

## Google Expands Channel Program

Written by Marco Attard  
07 March 2014

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In a move to prove serious cloud intentions Google rolls out a restructured Cloud Platform channel program-- a three-tier offering similar to programs from other, traditional enterprise vendors.



"These tiers are the first steps of many to further develop our partner community so we can provide the best possible experiences for everyone out there while working hand in hand with those companies that make it possible," the company claims.

The new Cloud Platform partner tiers are Registered Company, Authorised Partner and Premier Partner. Registered denotes entry-level status, with access to online resources and training. Authorised is the core program, with branding and relationship management on top of online resources and training.

Premier Partner status allows access to all of the above and "premier level services"-- namely sales, marketing and technical support from honest to goodness human beings.

Launched back in July 2012, the Google partner program has 161 members providing "everything from hands-on deployment and technical support to customized application development." It used to be divided in two, Technology (vendors selling tools integrating with the platform) and Service (resellers and firms offering consulting/implementation services) partners.

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The Google Cloud Platform covers the Compute Engine IaaS, App Engine PaaS, cloud storage, big data services and developer tools.

Go [Announcing Updates to the Google Cloud Platform Partner Program](#)