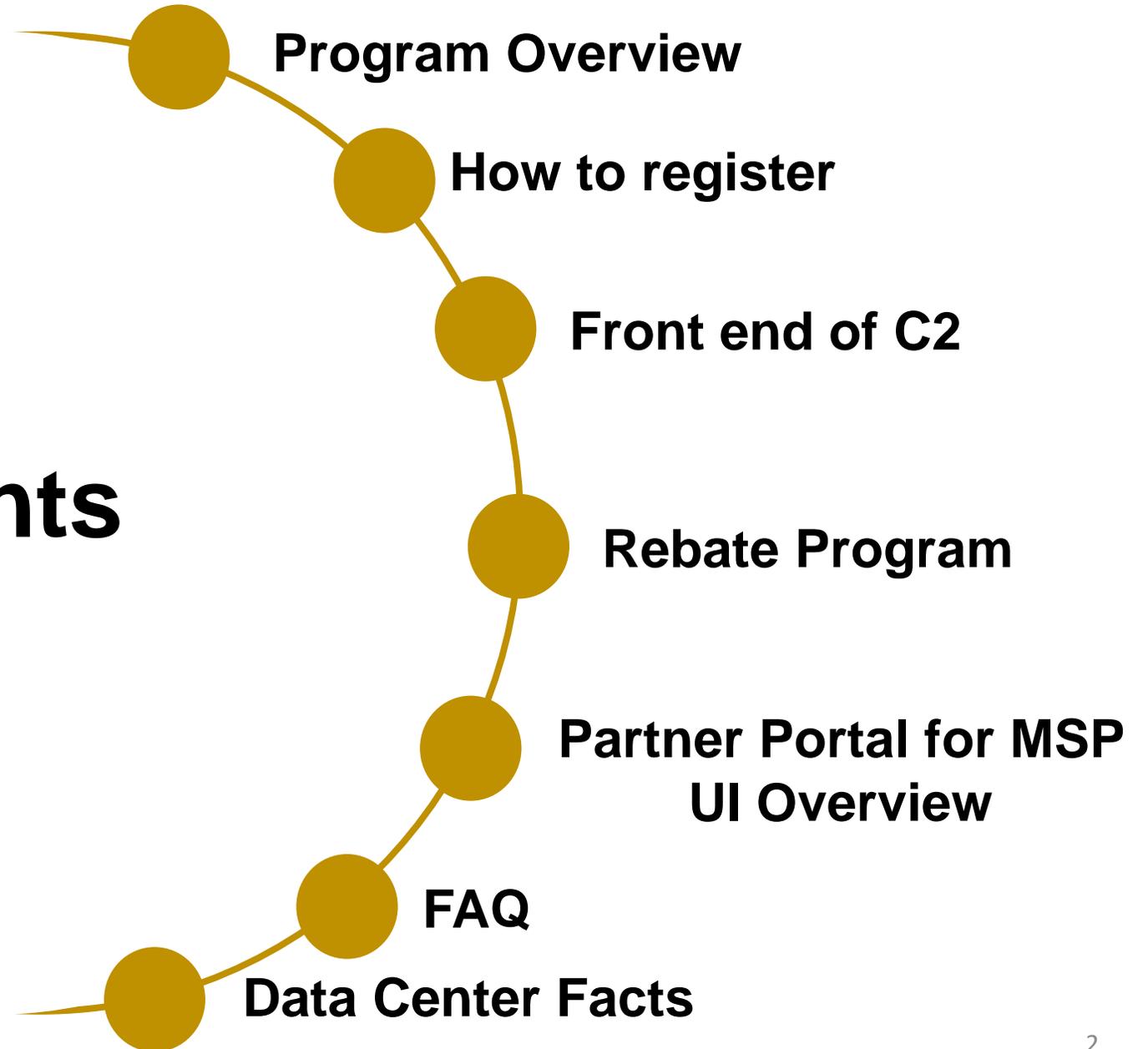




Synology Partner Network
- C2 Partner Program for MSP -



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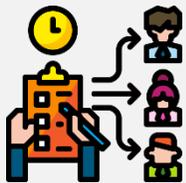


Program Overview

C2 Partner Program for MSP



The program is designed for IT consulting businesses who leverage Synology C2 services to build solutions for customers.



The program aims to help companies manage their customers' C2 subscriptions effectively in a single place.





How to register

How to Register for a C2 MSP Account?

Send and email to you dedicated PM

Send us an email with your inquiry



*Synology provides tiered Rebates Program. After joining, the detail of Rebate mechanism will be shown on Partner Portal.

Through an online application form

Follow the online application form

Full Name Phone Number

Synology Account Email
* Valid Synology Account required. Click [here](#) to create one.

Company Name Company Size

Company Website Company Location

Preferred data residency location?
 Seattle, US Frankfurt, Germany Both

Are you currently offering Synology NAS/IP SAN solutions?
 Yes No

Are you providing other cloud services?
 Amazon AWS Google Cloud
 Microsoft Azure

*Official Website : <https://partner.synology.com/>





Portal Front-End



C2 Cloud Solution

Frist step

- Store your payment details in the portal (SEPA direct debit* or credit card)Add a first end customer:
 - Click on “Add”
 - A) enter the end customer's email,
 - B) assign a plan Please note: Each end customer is assigned a separate C2 plan

A)

Synology Cloud² Partner Network Europe - Frankfurt Partner de_msp

User Add Resend Revoke Edit Description or email

Management Billing Rebates

Add a Managed Account

Enter the Synology Account of the user you will be managing.

[Redacted]@synology.com Customer_1

Add

Next

B)

Synology Cloud² Partner Network Europe - Frankfurt Partner de_msp

User Add Resend Revoke Edit Description or email

Management Billing Rebates

Select your backup plan

Plan I	Plan I	Plan I	Plan II
100GB	300GB	1TB	1 TB
Daily backup AES-256 data encryption Restoration from any browser Free file versioning	Daily backup AES-256 data encryption Restoration from any browser Free file versioning	Daily backup AES-256 data encryption Restoration from any browser Free file versioning	Hourly backup AES-256 data encryption Restoration from any browser Client-side version control Data deduplication
€9.99 / yr	€24.99 / yr	€5.99 / mo	€6.99 / mo
Annual	Annual	Monthly	Monthly

The prices above do not include VAT.

Back Next

*only available for companies registered within EU



C2 Cloud Solution

Management options

- Change the customer's plan
 - Expanding the plan is possible at any time; either with immediate activation or as a change to the next plan
 - Reducing the plan is possible monthly with a monthly subscription and annually with an annual subscription
- Remove user
 - After removal, the end customer is deleted from the portal and their subscription is automatically canceled

The screenshot shows the Synology Cloud² Partner Portal interface. The top navigation bar includes the Synology logo, 'Synology Cloud² Partner Portal', a help icon, a globe icon, the region 'Europe - Frankfurt', and a user profile for 'Partner de_msp'. On the left, there is a sidebar with 'Invitation', 'Management' (highlighted), and 'Payment'. The main content area has buttons for 'Change Plan', 'Remove', and 'Edit'. Below these is a table of users with a search bar and a sort icon. The table lists two users: 'Test 1' and 'Test Guest II'. Both users have a storage usage bar showing '0B / 1TB' and '0%'. The '0B / 1TB' text is highlighted with a red box.

User	Email	Free trial starts from	Plan	Storage Usage
Test 1	de_guest1@synology.com	08-01-2019 11:24:44 to 07-31-2020 11:24:40	Plan II, Yearly, 1TB	0B / 1TB 0%
Test Guest II	de_guest2@synology.com	08-01-2019 11:24:48 to 07-31-2020 11:24:44	Plan II, 2 years, 1TB	0B / 1TB 0%

The end customer's memory usage can be viewed at any time



Rebate Program



C2 Cloud Solution

What we offer you as your Partner

✓ Partner-Rebates*

Quarterly sales	Rebate
200 €	3 %
1.000 €	6 %
10.000 €	9 %
50.000 €	12 %

✓ Quantity rebate**

Capacity	monthly	yearly	every 2nd Year
First 5 TB	6.99 / TB	69.99 / TB	119.99 / TB
5-10 TB	6.49 / TB	64.99 / TB	114.99 / TB
11-100 TB	5.99 / TB	59.99 / TB	112.49 / TB
Over 100 TB	4.99 / TB	49.99 / TB	101.33 / TB

✓ Discounts for 2-year-Plans*

2-Year Plans	Costs for/per 2 years		
Plan Basic 100GB	€17,99 / 2 years	instead of	€19,98 -> 10% Margin
Plan Basic 300GB	€44,99 / 2 years	instead of	€49,98 -> 10% Margin
Plan Basic 1TB	€109,99 / 2 years	instead of	€119,98 -> 8,5% Margin
Plan Advanced 1TB	€119,99 / 2 years	instead of	€139,98 -> 14% Margin

*only for Synology-Partners **also for End customers, who are booking directly over the website



C2 Cloud Solution

More about Partner Rebates

- You will find all the details in the “Discounts” tab
 - Discounts are quarterly and sales-based
 - Furthermore, there is a discount of up to 14% on the 2-year plans (compared to regular 1-year plans, see overview below)
- But the end customers can also see the prices on the Synology website???
 - That's right, but as a Synology Partner you have the opportunity to benefit from the above discounts
 - You can also use the portal to settle accounts directly with the end customer, details on the following page

2 –year plan	Price for 2 years
Plan Basic 100GB	€17,99 /2 yr instead of €19,98 -> 10% margin
Plan Basic 300GB	€44,99 /2 yr instead of €49,98 -> 10% margin
Plan Basic 1TB	€109,99 /2 yr instead of €119,98 -> 8,5% margin
Plan Advanced 1TB	€119,99 /2 yr instead of €139,98 -> 14% margin

The screenshot shows the Synology Cloud² Partner Network dashboard. The top navigation bar includes the Synology logo, 'Synology Cloud² Partner Network', and user information for 'Europe - Frankfurt' and 'Partner de_msp'. A sidebar on the left contains navigation links for 'User Management', 'Billing', and 'Rebates'. The main content area features two summary cards: 'Available Rebates' and 'Total Rebates Earned', both showing '€0.00'. Below these cards is an illustration of a person working at a computer. A red arrow points from the bottom right of the dashboard to a red-bordered box containing the text: 'You haven't earned any rebates yet. [Learn more about how to get started](#)'.

Rebate is Calculated and Given Automatically

- **Rebate Earned :**

1. Automatic calculation is based on the sum of finalized invoices during the quarter
2. Any rebates used are deducted from the sum of invoices when calculating rebates

- **Rebate Used :**

Be automatically deducted in the next billing cycle when possible

- **Rebate Expiration Date :**

If it is unused, it will be valid for 1 year

- **Example :**

- Sales reach €8,000 in sales in 2020Q3 and € 10,000 in 2020Q4.
- Rebate earned is € 480 for 2020Q3 (8,000 X 6%, which is automatically deducted in 2020Q4
- Rebate earned is € 571.2 for 2020Q4 [(€10,000 - €480) X 6%]

Quarterly sales	Rebate
200 €	3 %
1.000 €	6 %
10.000 €	9 %
50.000 €	12 %



An Example of Tiered Pricing Calculation

Example



Buy :

Plan Advanced / 12TB Monthly



Invoice Amount :

$$(6.99 * 5) + (6.49 * 5) + (5.99 * 2) = 79.38$$

Plan Advanced

Storage	Monthly
First 5 TB	6.99 / TB
Next 5 TB	6.49 / TB
Next 90 TB	5.99 / TB
Over 100 TB	4.99 / TB





C2 Cloud Solution

Invoicing

- Payments by the end customer go exclusively to the Synology partner, i.e. there are no direct payments between the end customer and Synology
- The Synology partner leaves their payment details in the portal so that Synology can debit the corresponding amounts
- The invoices are issued on a monthly basis. So if you activated two customer plans in January, they will be billed on February 1st. Of course, if you have an annual subscription, the entire amount will then be due.
- The advantage is that you can charge the end customer administration / expense lump sums as an additional margin.
- After debiting, it can take 3-4 working days for the invoice to be issued. You will then find this in the portal under "Payments & Transactions":

Payment & Transaction				✕
Region	Payment Method	Invoice Info	Transaction	
Region		Time	Invoice/Receipt	Price
Europe - Frankfurt		08/01/2020	#B106F278-0013	€142.79



Partner Portal for MSP UI Overview

Partner Portal - Users

Synology Cloud² Partner Network

Europe - Frankfurt Partner Will918

Users Add Users Resend Revoke Edit

Management kingwill3060+2000@gmail.com Waiting Sent: 06-30-2020 10:35:15 Expired on: 07-30-2020 10:35:15 Plan I, Yearly, 100GB

Billing

Rebates

Add a Managed Account

Enter the Synology Account of the user you will be managing.

shamrockk@synology.com test

Add

Next

Users :

1. Add Users
2. Users must have Synology Account



Partner Portal - Management

The screenshot displays the Synology Cloud² Partner Network management interface. The top navigation bar includes the Synology logo, 'Synology Cloud² Partner Network', and user information for 'Partner Will918' in the 'Europe - Frankfurt' region. A left sidebar contains navigation options: 'User', 'Management' (highlighted), 'Billing', and 'Rebates'. The main content area shows a table of users with columns for user name, email, trial start dates, plan, and storage usage. Two users are listed: 'Shannon_test' and 'ed'. Above the table are buttons for 'Change Plan', 'Remove', and 'Edit', along with a search bar. At the bottom, there is a pagination control showing 'Items per page 20' and '2 items'.

User	Email	Free trial starts from	Plan	Storage Usage
Shannon_test	sh811219@gmail.com	07-02-2020 11:45:58 to 08-01-2020 11:45:57	Plan I, Yearly, 100GB	0B / 100GB 0%
ed	kingwill3060+3000@gmail.com	06-30-2020 16:33:25 to 07-30-2020 16:33:24	Plan I, Yearly, 100GB	595MB / 100GB 1%

Management :

1. Change Plan
2. Remove Users
3. Manage storage status of users



Partner Portal - Billing

Synology Cloud² Partner Network

Europe - Frankfurt Partner Will918

Users
Management
Billing
Rebates

Payment Method Transaction History

Card information
**** * 3700

Billing information Detail
台中市西區大忠南街25號9樓之10
Taichung., Taiwan 403
TW

Purchases Detail Next transaction date: 08-01-2020

Estimated total €0.00

Billing :

1. Edit Payment Method
2. Review next billing details
3. Review transaction history



Partner Portal - Rebates

Synology Cloud² | Partner Network

Europe-Frankfurt Partner Naomi Su

Users
Management
Billing
Rebates

Available Rebates **450.0**

Total Rebates Earned **1060.0**

[Learn more about C2 Rebate Program](#)

Rebate History

Time	Rebate Awarded
12-31-2018 17:53	350
12-28-2018 17:00	-390
12-22-2018 12:25	0
12-20-2018 16:18	320

Items per page: 100 20 item(s)

Rebates :

1. Review rebate earned / available rebate
2. Review details of Rebate Program





FAQ

Q1 : Who can have entitlement to add Partners

A1 : Everyone needs to apply for the account entitlement on Partner Management Console.
Please send the account entitlement request to your Country Manager.

Q2 : What is the C2 backup work flow for end users after being managed by Partner

A2 : After managing by Partner, the end user can create tasks via Hyper Backup.
After selecting the destination as C2 and login the account managed by MSP, the end user will not need to buy any plan again and can create tasks directly.

Q3: Can a partner buy a "large" C2 contingent and let all customers run backups over it?

A3: No, this is not intended. At the moment, each end customer is assigned their own security plan, which can also be expanded at any time. However, you can create your own C2 account as an end customer and let all end customer backups run over it. However, we do not recommend this.

FAQ

Q4: Is the portal multi-user capable?

A4: At the moment this is not yet possible, but our development is already in the process of implementing this feature

Q5 : My customer already has a C2 subscription. Can I still invite him to the portal?

A5 : It is possible to invite existing C2 customers directly to the partner portal. Simply send the customer an invitation with the planned subscription. This will come into effect as soon as the existing plan expires.

Q6: The address of my company has changed while the old address is still on my invoice. Where can I adjust this?

A6: You can change the billing address for future invoices in the portal: Payment> Payment information> Receipt information. If you would like to redirect older invoices, please contact em_sales@synology.com.

FAQ

Q7: I need a Data Processing Agreement (DPA) for my customer, where can I find it?

A7: We have integrated the DPA into the C2 Terms and Conditions: https://c2.synology.com/en-global#tab_faqhttps://c2.synology.com/legal/terms_conditions





About C2 Frankfurt Data Center



C2 Cloud Solution

Synology C2 Cloud Facts

- ✓ Already more than 45,000 customers worldwide
- ✓ Current total data volume in our data center is over 50 petabytes with a current total gross capacity of 85 petabytes
- ✓ TÜV certified data center - 100% green electricity operated
- ✓ German data protection law. Location Frankfurt am Main, Germany





If you have any question
Please mail to :
czsk_sales@synology.com