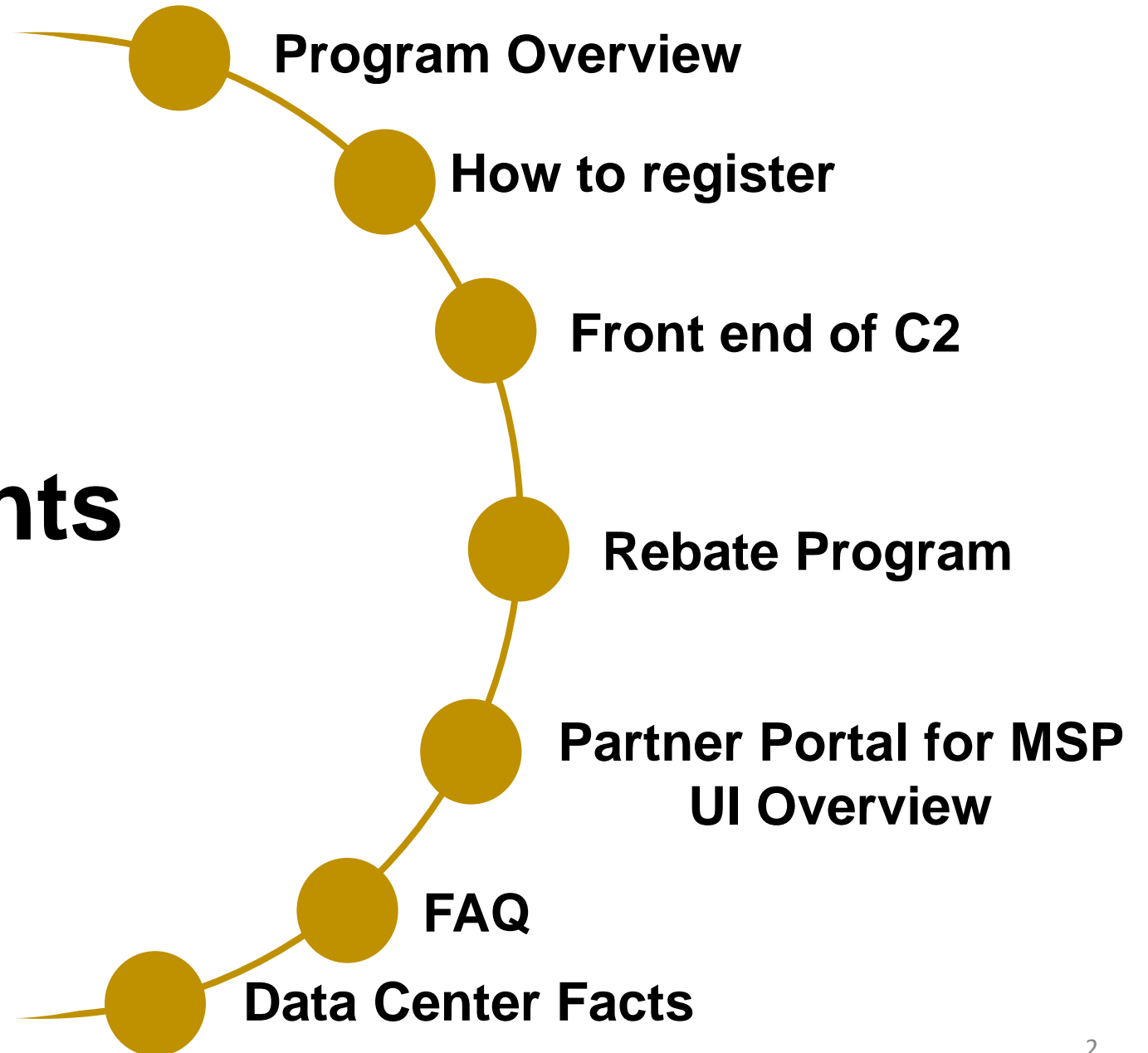


# **Synology Partner Network - C2 Partner Program for MSP -**



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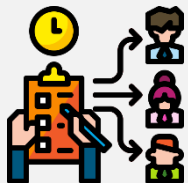


# Program Overview

# 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 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
<input type="text"/>	<input type="text"/>
Synology Account Email	
<input type="text" value="Example: test@gmail.com"/>	
<small>* Valid Synology Account required. Click <a href="#">here</a> to create one.</small>	
Company Name	Company Size
<input type="text"/>	<input type="text"/>
Company Website	Company Location
<input type="text" value="Example: https://www.synology.com"/>	<input type="text" value="Germany"/>
Preferred data residency location?	
<input type="radio"/> Seattle, US <input type="radio"/> Frankfurt, Germany <input type="radio"/> Both	
Are you currently offering Synology NAS/IP SAN solutions?	
<input type="radio"/> Yes <input type="radio"/> No	
Are you providing other cloud services?	
<input type="checkbox"/> Amazon AWS	<input type="checkbox"/> Google Cloud
<input type="checkbox"/> Microsoft Azure	<input type="checkbox"/> <input type="text" value="Other"/>

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







# 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)

The screenshot shows the Synology Cloud² Partner Network portal. The 'Add' button in the top navigation bar is highlighted with a red rectangle. A modal dialog titled 'Add a Managed Account' is open, prompting the user to enter the Synology Account of the user they will be managing. The dialog contains a text input field with a redacted email address, a dropdown menu set to 'Customer\_1', and an 'Add' button. A 'Next' button is located at the bottom right of the dialog.

B)

The screenshot shows the Synology Cloud² Partner Network portal. A modal dialog titled 'Select your backup plan' is open, displaying four backup plans. The first three plans (Plan I) are for 100GB, 300GB, and 1TB, all with a daily backup frequency. The fourth plan (Plan II) is for 1 TB with a hourly backup frequency. Each plan lists features: Daily backup, AES-256 data encryption, Restoration from any browser, and Free file versioning. The prices are displayed in blue text: €9.99 / yr for 100GB, €24.99 / yr for 300GB, €5.99 / mo for 1TB, and €6.99 / mo for 1 TB. A 'Next' button is located at the bottom right of the dialog.

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

\*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 displays the Synology Cloud² Partner Portal. The top navigation bar includes the Synology Cloud² logo, a 'Partner Portal' button, and user information for 'Partner de\_msp' in the 'Europe - Frankfurt' region. On the left, a sidebar menu shows 'Invitation', 'Management' (selected), and 'Payment'. The main content area features a table of users with columns for 'Change Plan', 'Remove', and 'Edit'. A search bar is present with the placeholder 'Description or email'. The table lists two test users: 'Test 1' (de\_guest1@synology.com) and 'Test Guest II' (de\_guest2@synology.com). Both are on 'Plan II' with a 'Yearly' or '2 years' subscription and a '1TB' storage limit. A red box highlights the storage usage for 'Test 1', showing '0B / 1TB' and '0%'.

	Change Plan	Remove	Edit	
<b>Test 1</b> <a href="#">de_guest1@synology.com</a>				<div><div></div><div>0B / 1TB 0%</div></div>
Free trial starts from 08-01-2019 11:24:44 to 07-31-2020 11:24:40 Plan II, Yearly, 1TB				
<b>Test Guest II</b> <a href="#">de_guest2@synology.com</a>				<div><div></div><div>0B / 1TB 0%</div></div>
Free trial starts from 08-01-2019 11:24:48 to 07-31-2020 11:24:44 Plan II, 2 years, 1TB				

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





# 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	€ <b>17,99</b> / 2 years	instead of	€19,98 -> <b>10%</b> Margin
Plan Basic 300GB	€ <b>44,99</b> / 2 years	instead of	€49,98 -> <b>10%</b> Margin
Plan Basic 1TB	€ <b>109,99</b> / 2 years	instead of	€119,98 -> <b>8,5%</b> Margin
Plan Advanced 1TB	€ <b>119,99</b> / 2 years	instead of	€139,98 -> <b>14%</b> 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 -> <b>10%</b> margin
Plan Basic 300GB	€44,99 /2 yr instead of €49,98 -> <b>10%</b> margin
Plan Basic 1TB	€109,99 /2 yr instead of €119,98 -> <b>8,5%</b> margin
Plan Advanced 1TB	€119,99 /2 yr instead of €139,98 -> <b>14%</b> margin

Synology Cloud<sup>2</sup> Partner Network

Europe - Frankfurt Partner de\_msp

User Management Billing **Rebates**

Available Rebates €0.00

Total Rebates Earned €0.00

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 ( $8,000 \times 6\%$ , which is automatically deducted in 2020Q4
- Rebate earned is € 571.2 for 2020Q4  $[(€10,000 - €480) \times 6\%]$

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 :**

$$(6.99 \times 5) + (6.49 \times 5) + (5.99 \times 2) = 79.38$$

### 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	<a href="#">#B106F278-0013</a>	€142.79	



# **Partner Portal for MSP UI Overview**



# Partner Portal - Users

Synology Cloud<sup>2</sup> Partner Network

Europe - Frankfurt Partner Will918

Users

Add Users Resend Revoke Edit

Management

Billing

Rebates

kingwill3060+2000@gmail.com

Waiting Sent: 06-30-2020 10:35:15 Expired on: 07-30-2020 10:35:15 Plan I, Yearly, 100GB

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 shows the Synology Cloud² Partner Network Management interface. The top navigation bar includes the Synology Cloud² logo, a 'Partner Network' badge, and user information for 'Europe - Frankfurt' and 'Partner Will918'. The left sidebar contains links for 'User', 'Management' (selected), 'Billing', and 'Rebates'. The main content area displays a table of users with columns for 'Change Plan', 'Remove', 'Edit', and a search bar. The table lists two users: 'Shannon\_test' and 'ed'. Each user entry includes their email, free trial start/end dates, plan details, and storage usage progress bars.

Change Plan	Remove	Edit	Description or email	Storage	Usage
			Shannon_test sh811219@gmail.com Free trial starts from 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 Free trial starts from 06-30-2020 16:33:25 to 07-30-2020 16:33:24 Plan I, Yearly, 100GB	595MB / 100GB	1%

Items per page: 20 2 items

## Management :

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



# Partner Portal - Billing

The screenshot shows the Synology Cloud² Partner Network interface. The top navigation bar includes the Synology Cloud² logo, a 'Partner Network' button, and user information for 'Europe - Frankfurt' and 'Partner Will918'. The left sidebar contains links for 'Users', 'Management', 'Billing' (highlighted), and 'Rebates'. The main content area has two tabs: 'Payment Method' (active) and 'Transaction History'. Under 'Payment Method', there are two sections: 'Card information' showing a Mastercard with the number '\*\*\*\* \* 3700' and 'Billing information' showing the address '台中市西區大忠南街25號9樓之10, Taichung., Taiwan 403, TW'. A 'Detail' button is next to the billing information. Below these is a 'Purchases Detail' section with a table that is currently empty. At the bottom right, it shows 'Estimated total €0.00'. The 'Next transaction date: 08-01-2020' is also displayed.

## Billing :

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



# Partner Portal - Rebates

Synology Cloud<sup>2</sup> | Partner Network

Europe-Frankfurt Partner Naomi Su

Users  
Management  
Billing  
**Rebates**

**Available Rebates**  
C2 450.0

**Total Rebates Earned**  
C2 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

1 2 3 >| >> Items per page 100 20 item(s) C

## 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](mailto: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](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](mailto:czsk_sales@synology.com)**