



# Pathway Reseller Program

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Where Partnership Meets Profitability and Success!

# How Pathway Reseller Program Helps You Succeed

For over 30 years, Pathway Communications has helped businesses simplify IT, strengthen security, and elevate customer experience with confidence. As a Pathway Reseller, you can deliver proven IT and security services under your own brand, backed by our **Tier III Data Center, SOC**, and **award-winning expertise**—all without the overhead of building your own infrastructure.



## Expand Your Reach

Tap into new markets and industries without heavy investment.



## Earn Recurring Revenue

Build predictable income with renewals, upsells, and cross-sells.



## Go to Market Faster

Leverage our expertise, training, and resources to launch quickly and minimize risk.



## Cut Costs

Reduce marketing and onboarding expenses while scaling efficiently.



## Boost Credibility

Co-brand with Pathway to strengthen trust and visibility.

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*Pathway has met and exceeded all service levels, including client satisfaction. Throughout, Pathway has been very responsive to needs that we have raised to their attention and has proven itself to be a capable and trusted partner to eHealth Ontario.*

**Steve Gesner,  
Executive Vice President, Operations  
eHealth Ontario**

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# Award-Winning Services You Can Resell



## Managed IT Services

End-to-end IT management that keeps your systems secure, efficient, and always available. Pathway handles everything from monitoring to troubleshooting, so you can focus on growth.



## Cloud Services

Flexible and scalable cloud hosting solutions, including public, private, and hybrid clouds, designed to optimize performance, security, and cost-efficiency.



## Backup & Disaster Recovery

Hybrid cloud and local backup solutions with rapid recovery, ensuring business continuity and resilience in case of data loss or cyberattacks.



## Business Internet

Reliable high-speed connectivity with guaranteed uptime and performance to keep businesses connected and productive.



## 24/7 SOC as a Service

Advanced protection against evolving threats with 24/7 monitoring, managed firewalls, endpoint security, vulnerability assessments, and compliance support to safeguard business critical data.



## Colocation Services

Host servers in Pathway's Tier III data centers with 99.99% uptime, redundant infrastructure, and advanced physical and digital security.



## Contact Center / Technical BPO

Technical support with 24/7 omnichannel support, agents trained exclusively for a business's products/solutions, and customizable processes to improve customer satisfaction and reduce operational costs.



## Business VoIP

Enterprise-grade phone systems with advanced calling features, flexibility, and cost savings, designed for modern, distributed teams.



# Flexible Branding Options

Model	Brand Positioning	Client Ownership	Ideal For
<b>Co-Branded</b>	Your Brand – Powered by Pathway	Partner	MSPs, IT consultants
<b>Partner-Led</b>	Your brand only (Pathway backend visible in contracts)	Partner	Established resellers with strong brand presence
<b>Pathway-Branded</b>	Pathway brand (You as referral partner)	Pathway	Affiliates or referral agents

## Comprehensive Partner Support

 <b>Incentives &amp; Rebates</b> Performance-based bonuses and growth rewards.	 <b>Training &amp; Certification</b> Empower your team with technical and sales expertise.
 <b>Dedicated Account Manager</b> One-on-one business and sales guidance.	 <b>Sales &amp; Marketing Toolkit</b> Co-branded collateral, proposal templates, and case studies.
 <b>Joint Marketing Opportunities</b> Webinars, campaigns, and events.	 <b>Early Access Programs</b> For our new services and innovations.

# How the Program Works

## Initiation

Start by submitting your details or connecting with our Partner Development team.

We'll schedule a brief discovery call to learn about your business, market focus, and growth goals.

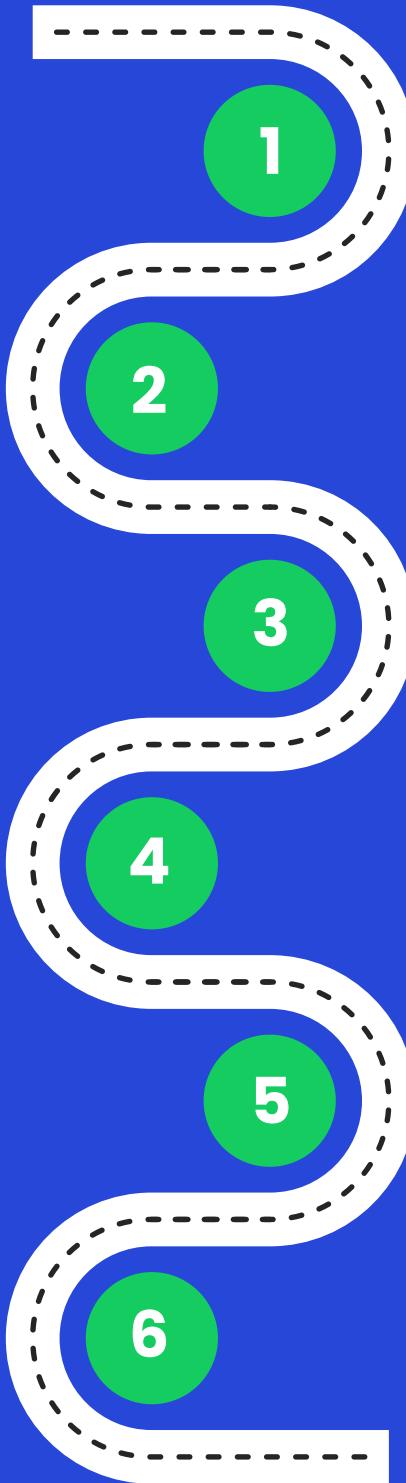
## Partnership Agreement

Once qualified, both parties sign the Reseller Agreement outlining terms, service scope, co-branding, and commission structure.

This ensures transparency and shared expectations from day one.

## Go-to-Market & Start Selling

Begin promoting Pathway's IT, Cloud, Colocation, and Cybersecurity services to your clients. Leverage our Tier III Data Center, SOC, and 24/7 support to deliver reliable services under your brand.



## Qualification & Alignment

Our team will assess your business model, technical capabilities, and client base to ensure mutual fit. If our objectives align, we'll move forward with partnership documentation and agreements.

## Onboarding & Enablement

You'll receive structured onboarding, including:

- Service and sales training
- Co-branding guidelines and collateral
- Access to the partner portal and your dedicated Partner Success Manager

## Grow Together

As you expand your client base, enjoy recurring revenue, tiered incentives, and continuous support from Pathway.

# Why Partner with Pathway



## 30+ Years of Proven Expertise

A trusted MSP & MSSP since 1995.



## Nationwide Presence

Serving across Canada with localized expertise.



## Comprehensive Services

A wide range of IT services under one roof.



## Strategic Technology Partnerships

with Microsoft, Google, Kaseya, Duo, Veeam, etc.



## Tier III Certified Data Center

99.99% uptime, full Canadian data sovereignty.



## Advanced SOC

Continuous threat monitoring and response.



## 24/7 Expert Support

Swift assistance from certified specialists.



## Transparency

Open communication, clear pricing, and shared visibility

## Get Started

Ready to expand your services, grow your revenue, and deliver more value to your clients? Become a Pathway Reseller today!



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