

Friday AI™ Channel Enablement Program

Empowering Partner Success Nationwide.



CHANNEL PROGRAM OBJECTIVES



Expand national reach
with consistent
messaging



Increase pipeline
for AI-driven infrastructure
automation & ClearSight
camera visibility



Enable SAs to spec
FRIDAY AI into
monitoring & security
solutions



Build measurable
joint wins within 90
days

TARGET AUDIENCES

Inside & Field Sellers

Identify opportunities, introduce Friday AI™ into all client conversations.

Solution Architects

Design & validate solutions, access lab & certification

FRIDAY Channel & Sales Team

Joint reviews, QBRs, and enablement support.



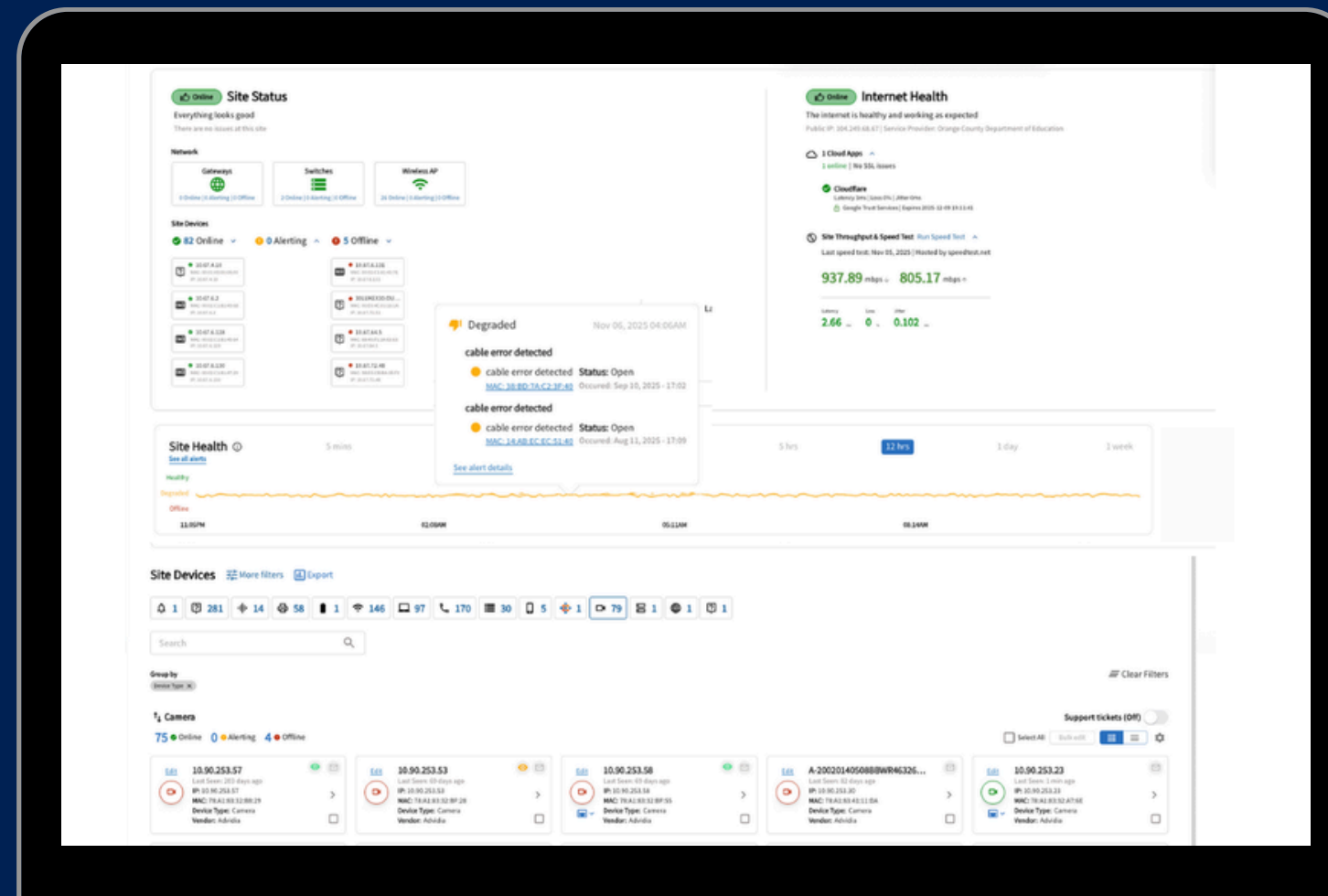
CORE MESSAGING

FRIDAY AI™ instantly discovers the IT infrastructure in a given site, identifies potential sources of issues, and intelligently diagnoses and resolves problems in real time.

DIFFERENTIATORS

Instant AI-Powered Asset Discovery

ClearSight Camera Visibility Monitor



Automated Root-Cause Analysis.

Proactive Incident Resolution

FRIDAY AI™ BUSINESS OUTCOMES



Augment your existing
MSP benefits.



Reduced
truck rolls



Immediate
measurable impact
for Retail, Healthcare,
& Public Sector

60%

Lower Mean
Time to
Resolution



Friday becomes
a workforce
multiplier



PHASE 1

LAUNCH & ORIENTATION (WEEKS 1-2)

- Executive kickoff.
- Leadership alignment & overview decks.
- Sales overview webinar & demo introduction.
- Partner portal walkthrough.



PHASE 2

SALES TRAINING & FIELD READINESSS (WEEKS 3-6)

- Train Account Executives with messaging & demo tools
- Deliver vertical-specific discovery guides
- Equip AEs for opportunity identification
- Create repeatable success motion across regions



PHASE 3

TECHNICAL ENABLEMENT (WEEKS 6-8)

- Deep-dive workshops for SAs
- Spec-sheet templates & integration blueprints
- Lab sessions available online or at FRIDAY San Diego Office
- Certification completion for architects



PHASE 4

JOINT FIELD ENGAGEMENT (WEEKS 10-20)

- Identify 5-10 joint accounts
- Map FRIDAY field reps to Partner sellers
- Joint discovery meetings and account mapping
- Develop customer success case studies



PHASE 5

ONGOING GROWTH & METRICS (QUARTERLY)

- Quarterly business reviews
- KPI reporting & refresh of enablement content
- Partner portal updates with new demo material
- SPIFF incentive alignment



SALES METRICS DASHBOARD

100%

Sales reps trained
within 6 weeks.

100%

SA Certifications
completed within
10 weeks.

15

Joint Demos
within 90 days.

500K

Qualified pipeline
generated next quarter.

5

Closed deals within
240 days.