



TIDEWAYS PARTNERSHIP

We are looking forward to working closely with you!

CONTENT

- A) TIDEWAYS company and software
- B) PARTNERSHIP – let's work together!
- C) OFFER for partners
- D) TIDEWAYS PROFESSIONAL SERVICES for partners
- E) CO-MARKETING-ACTIVITIES

TIDEWAYS

That's us:



Tideways – the Company:

- Owner-operated – Benjamin Eberlei founded Tideways in 2016 (after long time PHP engagement)
- Small – we are a team of 8 and happy about it – personal customer support is guaranteed
- Independent – Tideways is a self-funded Software-as-a-Service company – no investors, no exit strategy
- Software enthusiasts – Tideways is a product from developers for developers. Our customers are our focus and we try to do everything to make them happy
- Partnerships – we value strong relationships with our customers as well as our partners because we believe that working closely together makes each of us stronger

TIDEWAYS

The Software



Tideways – the Product:

- Tideways = essential tool for e-commerce companies
- Unique combination of features:
 - Monitoring -> track your project's performance
 - Profiling -> identify root causes of performance problems
 - Exception tracking -> identify coding errors and crashes
- What Tideways offers:
 - Insights into your customer's actions
 - Application & developer "wellness" (because Tideways takes the guesswork out of performance analysis)
 - Objective basis for decisions
 - Fast and healthy websites

PARTNERSHIP



Partnership

- Shared Enthusiasm for the Product
 - What motivates us is improving the customer's code
 - We love to work with partners who share this vision
- Financial Compensation
 - We offer discounted plans for partners
 - Requirement: partner takes over the financial handling
- Tideways Professional Services
 - Additional Services complementing the Software
 - For partners exclusively or discounted
- Co-Marketing
 - Joint marketing activities like Case Studies, Logo Sharing
 - NFR (not-for-resale) licenses for promotional purposes



FINANCIAL COMPENSATION

Financial Rewards for Partners – Discounted Pricing Plans

- For partners, we do offer discounts on all Tideways Plans*
- Requirement: complete handling of customer's billing through the partner
- Applicable with Invoice via a monthly collective bill to the partner

Monthly Revenue	Discount
from 1000 Euros	10 %
from 1800 Euros	15 %
from 3000 Euros	20 %

* Please see <https://tideways.com/profiler/pricing> for details on each plan



TIDEWAYS PROFESSIONAL SERVICES

Additional Services and Consulting

PROFESSIONAL SERVICES

included



For Every Customer:

Onboarding-Workshop “welcome to Tideways”

- Demo of the most important features of Tideways
- Shows the basics necessary to use Tideways
- ca. 20 minutes

For Partners:

Detailed Onboarding-Workshop “fit for Tideways”

- Presenting all features in detail with the help of a demo-application
- Gives you the know-how to consult and advice your customers about Tideways
- Shows, how customers can use Tideways and benefit most from the software
- ca. 90 minutes

PROFESSIONAL SERVICES

additional services
with special offers
for partners



Performance Consulting

- Consulting for customer specific issues with performance optimization, architecture or development
- Save time with precise optimization tips from an experienced performance expert
- Typical use cases: as additional analysis of load-testing-results or as preparation for Black Friday
- Communication via email and video chat
- Price per 30 min Consulting: 150 Euros* (instead of 189 Euros)

* In case of price changes, the partner will receive the service with a 20% discount on the list price



CO-MARKETING-ACTIVITIES

Joint Marketing Ideas

CO- MARKETING- ACTIVITIES



Co-Marketing

- Logo-sharing – your Company Logo will be featured on the Tideways [Partner Page](#)
- Announcements of Partnership through press release or blog post, and/or Social Media
- Joint marketing activities, i.e. Case Studies
- Interviews and webinars

NFR-Licenses

- Not-for-resale licenses for the Tideways APP for promotional as well as educational purposes



**WE ARE LOOKING FORWARD TO
WORKING WITH YOU!**

contact: partner@tideways.com