# LogicMonitor enhances partner program to boost AI adoption and data centre transformation



LogicMonitor has unveiled an enhanced version of its Partner Program, designed to empower global partners in navigating the evolving landscape of artificial intelligence (AI) and transforming data centres. The announcement reflects a strategic move aimed at reinforcing LogicMonitor's commitment to its extensive channel ecosystem, which plays a pivotal role in generating over 80% of the company's global operations.

The revamped LogicMonitor Partner Program aims to simplify processes and provide a structured tiered benefits system for partners, including resellers, managed service providers (MSPs), and global systems integrators (GSIs). With the focus on facilitating AI adoption and modernising IT environments, this initiative is expected to provide valuable support to partners striving to enhance their service offerings.

Speaking to ChannelLife Australia, Will Corkery, Chief Revenue Officer at LogicMonitor, emphasised the importance of partners in driving AI adoption and data centre transformation. He stated, "LogicMonitor's partners are critical to driving AI adoption and data centre transformation. With the LogicMonitor Partner Program, we're empowering our partners to be the strategic advisors their customers need, helping them navigate this rapidly evolving IT landscape."

The enhanced programme implements a tier-based structure, enabling partners to access a range of benefits corresponding to their performance levels, categorised from Bronze to Gold. Newly introduced benefits encompass increased sales and marketing support, including co-branded materials and demand-generation campaigns, along with proposal-based Market Development Funds (MDF). Furthermore, the initiative features flexible incentives such as competitive upfront discounts, referral fees, and deal protection, all designed to promote profitable margins.

Additionally, participants in the program will have access to the LogicMonitor Partner Academy, which offers extensive training and certifications aimed at enhancing both technical and sales skills. To further facilitate cooperation with LogicMonitor, a redesigned partner portal will provide essential tools for deal registration, opportunity tracking, and co-selling.

The framework of the programme is built upon five core values: simplicity, shared success and revenue growth, trust and transparency, commitment to innovation, and strategic collaboration. These principles are intended to ensure mutual benefit and success, equipping partners with advanced observability solutions in response to the shifting needs of the market.

Jared Crowley, Senior Director of Security & Software Partners at SHI, commented on the advantages of the program, stating, "Through LogicMonitor's partner program, we've gained access to exceptional resources and support that empower us to drive growth and deliver cutting-edge observability solutions to our customers. This collaboration strengthens our ability to help businesses achieve deeper insights and greater operational efficiency in an era where visibility and performance are critical."

As businesses increasingly recognise the necessity for seamless data integration and real-time monitoring capabilities, LogicMonitor's enhanced Partner Program aims to reposition its partners as key contributors to AI integration and technological advancement in the industry. This initiative highlights the ongoing trend of leveraging AI automation within business practices, signifying a notable step towards more robust data management solutions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.logicmonitor.com/press/logicmonitor-ignites-partner-success-with-revamped-program-built-for-growth> - Corroborates the announcement of the enhanced LogicMonitor Partner Program, its focus on AI adoption and data center transformation, and the program's benefits and structure.
* <https://www.logicmonitor.com/press/logicmonitor-ignites-partner-success-with-revamped-program-built-for-growth> - Provides details on the program's tiered benefits system, support for resellers, MSPs, and GSIs, and the emphasis on simplifying processes.
* <https://www.logicmonitor.com/press/logicmonitor-ignites-partner-success-with-revamped-program-built-for-growth> - Quotes Will Corkery, Chief Revenue Officer at LogicMonitor, on the importance of partners in driving AI adoption and data center transformation.
* <https://www.logicmonitor.com/press/logicmonitor-ignites-partner-success-with-revamped-program-built-for-growth> - Describes the tier-based structure, increased sales and marketing support, and flexible incentives such as competitive upfront discounts and deal protection.
* <https://www.logicmonitor.com/press/logicmonitor-ignites-partner-success-with-revamped-program-built-for-growth> - Mentions the LogicMonitor Partner Academy and the redesigned partner portal for deal registration, opportunity tracking, and co-selling.
* <https://www.logicmonitor.com/press/logicmonitor-ignites-partner-success-with-revamped-program-built-for-growth> - Outlines the five core values of the program: simplicity, shared success and revenue growth, trust and transparency, commitment to innovation, and strategic collaboration.
* <https://www.logicmonitor.com/press/logicmonitor-ignites-partner-success-with-revamped-program-built-for-growth> - Includes comments from Jared Crowley, Senior Director of Security & Software Partners at SHI, on the benefits of the program.
* <https://www.dbta.com/Editorial/News-Flashes/LogicMonitor-Secures-800M-to-Power-the-Modern-Data-Center-and-AI-Innovation-167003.aspx> - Contextualizes LogicMonitor's role in AI and data center transformation, highlighting their recent funding and commitment to innovation.
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* <https://www.logicmonitor.com/press/logicmonitor-research-reveals-how-ai-is-transforming-it-operations> - Provides insights into the transformative impact of AI-driven tools in IT operations, reinforcing the necessity of advanced observability solutions.
* <https://news.google.com/rss/articles/CBMikgFBVV95cUxNeHRwc0xtXzNORHJxX2VwREpMQXQ2UEJsX0JuMTRSV0VkM2QtU0FIei1qdG9lRlVIQ2lvaHVLRFhpYVJFZm96Q2thTkVRUFRIaml1VVl1V2xJcUVjQzBaN3A2bVBiVWwwRmVmb2FqWXJLcllFUkljTjdIRXE2LUtoMDNiZUhtWnN5NXI0M180LW9Tdw?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data