

SaaS ALLIANCE PROGRAM

ACCELERATE GROWTH WITH SADA AND GOOGLE CLOUD



Maximize the value of your Google Cloud partnership

Scale your business faster with SADA's SaaS Alliance Program. Designed to enable SaaS companies to accelerate growth and maximize their commitment to Google Cloud, we'll help you fully harness its power and assist you in amplifying your sales and marketing efforts.

Together, we're all in.

At SADA, your success is our success. We're proud to work with innovative SaaS companies that are committed to achieving our shared goals. We'll help you leverage Google Cloud technology to drive innovation, enhance your product offerings, and align on go-to-market strategies. For 20+ years, we've helped organizations transform through cloud-based solutions and services with a get-it-done attitude to help you solve your most complex challenges and make a long-lasting impact.

We're here for you. Every step of the way.

SADA's Alliance Account Managers are dedicated to the mutual success of our partnership. When you partner with SADA, you'll gain access to a named Alliance Account Manager who will serve as your go-to resource for all things Alliance related, from joint business planning to execution.

Alliance Account Managers enable organizations to realize the full value of their cloud investment with:

- Joint go-to-market strategies designed to drive demand
- Account mapping sessions to help maximize success with targeted customers
- Regular business reviews to measure performance against goals and objectives
- Access to thought leadership content, including white papers, ebooks, technical documentation, training and more.
- Additional marketing opportunities and industry events
- Promotional opportunities with SADA and Google Cloud
- And much more...

SaaS Alliance Program benefits



Empower technical teams

Automate deployments and optimize costs with the help of our TAMs and professional services team. You'll get:

- A named Technical Account Manager
- GCP training and cost optimization whiteboard sessions
- 24x7 US-based support



Extend market reach

Leverage the power of the SADA brand with co-marketing initiatives, such as:

- Co-branded marketing collateral
- Customer case study
- Guest on Cloud N Clear podcast



Enrich sales pipeline

Drive more opportunities alongside Google Cloud's top partner sales organization. Take advantage of:

- Sales enablement sessions and materials
- Account mapping and co-selling
- Targeted outbound outreach



Partner with the best

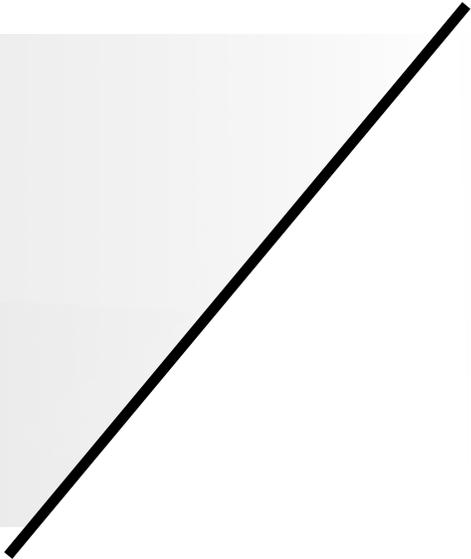
At SADA, we climb every mountain, clear every hurdle, and turn the improbable into possible – over and over again. Simply put, we propel your organization forward.

It's not enough to migrate to the cloud, it's what you do once you're there. Accelerating application development. Advancing productivity and collaboration. Using your data as a competitive edge. When it comes to Google Cloud, we're not an add-on, we're a must-have, driving the business performance of our clients with its power.

Beyond our expertise and experience, what sets us apart is our people. It's the spirit that carried us from scrappy origins as one of the Google Cloud launch partners to an award-winning global partner year after year. With a client list that spans healthcare, media and entertainment, retail, manufacturing, public sector and digital natives – we simply get the job done, every step of the way.



YOUR CHALLENGES ARE OURS. WE'RE READY. LET'S GO.



"It's important to find partners that can support Quantum Metric's accelerated growth, given the increasing importance of delivering digital products with greater impact, speed, and confidence. As such, we've made a 5-year commitment to Google Cloud through SADA, given their technical expertise and the strong relationship SADA has established with the Google Cloud team. I believe Quantum Metric + SADA + Google Cloud is a unique accelerator to propel us further forward!"

Mario Ciabarra
CEO | Quantum Metric

**A few of
our clients**

