

ZUORA PARTNER PROGRAM GUIDE



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zuora

PARTNER PROGRAM GUIDE

PARTNERING WITH ZUORA®

By participating in the Zuora Partner Program our business partners will be better able to leverage Zuora's marketing engine to participate even more actively in the Subscription Economy®. Partnering with Zuora creates opportunities to deliver comprehensive solutions to customers across the entire subscription relationship management lifecycle. With partnerships across ISV's, Systems Integrators, Accounting and Advisory firms, Zuora and its partners can create a complete solution to better enable partners to monetize their businesses and grow revenues.

ZUORA VALUE PROPOSITION

Zuora provides partners a market-leading platform to capture demand generated by the Subscription Economy, realizing value through successful implementations with efficient time-to-value, and by extending Zuora's SaaS services with value-added partner solutions. The value proposition for partners participating in Zuora's Partner Program is clear:

- Zuora is the world's leading provider of billing, commerce and finance solutions for the Subscription Economy;
- Our Partner Program is carefully designed to maximize our relationships with a wide variety of partners, with tiered pricing and benefits tailored appropriately; and
- Zuora has a proven track record of partnering successfully with a broad range of companies.

ZUORA PARTNER PROGRAM

Zuora's Partner Program is a comprehensive program designed to meet the requirements of technology/ ISV vendors, consulting and advisory firms, and systems integrators. At its core, the program helps define and strengthen our worldwide ecosystem of partnerships through collaboration regarding joint business objectives, revenue goals, sales enablement, value-added technical offerings and development support, helping drive global success in Relationship Business Management.

BENEFITS FOR THE ZUORA PARTNER PROGRAM INCLUDE THE FOLLOWING:

ZUORA PARTNER PROGRAM LEVEL	REGISTERED	SELECT	PREMIER	STRATEGIC
GENERAL				
Annual Partner And Pm Roadmap Review				<input checked="" type="checkbox"/>
Named Partner Account Manager			SHARED	<input checked="" type="checkbox"/>
Sales Pipeline Planning			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ONGOING ENABLEMENT AND SUPPORT				
Training Programs (Preferred Pricing)	ADDITIONAL COST	10% DISCOUNT	15% DISCOUNT	25% DISCOUNT
Zuora Sales Training			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Zuora Security Program		LIMITED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
New Product Briefings		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Premier Partner Support (Fee Based)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SALES AND MARKETING (SEE DETAILS BELOW)				
Leads To/From Zuora		CASE-BY-CASE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Introductions Into Zuora Sales Reps			CASE-BY-CASE	<input checked="" type="checkbox"/>
Training For Zuora Field Teams		CASE-BY-CASE	1X/YEAR	2X/YEAR
Zuora Partner Program Logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to Sponsor Events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

ZUORA PARTNER PROGRAM LEVEL	REGISTERED	SELECT	PREMIER	STRATEGIC
SALES AND MARKETING (SEE DETAILS BELOW) CONTINUED				
Listing On Zuora Partner Web Page				
Use Of Zuora Logo On Partner Website		<i>CASE-BY-CASE</i>		
Sponsor Zuora SKO				
Press Release With Zuora (Approval Req'd)			<i>LIMITED</i>	<i>1X/YEAR</i>
Case Study/Success Story			<i>LIMITED</i>	
Joint External Webinar			<i>LIMITED</i>	<i>1X/YEAR</i>
Blog Post		<i>CASE-BY-CASE</i>	<i>2X/YEAR</i>	<i>3X/YEAR</i>
Additional Marketing Activities			<i>CASE-BY-CASE</i>	<i>CASE-BY-CASE</i>
TECHNOLOGY				
Partner Development		<i>CASE-BY-CASE</i>	 <i>ADDITIONAL</i>	 <i>ADDITIONAL</i>
License (ISV, Connect)			<i>CONTRACT REQUIRED</i>	<i>CONTRACT REQUIRED</i>
Zuora Api Sandbox Non-Production License				
Connect App Marketplace	<i>APP LISTING **</i>	<i>APP LISTING **</i>	<i>APP LISTING **</i>	<i>APP LISTING **</i>

**Subject to usage guidelines*

***Subject to app approval*

REQUIREMENTS TO JOIN EACH TIER OF THE ZUORA PARTNER PROGRAM ARE AS FOLLOWS:

ZUORA PARTNER PROGRAM LEVEL	REGISTERED	SELECT	PREMIER	STRATEGIC
M A R K E T I N G R E Q U I R E M E N T S				
Subscribed Sponsorship		<i>BRONZE</i>	<i>SILVER</i>	<i>GOLD</i>
Product Sheet			☑	☑
Customer References			1	2
Sales Lead Collaboration		<i>LIMITED</i>	☑	☑
T E C H N I C A L R E Q U I R E M E N T S				
Existing Zuora Integration/App on Connect Marketplace (ISV Partners only)		☑	☑	☑
Certified Zuora Consultants (SI Partners only)		2	2	3
Zuora Customers Implemented/Using App		5	7	10
B U S I N E S S D E L I V E R A B L E S				
Contractual Obligations	<i>PARTNER PROGRAM</i>	<i>PARTNER PROGRAM</i>	<i>PARTNER PROGRAM</i>	<i>PARTNER PROGRAM</i>
Total Annual Revenue to Zuora*				

*Reference table on next page

ZUORA PARTNER PROGRAM LEVEL	TOTAL DIRECT REVENUE: Referral Fees, Revenue Share, Sponsorships		INFLUENCED DEAL VOLUME: Referred Business, Co-Sold, Influenced.	
			PRIME VOLUME: Subcontracting or on SI paper for services or development work	
Registered	\$0	\$ 25,000	\$0	\$25,000
Select	\$25,000	\$ 75,000	\$25,000	\$200,000
Premier	\$75,000	\$150,000	\$200,000	\$1,000,000
Strategic	\$150,000	+	\$1,000,000	+



PROGRAM STRUCTURE & ACHIEVEMENT LEVELS

Zuora's Partner Program includes four tiers, providing the opportunity to achieve higher levels of partnership by meeting specified program requirements in a designated period of time. The required period of time, associated benefits, and partnership investments are aligned with each partner achievement level. The partnership tiers are as follows:

REGISTERED: The Registered level is for new partners as they start their relationship with Zuora, and also enables existing partners to further develop their Zuora-related activities and demonstrate industry expertise. Partners at this level are required to meet minimum program requirements for an ongoing relationship with Zuora.

SELECT: The Select level is for new partners as they start their relationship with Zuora, and also enables existing partners to further develop their Zuora-related activities and demonstrate industry expertise. Partners at this level are required to meet minimum program requirements for an ongoing relationship with Zuora.

PREMIER: Premier level partners have demonstrated a commitment to developing a long-term relationship with Zuora, and have built a substantial Zuora-related business. Partner requirements at this level are higher than the Registered level, but there are also corresponding additional benefits. Partnership at this level is by invitation only.

STRATEGIC: Strategic level partners are identified as industry-leaders, and are committed to doing significant business with Zuora. They have built a substantial Zuora-related business, and have a demonstrated track record of success with Zuora. Strategic level partners also receive additional benefits. Partners at this level are assigned a named Zuora Partner Account Manager with executive involvement, and enjoy a more substantial commitment from Zuora. Partnership at this level is by invitation only.

OTHER RELATED PROGRAMS FOR PARTNERS & CHANGES TO ZUORA PARTNER PROGRAM: Zuora reserves the right to change the requirements and benefits stated in this Partner Program Guide (changes to terms will apply upon annual renewal, or otherwise upon mutual written agreement). We will make every effort to contact partner members before changes occur. *We will also make changes and modifications available via email.*

ANNUAL PARTNER AND PM ROADMAP REVIEW

Strategic Partners are invited to participate in an Annual Partner Strategy meeting to include roadmap review.

NAMED PARTNER ACCOUNT MANAGER

Premier and Strategic partners will receive notification of their resources in February of 2019. Any questions should be directed to the shared resource email distribution at partners@zuora.com

SALES PIPELINE PLANNING

During partner account manager planning, sales pipeline tools will be discussed and plans setup for the upcoming year.

TRAINING PROGRAMS

You can find information on Zuora training options on the Zuora Knowledge Center

<https://knowledgecenter.zuora.com/>. For pricing and registration please contact training@zuora.com.

Product Documentation is available at <https://knowledgecenter.zuora.com/>

ZUORA SECURITY PROGRAM

Upon submitting an app to be reviewed for listing in the Connect Marketplace a detailed security review will take place. Details of this are available for developers once they begin the app submission process on connect.zuora.com.

NEW PRODUCT BRIEFINGS

Quarterly announcements of new products and features, typically via webinar and newsletters. Partners will receive these announcements and be invited to register for these events.

PREMIER PARTNER SUPPORT

To discuss additional support options, please contact partners@zuora.com.

LEADS TO/FROM ZUORA

Partners who have joined the referral partner program are included in the Zuora Partner Referral Request process for our field representatives. Additional leads are generated for Partners who have built or plan to build on Connect Marketplace.

INTRODUCTIONS INTO ZUORA SALES REPS

Partners who have been invited to join as a Strategic partner and have attained the financial obligations of the Strategic level may be invited to participate regional field events with Zuora representatives, territory planning and mapping exercises and joint go to market sales initiatives. There may be case-by-case opportunities for Premier level partners to receive introductions based on regional and territory deals and lead generation.

TRAINING FOR ZUORA FIELD TEAMS

Partners who have been invited to join as a Strategic/Premier partners and have attained the financial obligations of the Strategic/Premier levels will have the opportunity to provide training to our field teams. Examples of training could include a training webinar or in-office training.

ZUORA PARTNER PROGRAM LOGO

Partners who receive invitations into the Premier and Strategic levels will receive logos

INVITATION TO SPONSOR EVENTS

Partners are invited to Sponsor Zuora global events, which will be announced via the Partner Newsletter. For further information on sponsorship opportunities, please email sponsorships@zuora.com

LISTING ON ZUORA PARTNER WEB PAGE

Partners who have signed up for the Zuora Partner Program will be listed on www.zuora.com/partners

USE OF ZUORA LOGO ON PARTNER WEBSITE*

Partners are able to list Zuora as a partner on their own website in accordance with the Zuora logo usage guidelines.

SPONSOR ZUORA SKO

Partners who receive invitations into the Registered, Premier and Strategic levels will also be invited to sponsor Zuora's Annual SKO event. Details provided closer to event.

PRESS RELEASE WITH ZUORA (APPROVAL REQ'D)

Partners who have been invited to join as a Strategic partner and have attained the financial obligations of the Strategic level will be provided an opportunity for a press release with Zuora.

Partners who have been invited to join as a Premier partner and have attained the financial obligations of the Premier level may be provided an opportunity for a press release with Zuora based on availability.

CASE STUDY/SUCCESS STORY

Partners who have been invited to join as a Strategic partner and have attained the financial obligations of the Strategic level will be provided an opportunity for a joint case study or customer success story.

Partners who have been invited to join as a Premier partner and have attained the financial obligations of the Premier level may be provided an opportunity for a case study or customer success story with Zuora based on availability.

JOINT EXTERNAL WEBINAR

Partners who have been invited to join as a Strategic partner and have attained the financial obligations of the Strategic level will be provided an opportunity for one joint webinar.

Partners who have been invited to join as a Premier partner and have attained the financial obligations of the Premier level may be provided an opportunity for a one joint webinar with Zuora based on availability.

BLOG POST

Partners who have been invited to join as a Strategic partner and have attained the financial obligations of the Strategic level will be provided an opportunity for up to 3 blog posts (content approval req'd)

Partners who have been invited to join as a Premier partner and have attained the financial obligations of the Premier level may be provided an opportunity for up to 2 blog posts (content approval req'd)

ADDITIONAL MARKETING ACTIVITIES

Partners who have been invited to join as a Strategic/Premier partners and have attained the financial obligations of the Strategic/Premier levels may have the opportunity for additional joint marketing opportunities that may include an invitation to join the Zuora podcast, joint Academy Guide, co-hosted field events, etc. based on content and availability.

MARKETING RESOURCE

Partners who have been invited to join as a Strategic partner and have attained the financial obligations of the Strategic level will be provided access to a shared marketing resource upon request.

PARTNER DEVELOPMENT LICENSE (ISV & CONNECT PARTNERS)

Partner to provide Zuora with access to a non-production environment free of charge.

PARTNER API SANDBOX NON-PRODUCTION LICENSE

Zuora to provide partner with an api sandbox, available via connect.zuora.com/partner. This is subject to additional terms and conditions. Please contact your partner manager for details.

CONNECT APP MARKETPLACE

Partners who have signed appropriate partner program agreements to develop on the Zuora Connect Marketplace will have a listing once certified by Zuora Connect team.

SUBSCRIBED SPONSORSHIP

Zuora hosts a number of global Subscribed events each year. Each year the Subscribed Prospectus is sent to partners for evaluation of the level of sponsorship partners choose to commit. In order to fulfill marketing requirements sponsorships must be at or above defined levels per tier. The partner team will work with you on individual event vs multi-event packages that best meet your needs.

PRODUCT SHEET

Provide Zuora with an overview of the Partner company and related products. A template of this is available from your Zuora partner manager.

CUSTOMER REFERENCE

To qualify for Premier or Strategic tiers the identified number of mutual customer references referenced in the above table is required.

SALES LEAD COLLABORATION

Field mapping and lead sharing between Zuora and Partner.

EXISTING ZUORA INTEGRATION/APP OR CONNECT MARKETPLACE (ISVs only)

To qualify for the partner program, organizations must have an integration to Zuora.

CERTIFIED ZUORA CONSULTANTS

Solution Integrators must have the identified number of certified Zuora consultants as reference in above table to qualify in the partner program.

ZUORA CUSTOMERS IMPLEMENTED OR USING THE APP

Each qualifying partner must have the identified number of customers referenced in table above to qualify for partner program and associated tier.

CONTACT OBLIGATIONS

Each partner is required to sign the partner program agreement and appropriate addendums to qualify as Zuora partner.

TOTAL ANNUAL REVENUE TO ZUORA

This revenue amount includes sponsorship dollars, revenue share and referral fees paid to Zuora in a calendar year.

APPLICATION PROCESS

Companies interested in partnering with Zuora should review the Partner Program Guide. If interested in moving forward complete the Partner Application and submit at [Zuora.com/partners](https://zuora.com/partners) or email to partners@zuora.com. The Zuora Partner Program team will review each prospective partner's application and respond via email within 15 business days thereafter as to whether the applicant has been accepted into the Zuora Partner Program and at what level. Following full execution of the applicable contracts, and subject to the other applicable requirements, the partner will be eligible to receive the corresponding benefits for its partner level.



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