

The Industry Standard in IT Infrastructure Monitoring

Nagios® is the leader and industry standard in enterprise-class monitoring solutions. With its continuous growth and market penetration, the Nagios® brand has a juggernaut in the IT management space. Nagios Enterprises provides branding programs to companies that wish to align themselves with the Nagios brand and benefit from its success and market dominance.

Brand Power

Nagios has grown to achieve widespread success and market share across the globe. Key indicators of the strength of the Nagios® brand include:

- Consistent growth
- Word-of-mouth-advocacy
- Active community of contributors and supporters around the globe
- Hundreds of community-contributed addons that extend core functionality
- Consistent, favorable press coverage
- Brand loyalty

These factors have provided Nagios with an organic “stickiness” that partners wish to align themselves with and competitors find difficult to combat. It’s no wonder Nagios was named as one of the “Hot Companies in Open Source” in the book “Finding The Next Starbucks”.



Branding Programs and Benefits

Nagios Enterprises currently offers the following branding programs:

- Nagios Certified Compatible™
- Custom Branding Solutions

Our branding programs are specifically designed to benefit:

- OEMs
- ISVs
- ASPs
- MSPs

Our brand licensees receive benefits that can help their product lines and companies grow along with Nagios:

- Association with the Nagios® brand
- Consumer confidence through brand recognition and trust
- Enhanced product exposure
- Information on the latest Nagios news
- Advance notice of new product and service offerings
- Exposure through Nagios partner success stories and case studies

Nagios Certified Compatible™ Program

Our Nagios Certified Compatible™ branding program is designed to help promote and build consumer confidence in Nagios-compatible solutions from ISVs, OEMs, and ASPs. By participating in this program, vendors can demonstrate to customers that their solution can:



- Be monitored with Nagios
- or -
- Integrate with Nagios to provide additional functionality

To qualify, vendors must produce or distribute hardware, software, or services that integrate or work with Nagios in some way. Vendors typically demonstrate compatibility by writing Nagios plugins, addons, or extensions that allow for Nagios integration. Nagios Enterprises can provide assistance if vendors need help with development of integration components. Vendors are required to provide Nagios Enterprises with a non-returnable unit for testing and certification purposes. Nagios Enterprises provides ongoing testing and certification as necessary to maintain quality control standards and consumer confidence.

Nagios Enterprises promotes Nagios Certified Compatible™ products and services on the following websites:

- <http://www.nagios.com/certifiedcompatible>
- <http://exchange.nagios.org/directory/Certified-Compatible>

Benefits:

- Receive enhanced exposure of your product and service offerings
- Gain consumer confidence by demonstrating tested compatibility with the industry standard monitoring solution
- Introduce your products and services to new markets
- Generate new client leads and build demand generation

How It Works:

- Vendor supplies non-returnable test unit with applicable integration software components and documentation
- Nagios Enterprises verifies compatibility of product or service with Nagios
- Vendor is licensed to use the Nagios Certified Compatible™ marks with appropriate products and services
- Vendors' offering is promoted as being Nagios Certified Compatible™ – see <http://www.nagios.com/certifiedcompatible>

Qualifications:

- Hardware, software, or service that integrates with Nagios
- Provision of a test unit and integration documentation and components for certification process
- Acceptance of the Nagios Certified Compatible™ mark licensing agreement
- Appropriate use of the Nagios Certified Compatible™ mark
- Ongoing re-certification tests and adherence to quality control standards

Fees:

- \$600 USD (minimum) / \$1,200 USD (typical) annual fee per product for testing, certification, and quality control processes
- Discounts available to companies that submit multiple products for testing and certification
- Companies participating in our Vendor Partner Program are eligible for reduction or waiver of testing and certification fee

Custom Branding Solutions

We offer custom brand licensing agreements to qualified entities that wish to use the Nagios[®] brand for their own offerings. Royalty fees for commercial licensing of our marks start at 10%. Contact us for more information, or to request a quote for a specific project.



Getting Started

To enroll in our branding or partner programs, or for more information, contact us:

- Online: www.nagios.com
- Phone: **888-NAGIOS-1** or **+1 651-204-9102**
- Email: inquiries@nagios.com