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Partners

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Cuemby Sales Partners

Customer Service

Welcome Kit



Cuemby Welcome Kit

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Welcome to the Cuemby Partner Program!

At Cuemby, we are thrilled to have you as part of our Partner Program. By joining us, you are stepping into a collaborative ecosystem where innovation, teamwork, and shared success drive everything we do. Together, we aim to transform how businesses across the globe leverage technology to unlock their full potential.

Who We Are

Cuemby simplifies digital transformation by providing businesses with the complete technology foundation they need to grow and innovate confidently. From cutting-edge cloud infrastructure to AI-powered solutions, our mission is to make advanced technology accessible and affordable for businesses of all sizes. With Cuemby, organizations can turn digital challenges into opportunities for lasting growth.

Core Values

Our actions and culture are guided by a set of core values that ensure excellence and trust in every partnership:

- **High Performance:** We set ambitious goals, strive for excellence, and celebrate achievements.
- **Transparency:** Open and honest communication, clear decision-making, and data-driven insights are at the heart of what we do.
- **Accountability, Reliability, and Trustworthiness:** We take ownership of our work, deliver on promises, and act with integrity.
- **Pursuit of Excellence:** Continuous improvement and innovation drive us to exceed expectations.
- **Growth & Data-Driven Decisions:** We embrace a growth mindset, using data and experimentation to power progress.
- **Teamwork:** We value collaboration, diverse perspectives, and mutual support to achieve shared success.
- **Strong Communication & Inspiration:** We create a positive and motivating environment through clear communication and supportive actions.

Our Purpose, Mission, and Vision

Purpose

To help every company in the world unlock innovation and reach their growth potential through digital immersion using our products and services.

Mission

To empower 1 million organizations to achieve long-term success with value-added, future-proof technology.

Vision

Cuemby envisions a future where organizations of all sizes and industries harness the full potential of technology for lasting success and innovation. We aim to be the trusted partner guiding organizations on their digital transformation journey, equipping them with the tools and knowledge to thrive in an ever-evolving technological landscape.

Message from Angel Ramirez, CEO

Welcome to Cuemby's Partner Program—a transformative journey where innovation meets purpose. At Cuemby, we believe digital transformation isn't just about technology; it's about empowering people, creating opportunities, and building a better future for everyone in our ecosystem.

Our mission is ambitious—to redefine how digital transformation is done, and we are doing it differently. Unlike the industry giants, we care deeply about every individual and organization within our network. Whether you are a customer, partner, or community member, you are a vital part of this movement. Together, we are shaping a world where technology becomes the great equalizer—accessible, affordable, and impactful.

At Cuemby, we are driven by a simple yet powerful vision: win-win-win-win. We succeed when our customers achieve their goals, our partners thrive in their businesses, our community grows stronger, and Cuemby reaches new heights. This isn't just a program; it's a shared mission—one that inspires collaboration, innovation, and mutual success.

Thank you for joining us in this extraordinary journey. Together, we're not just transforming businesses—we're transforming lives, industries, and the future. Let's create something

remarkable, together.

Angel Ramirez, CEO | Cuemby

Our Commitment to You

We believe in empowering our partners with the tools, resources, and support needed to succeed in the market. From comprehensive training to collaborative sales engagement, our goal is to ensure that your efforts yield meaningful results—both for your business and for Cuemby. Together, we will create a powerful ecosystem where everyone benefits.

Thank you for joining us in this journey. We look forward to working closely with you to achieve incredible outcomes. Let's transform the digital landscape, one success story at a time!

Program Overview

Introduction to the Partner Program

The Cuemby Partner Program is designed to create a collaborative ecosystem where our partners, customers, and community thrive. We empower you with the tools, resources, and support needed to sell and promote Cuemby's cutting-edge solutions, ensuring mutual success and growth.

Partner Levels

Our program is structured to suit partners with varying levels of engagement and expertise:

- **Consultant:** Focused on lead referrals, requiring minimal active involvement in the sales cycle.
- **Success:** Involves joint sales engagement, where Cuemby and the partner collaborate to close deals.
- **Growth:** For highly engaged partners leading the sales process, with Cuemby providing additional resources and support.

Key Benefits

- Access to Cuemby's innovative products: Cuemby Cloud, Cuemby Platform, and ElsaAI.

- Generous commission structures tailored to your engagement level.
- Comprehensive training, sales resources, and marketing materials.
- Opportunities to collaborate directly with Cuemby's team for strategic accounts and pipeline reviews.

Program Expectations

- Maintain active participation to achieve mutually agreed sales goals.
- Adhere to the KPIs defined in the partner agreement.
- Collaborate with Cuemby to ensure the best outcomes for customers.

What's next?

Ready to get started? Visit the Cuemby Partner Portal to access:

- Training videos to complete your onboarding.
- Detailed sales resources and marketing materials.
- Tools to track your leads and sales progress.

Together, we can achieve great things. Let's build the future of digital transformation, one success at a time!

Products & Services Overview

Cuemby Cloud

Cuemby Cloud delivers secure, enterprise-grade cloud services tailored to meet regional compliance and scalability needs. It is built for organizations seeking affordable, flexible, and high-performance cloud solutions with no vendor lock-in. Cuemby Cloud provides local hosting solutions in LATAM, with its regions in Ecuador, Colombia, and Chile, with plans to expand further such as Mexico, Argentina, Peru, and Brazil (2025 plan).

Key Features:

- Enterprise-grade reliability with seamless scaling capabilities
- Regional presence ensuring data sovereignty and improved latency
- Cost-efficient cloud infrastructure with no data transfer fees

Cuemby Platform

The Cuemby Platform eliminates DevOps complexity by enabling organizations to deploy, manage, and scale cloud-native applications easily. It provides a unified dashboard, intelligent automation, and built-in security features without requiring deep technical expertise. It eliminates vendor lock-in and minimizes the need for cloud-native expertise.

Key Features:

- Automated container orchestration and cloud-native operations
- Streamlined application deployment workflows reducing time-to-market
- Built-in enterprise-grade security and compliance tools

For more details: [Explore Cuemby Platform](#) or [Access the Platform](#).

ElsaAI

ElsaAI is an AI-powered solution that automates cloud management, cost optimization, and security, serving as your 24/7 cloud co-pilot. It provides actionable insights, continuously monitors cloud environments, and helps organizations streamline operations while improving cost efficiency.

Key Features:

- Proactive cloud optimization and cost management
- Automated security monitoring with actionable insights
- Continuous performance improvements and technology guidance

For more details: [Discover ElsaAI](#).

Professional Services

Cuemby's Professional Services team delivers end-to-end consulting, from strategy to execution, helping clients modernize infrastructure and adopt digital transformation initiatives.

Key Features:

- Cloud strategy, architecture design, and technology readiness assessments
- Digital transformation roadmaps tailored to industry-specific needs

- Security & compliance audits for enhanced governance

Squad Teams – Dedicated Project-Based Support

Squad Teams are specialized, focused groups that provide dedicated resources for targeted projects, ensuring timely execution and quality delivery. Ideal for organizations with specific goals and timelines.

Key Features:

- Tailored project-based teams with industry-specific expertise
- Agile, full-stack development and cloud-native solutions
- Flexible engagement models with clear project scopes and timelines

Managed Services – Continuous Cloud & Digital Transformation Support

Cuemby's Managed Services offer ongoing cloud management, continuous optimization, and fractional executive expertise. Designed for businesses seeking long-term operational support.

Key Features:

- End-to-end cloud operations with 24/7 premium support options
- Continuous strategy reviews for ongoing improvements
- Access to fractional CTOs and specialized technical resources

Support Services – Reliable and Responsive Assistance

Cuemby's Support Services ensure operational continuity with flexible support levels tailored to client needs. From standard business hours to enhanced 24/7 coverage, clients receive fast response times and comprehensive assistance.

Key Features:

- Multi-tiered support options with SLA-backed response times
- Access to support via email, phone, and dedicated channels
- Proactive issue resolution to minimize operational disruptions

Value Proposition for LATAM and Global Markets

- **For LATAM:** Cuemby Cloud provides secure, localized solutions addressing data sovereignty concerns. With hosting in LATAM countries, businesses can ensure compliance and optimize performance. Cuemby's comprehensive support covers the full digital transformation journey.
- **For Global Markets:** Cuemby's solutions offer affordability, flexibility, and innovation, providing a competitive edge over hyperscalers for companies worldwide.

Next Steps

Explore these solutions in depth by visiting:

- [Cuemby Platform Documentation](#): Free tier to create 1 organization, 2 projects, and up to 4 Runtime.
- [Cuemby Cloud Login](#): \$250 credit to test the power of Cuemby Cloud.
- [ElsaAI Overview](#): No free tier but users may be qualified for free due diligence.

Compensation & Incentives

Overview

Cuemby's Compensation & Incentives structure is designed to reward our partners for their contributions to driving sales and expanding our reach. Commissions are calculated quarterly based on total sales and payments received, ensuring fairness and transparency.

Key Points

The key points are

- **Payment-Based Commissions:** Commissions are only paid on completed payments received by Cuemby from customers.
- **Tiered Commission Structure:** Partners must meet KPIs to qualify for their respective commission tiers. Adjustments to percentages or tiers may be made on a case-by-case basis.

- **Multiple Partners:** In cases where multiple partners contribute to a sale, the total commission will not exceed the maximum defined in the program.
- **Residual Fees:** Partners may earn residual fees for up to two years following the initial subscription, contingent on active engagement and renewal efforts (only for Success and Growth level partners).
- **Bonuses:** Performance-based bonuses may be offered for exceeding sales targets or securing strategic accounts.

Commission Breakdown

Commissions are based on product type, partner level, and sales volume:

Professional Services. The referral fee percentage is based on the total payments received by the Company within one year for professional services sold hourly or as packaged engagements, with commissions calculated quarterly. As the cumulative payments increase throughout the year, the applicable commission percentage adjusts according to the corresponding pricing tier.

Payment Received	Consultant Level	Success Level	Growth Level
< \$100,000	3%	5%	7%
\$100,001 - \$250,000	3.5%	5.5%	8%
\$250,001 - \$500,000	4%	6%	9%
\$500,001 - \$1,000,000	4.5%	7%	10%
\$1,000,001+	5%	8%	11%

Products. The referral fee percentage is based on the total payments received by Company within one year for software, licensing, and hardware, with commissions calculated quarterly. As the cumulative payments increase throughout the year, the applicable commission percentage adjusts according to the corresponding pricing tier.

Cuemby Cloud (Year 1)

Payment Received (per year)	Consultant Level	Success Level	Growth Level
< \$100,000	2%	3%	4%
\$100,001 - \$250,000	3%	3.5%	4.5%
\$250,001 - \$500,000	3.5%	4%	5%
\$500,001 - \$1,000,000	4%	4.5%	5.5%
\$1,000,001+	4%	5%	6%

Cuemby Cloud (Year 2)

Payment Received (per year)	Consultant Level	Success Level	Growth Level
< \$100,000	0%	1.5%	2%
\$100,001 - \$250,000	0%	2%	3%
\$250,001 - \$500,000	0%	2%	3%
\$500,001 - \$1,000,000	0%	2.5%	3.5%
\$1,000,001+	0%	2.5%	3.5%

Cuemby Platform (Year 1)

Payment Received (per year)	Consultant Level	Success Level	Growth Level
< \$100,000	2%	3%	5%
\$100,001 - \$250,000	3%	4%	7%
\$250,001 - \$500,000	4%	5%	8%
\$500,001 - \$1,000,000	4.5%	6%	9%
\$1,000,001+	5%	7.5%	10%

Cuemby Platform (Year 2)

Payment Received (per year)	Consultant Level	Success Level	Growth Level
< \$100,000	0%	2%	3%
\$100,001 - \$250,000	0%	2.5%	3.5%
\$250,001 - \$500,000	0%	2.5%	3.5%
\$500,001 - \$1,000,000	0%	3%	4%
\$1,000,001+	0%	3%	4%

Calculation Examples

- Example 1:** A Success Partner closes a \$120,000 professional services deal in Q1:
 - 5.5% commission = \$6,600 (paid quarterly after payments are received).
- Example 2:** A Growth Partner secures a \$300,000 Cuemby Platform subscription:
 - 8% commission = \$24,000 in Year 1, assuming payments are made as scheduled.

Next Steps

You can review their specific commission structure in the signed exhibit and reach out to their Cuemby representative for further clarification. Regular pipeline reviews and KPIs will ensure alignment and maximize earning potential.

Compliance & Legal Information

Key Compliance Areas

You already signed the Master Agreement and the Exhibit as well as NDA, but here are the key points to remember.

1. Data Privacy and Security

- Partners must adhere to applicable data protection laws, such as **GDPR (Europe), LGPD (Brazil), and regional LATAM privacy regulations**.
- Cuemby ensures compliance with data sovereignty laws by hosting services in LATAM countries. Partners should be mindful of local regulations when handling customer information.

2. Certifications & Compliance Goals

- a. Cuemby is actively working toward obtaining **regional compliance certifications** to support our partners and enhance trust in local markets.
- b. As new certifications are achieved, we will update partners and provide guidance on leveraging them for sales and compliance purposes.

3. Intellectual Property & Branding

- a. Partners are allowed to use Cuemby's branding, trademarks, and marketing materials **only in accordance with the Partner Agreement** ("Use of Resources and Use of Trademark sections). Any use of our trademark and branding requires prior approval. Unauthorized use is strictly prohibited.

4. Ethical Conduct & Business Practices

- a. All partners must uphold **ethical sales practices** and avoid misrepresentations, false claims, or actions that could harm Cuemby's reputation.
- b. Fraudulent activities, unauthorized commitments on behalf of Cuemby, or legal violations will result in immediate termination of the partnership.

5. Limitations

- a. Although Partners are granted the right to sell and promote Cuemby's products and services, there are limitations to what Partners can do. Please refer to the Limitations section of the Master Service Agreement. Some limitations include representing as if we have any partnership, agency or joint venture, giving any financial credit or discount to potential customers, committing Cuemby to any agreements, making any warranties and guarantees, etc,

Partner Obligations

- **Confidentiality:** Partners must protect Cuemby's proprietary and confidential information, as outlined in the **NDA and MSA agreements**.
- **Training & Knowledge:** All partners must complete required training to stay informed about Cuemby's products, services, and compliance policies. It can be found [LINK TO BE UPDATED].
- **Sales & Reporting:** Partners are expected to submit accurate reports on sales activity and follow Cuemby's guidelines for lead submission and commission eligibility. [[LINK](#)]

Legal Terms & Dispute Resolution

- **Non-Exclusivity:** Cuemby reserves the right to engage with multiple partners and customers without exclusivity agreements.
- **Dispute Handling:** Any disputes shall be resolved **under Florida law**, with mediation or arbitration as outlined in the MSA.
- **Termination Policy:** Cuemby may terminate the partner agreement **with cause (e.g., breach of contract) or without cause, following proper notice** as specified in the agreement.

More questions?

For compliance and certifications questions, please contact Stacey Renee Davis – stacey@cuemby.com

For legal questions, please contact Hitomi Mizugaki at hitomi@cuemby.com

Frequently Asked Questions (FAQs)

General Questions

I am not technical. Can I get technical assistance from Cuemby?

Yes. Cuemby has bilingual engineers specialized in cloud-native technologies and software infrastructure. We are available to support your sales process as needed.

Do I need to carry any insurance?

If you are a **sales partner**, no insurance is required. If you plan to become a **delivery partner**, commercial insurance may be necessary depending on the type of work performed.

I am not sure about the sales process. Can you clarify?

Yes! We have comprehensive **sales resources** available for partners, including an overview of the sales process, playbooks, pitch decks, and one-pagers. You can access them **[link coming soon]**.

Do you provide training? I don't know much about Cuemby's products and services.

Yes! Please refer to the **sales resources [link coming soon]** to learn about our products and services. Additionally, we conduct online workshops periodically to share the latest company updates and market insights. We work alongside you in the sales process to drive successful deal closures.

What are my responsibilities regarding data privacy?

As a sales partner, you are not handling end-user data directly. However, in compliance with the **NDA and the Master Services Agreement (MSA)**, you must protect Cuemby's confidential information, including customer details and pricing, and ensure it is not publicly disclosed.

Compensation & Payments

When is my commission paid?

We calculate commissions **quarterly**, based on **actual payments received** from customers. If a customer has not paid, commissions cannot be issued. To minimize the risk of non-payment, we encourage partners to qualify leads carefully before engagement. Payments are made **within 30 days** of the end of each quarter.

What are my responsibilities to receive commissions?

To ensure your eligibility for commissions, you must submit a **lead form [here]** whenever you identify a new prospect. This information is recorded in our CRM to track the source of the lead and protect your commission rights.

For individual partners in **LATAM**, additional steps may be required to set up payment processing. Please provide necessary payment details to our **Accounts Payable team**, following your local financial regulations.

What currency are commissions paid in?

Commissions are paid in **USD** unless otherwise specified in the agreement. In some cases, depending on the deal, transactions may occur in local currency. If such adjustments are needed, you will be notified in advance.

I am a Consultant-level partner. Do I receive residual commissions?

No. Only **Success** and **Growth-level** partners qualify for residual commissions.

Support & Next Steps

Who should I contact for support?

- **North America and Europe:** Contact **Derek Kuhr** derek@cuemby.com for sales-related inquiries.
- **LATAM and Asia:** Contact **Hitomi Mizugaki** hitomi@cuemby.com for sales assistance in the region.

For additional questions, refer to the **Partner Resources Page** [\[LINK\]](#) or reach out to your Cuemby contact.

Glossary of Terms

To support your understanding of Cuemby's ecosystem, here are key terms frequently used in our industry and partner program:

- **Cloud Native:** A modern approach to building and running scalable applications in dynamic environments such as public, private, or hybrid clouds. Learn more at [Cloud Native Computing Foundation \(CNCF\)](#).
- **Kubernetes:** An open-source container orchestration system that automates the deployment, scaling, and management of containerized applications. Kubernetes is a core technology in Cuemby's platform. Learn more at [Kubernetes Documentation](#).
- **CNCF (Cloud Native Computing Foundation):** A Linux Foundation project that fosters and supports cloud-native technologies like Kubernetes, Prometheus, and Envoy. Learn more at [CNCF](#).
- **OSPO (Open Source Program Office):** A strategic function within organizations that manages and promotes open-source adoption, contribution, and governance. Learn more at [TODO Group](#).
- **Digital Transformation:** The integration of digital technologies into all areas of a business, fundamentally changing how businesses operate and deliver value to customers. Cuemby specializes in accelerating digital transformation with cloud-native solutions.
- **Data Sovereignty:** The concept that data is subject to the laws and governance of the country in which it is collected or processed. Cuemby's cloud solutions ensure compliance with the America's data regulations by providing in-country hosting.

- **Multi-Cloud:** The use of multiple cloud computing services in a single architecture to avoid vendor lock-in and enhance flexibility. Cuemby supports multi-cloud deployments for maximum scalability.
- **DevOps:** A set of practices that combines software development (Dev) and IT operations (Ops) to shorten the development lifecycle while delivering high-quality software. Cuemby's platform automates DevOps processes for efficiency.
- **Infrastructure as Code (IaC):** The practice of managing and provisioning computing infrastructure through machine-readable scripts rather than manual processes. Cuemby's solutions integrate with IaC tools to streamline cloud deployment.

For more industry terms and Cuemby-specific definitions, visit our [Developer Hub](#).

Next Steps

This document serves as a reference for your onboarding journey. We encourage all partners to:

- Review the **Sales Resources** and complete required training.
- Familiarize themselves with the **Compensation & Incentives** structure.
- Adhere to Cuemby's compliance guidelines outlined in the **MSA and NDA**.
- Actively engage in the **partner ecosystem** to maximize earning potential.

We look forward to working with you to drive success in the market. Welcome to the **Cuemby Partner Program!**



For more information about our services
Connect with us through the following channels:

Email Us Directly: For more information or any questions elsa@cuemby.com

Schedule a Meeting: [Book a consultation](#) with our experts at your convenience

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