

## **Enterhost, a cloud-based provider of Microsoft Windows applications, launched a new channel program at the MSPWorld conference in Austin, Texas.**

Internet cloud services provider Enterhost is reaching out to potential partners with the launch of its new channel program, announced at the MSPWorld conference in Austin, Texas.

Enterhost, a Microsoft Gold Certified Partner, is a customized cloud-solution provider specializing in Windows applications with a focus on cloud desktop and private cloud services. The company also offers disaster recovery and colocation services.

“In the early stages of figuring out the best approach to engage partners, we looked at what was already out there in the channel industry,” said Kevin R. Valadez, co-founder and president of Enterhost, in a statement. “Too many programs had prohibitive, restrictive prerequisites. Participation is a key ingredient to ensure the partnership is beneficial to both sides. So, we did something different: partners can join and benefit from our program without jumping through a bunch of hoops.”

The tiered partner program has Registered, Silver, Gold and Platinum levels. All levels have access to the company’s partner portal, logo and a set of channel-exclusive products. More advanced tiers receive additional discounts and increasing levels of sales and technical support. Platinum level partners also have access to dedicated channel program managers.

“Our goal is to boost everyone’s productivity and, with our partners, to create products our clients need,” Valadez said. “We want to be a trusted resource, available to share knowledge and expertise for virtually any project. We have a remarkably personalized level of support. We customize solutions, too, as most clients don’t fit into cookie-cutter molds.

“By removing hoops to jump or barriers to climb, Enterhost makes it possible for anyone to have access to the newest Windows platforms and services, customized to meet our partners’ needs, with mutual benefits.”