgileBlue provides white-label capability for qualified partners. If your organization deploys the AgileBlue platform internally under your own branding, this is supported and encouraged. Contact your channel account manager to discuss white-label configuration options for your NFR environment.

## Quick Reference

### To Receive NFR Access

- Active partner agreement in good standing
- Minimum 1 technical training session completed
- Minimum 1 sales enablement session completed
- Named Technical Champion on file
- Named Sales Owner on file
- Submit application to [partner@agileblue.com](mailto:partner@agileblue.com) or through your CAM

### To Maintain NFR Access

- 3 or more registered opportunities annually
- 2 or more technical enablement sessions annually
- Minimum closed/won ACV met for your tier (\$15K Activate, \$30K Amplify, custom Scale)
- Named contacts active and on file
- NFR usage aligned to approved use cases
- No unresolved commercial or contractual issues

## CONTACT

# Talk to the Partner Program Team

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### GET IN TOUCH

For questions about the Amplify Scale NFR Program, including eligibility, entitlements, application status, named owner updates, or policy, contact your AgileBlue channel account manager directly or reach the partner program team below.

PARTNER PROGRAM TEAM

[partner@agileblue.com](mailto:partner@agileblue.com)

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AMPLIFY RESOURCE HUB

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