



To Charge or Not To Charge that is the ATPP Question

Christine Souza
Sr. Director, AppDynamics

Agenda



Quick Poll: Who is doing What?



Charging Models?



Driving Adoption Behaviour?



Questions

Poll

How many of you have an ATP program established?

How many of you charge for it?

Would you classify your ATPP as traditional or more light weight, ease of onboarding new partners?

To Charge or Not to Charge

To Charge:

- Certification Fee
- Royalty on books?
- Other?

Not to Charge:

- For small companies...ease of entry and expansion?

Driving Adoption

How do you motivate partners to drive adoption?

Questions?

