



Partner Program Handbook



Our Story

When a baby-faced 18 year old IT-undergrad, wandered his way through Bondi Markets in 2003 handing out business cards, little would have predicted how the story would eventually unfold. The goal for the founder that day was simple:

Help Australian small business owners succeed online.

In a tiny Bondi apartment, Aaron started designing websites, staring out across the Pacific and thinking what else he could do to bring his client's online businesses to life. One afternoon after listening to complaints about the quality of hosting, Aaron made an inspired decision 'why stop at web design when I can also help host and keep their website online too?'

On that day, Crucial was born.

With many sunrises and months over Australia's iconic beach ticking by, Aaron realised he'd reached a pivot point. His bedroom's servers would no longer serve the demands of his customers as quality hosting was quickly becoming the focus. He took the leap and datacenter racks were leased, Crucial was now a fully-fledged hosting company.

The following years had their fair share of trials and tribulations. Considering the future of Crucial in 2007, Aaron brought on his first employee (and eventual CEO!) Ijan Kruizinga, to add some much needed energy. The two Aussies battled through the tough times, forged new ground and expanded Crucial's Australian hosting operations even further. New success was found and they paved the way for the Crucial we live and breathe today.

The addition of numerous personalities to the family soon followed, including friends Aaron made in University. Crucial was quickly becoming a company that everyone wanted to be part of. With an ever-increasing team and substantial growth, Crucial was becoming a popular choice among Australian small businesses as the host you could depend on.

As the company expanded, technology advanced and new possibilities dawned. With a number of Australian-first innovations such as the Forex VPS, a service which allows Forex traders to host their trading platforms, and the Blaze Cloud, a guaranteed storage performance platform, Crucial received numerous industry awards and recognition. Now, thousands of Australian businesses look to Crucial as their trusted hosting partner.

Creating simple products and delivering above-and-beyond service is a reflection on the founder's admiration for customer excellence. Aaron ingrained the passion for small business into every team member at Crucial and the mission to help each and every one of our customers succeed online.

Our Purpose

Simplifying and connecting business.

Our Personality

Crucial's personality is simple, helpful and community-driven. The team, which is made up of friends, family and long-time acquaintances, strives for the same common goal.

The mantra of 'doing things the Crucial way' still remains after more than ten years.

Our Leadership



Ijan Kruizinga
Chief Executive Officer

Ijan was only the second member of the Crucial family, joining the founder in 2006. After wearing the title of Sales and Marketing Director, Ijan was appointed as CEO in 2014. Ijan has managed various sections of the business including sales, marketing, support, strategic relationships and more; making him the ideal leader to drive the company forward. Ijan is entrepreneur at heart and passionate about business.

Adam Krzywda
Chief Technology Officer

Joining the team in early 2014, Adam brings a wealth of technical and project experience from his seven years at Macquarie Bank. His position at Macquarie lead him to manage teams in Australia, Asia and North America across a range of IT projects, experience which has proven invaluable since joining Crucial.





David Murray
Chief Operations Officer

David joined the executive team in 2014 after spending the two previous years as Chairman of the Board. He brings with him over seven years' experience for Risk Management and Advisory at Ernst & Young and BT Financial Group. At Crucial, David ensures the business works towards delivering the highest levels of customer satisfaction possible.

Danuel Rebecca
Chief Financial Officer

Danuel is the most recent addition to the executive team, joining the company in 2014. With a vast amount of industry experience from his positions at Qantas, UberGlobal, PwC and Ernst & Young; Danuel continues to advise on and control the finance operations and strategy at Crucial.



Our Initiatives

Being a sustainable member of the community is a cause close to our ethos.



Crucial has chosen to continually donate to the the 'Plant a Billion Trees' initiative of the Nature Conservancy through our carbon offset program. So you can host with us knowing that we support eco-friendly business, and keeping our environment sustainable for the future.



In 2013/2014 with the help of our customers, we offset our entire year of carbon emissions by sponsoring the Tasmanian Native Forest Protection with Climate Friendly. Through projects like this we can help to sponsor jobs for Australian workers and assist with the protection of large tracts of land and wildlife.

Our Awards

With the help and support of our customers and partners, we've humbly won...

2014



2013



2012



Partner Program **FAQ**

We've launched Australia's best value hosting affiliates program, giving you the ability to earn by simply connecting more businesses with Crucial.

How does it work?

Partner Program members earn from every successful referral made to Crucial. Simply register for free, add one of the many text links or banners to your website, or even share your unique link with someone and every referred visitor who purchases a hosting product with Crucial earns you cash.

How much can I earn?

Every referral is rewarded between \$50 and \$150 depending on the type of product. We also offer uncapped commissions and no minimum payment threshold!

How do I use the banners?

We offer a range of product and brand specific options banners that you can place on your website. When the referral clicks on the banner it adds a cookie to their browser, linking their order to your account. We offer 90 days cookie tracking, if the referral makes a purchase within that period you will earn with Crucial.

How do I use the text links?

A text link is simple text like 'hosted with Crucial' that links to the Crucial website. When the referral clicks on the link it adds a cookie to their browser, linking their order to your account. A range of text links are offered for you to use on emails or your website. Can't find a text link you like? Submit a request for a particular text link and the customer support team will be able to help you.

What other tips do I receive?

Each month the Partner Program newsletter is released to members, support tips and information about Crucial products and the industry.

From as little as 3 referrals you can make up to \$450, some of our top affiliates exceed commissions of \$1,000 AUD per month.

[Love what you see? Click here to join or login](#)

Terms and Conditions

To be an authorised affiliate of Crucial, you agree to abide by the terms and conditions contained in this agreement.

We refer to "Crucial Cloud Hosting" or "Crucial Paradigm" as "Crucial" throughout these terms and conditions.

Please read this agreement carefully before registering and using the Crucial service as an affiliate. By signing up for the Crucial affiliate program, you indicate your acceptance of this agreement and its terms and conditions.

The term of this Agreement will begin upon our acceptance of your Affiliate application and will end when terminated by either party. Either party may terminate this agreement at any time, with or without cause, by giving the other party written notice of termination. You are only eligible to earn referral fees on sales occurring during the term.

1.1) Privacy: By joining the Partner Program you agree to receive marketing information and material from Crucial Paradigm Pty Ltd. If you wish to opt out you can do so by selecting the unsubscribe link located in emails from Crucial Paradigm. To protect your privacy at any time, an affiliate (being you) may opt-out of receiving any promotional messages from the company, i.e. newsletters and sales promotions.

1.2) Mediation: Any problems or discrepancies over payable commissions will be dealt with within 5 days of the first email notification to Crucial. All such matters will be handled by the Crucial Affiliate Team.

1.3) Tracking: Visitors are tracked using third party software. This software utilises a cookie system that is set at the maximum period allowable of 90 days.

1.4) Reporting: Affiliates will be able to access sales through their affiliate administration control panel. Access details will be supplied upon acceptance of your application. Statistics are available subject to server performance in real time providing banner impressions, click-throughs, sales, commissions due and conversion rates. Historical data on a monthly basis of past performance is also available.

1.5) International Affiliates: International affiliates are allowed to join the affiliate program, commissions in the affiliate program are only available paid in AUD.

1.6) Deceptive practices: Crucial will suspend any affiliate with or without notice for any affiliate who uses the affiliate link to drive traffic to us using deceptive practices. This includes but is not limited to coupon websites offering coupons that do not exist. This also includes websites that use the word "coupon" in search terms to drive traffic to their affiliate site. Please note that we do audit our affiliates from time to time.

2) Commission Payments: Commissions are paid with no owning threshold. Payments will be made on the 15th of each month. If the 15th lands on a weekend, the affiliate will be paid on the next business day. It will be sent in the form of a PayPal payment to the person in the application form. You are held responsible for your own tax liabilities in relation to this payment.

The payment level can vary from \$50 to \$150 per sale. Accounts owing under this figure will be carried forward to the next payment quarter period. Commissions are only paid on "Web-Hosting", "Reseller-Hosting" and "Barebones", "Control-Panel" and "Managed" VPS services. The referral must be active for a minimum of 90 cooling off period to receive any commissions. Commissions against sales that are rejected upon card authorisation or otherwise refunded upon or fraudulent will be deducted from your following commission payment. Please note that referral commissions will be VOID with the use of a coupon, unless instructed otherwise from Crucial staff.

If you are a current Crucial customer, you may have the affiliate payment credited to your account directly to pay for current or future services from us. To have affiliate payment credited to account alert the Crucial staff before payment.

3) Modification: We may modify any of the terms and conditions contained in this agreement, at any time and in our sole discretion, by posting a change notice all affiliates who have not opted out of receiving email notifications will also receive an email notification.

Modifications may include, for example, changes in the scope of available referral fees, fee schedules, payment procedures and program rules.

Any changes or modifications made will be in good faith. The agreement will not be altered to purposely avoid paying affiliates due commissions.

Any substantive changes, i.e., change of commissions will be made with at least 14 days notice by email and onsite update of agreement.

Notification of all changes will also be broadcast in an email message to all affiliates providing you have not opted out of receiving further communications from us.

IF ANY MODIFICATION ARE UNACCEPTABLE TO YOU, YOUR ONLY RECOURSE IS TO TERMINATE THIS AGREEMENT. YOUR CONTINUED PARTICIPATION IN THE PROGRAM FOLLOWING OUR POSTING OF A CHANGE NOTICE OR NEW AGREEMENT ON OUR SITE WILL CONSTITUTE BINDING ACCEPTANCE OF THE CHANGE.

4) Limitation of Liability: We will not be liable for indirect, special or consequential damages, or any loss of revenue, profits or data, arising in connection with this Agreement or the Crucial Affiliate Program, even if we have been advised of the possibility of such damages. Further, our aggregated liability arising with respect to this Agreement and the Crucial Affiliate Program will not exceed the total referral fees paid or payable to you under this Agreement.

5) Independent Investigation: YOU ACKNOWLEDGE THAT YOU HAVE READ THIS AGREEMENT AND AGREE TO ALL ITS TERMS AND CONDITIONS. YOU UNDERSTAND THAT WE MAY AT ANY TIME (DIRECTLY OR INDIRECTLY) SOLICIT CUSTOMER REFERRALS ON TERMS THAT MAY DIFFER FROM THOSE CONTAINED IN THIS AGREEMENT OR OPERATE WEB SITES THAT ARE SIMILAR TO OR COMPETE WITH YOUR WEB SITE. YOU HAVE INDEPENDENTLY EVALUATED THE DESIRABILITY OF PARTICIPATING IN THE AFFILIATE PROGRAM AND ARE NOT RELYING ON ANY REPRESENTATION, GUARANTEE OR STATEMENT OTHER THAN AS SET FORTH IN THIS AGREEMENT.

6) Miscellaneous: This Agreement certifies that Crucial services and products meet the legal requirements of Australia.

This Agreement shall be deemed to be made in the State of NSW and shall in all respects be interpreted, construed, and governed by and in accordance with the laws of NSW, exclusive of the laws relating to conflict of laws. You may not assign this Agreement, by operation of law or otherwise, without our prior written consent. Subject to that restriction, this agreement will be binding on, inure to the benefit of and be enforceable against the parties and their respective successors and assigns. Our failure to enforce strict performance of any provision of this Agreement will not constitute a waiver of our right to subsequently enforce such provision or any other provision of this Agreement.

End.