

# 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 able to leverage Zuora's marketing engine to grow their business 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 ISVs, consulting firms, and systems integrators, Zuora along with its partners can create a complete solution to better enable customers to monetize their businesses and grow revenues.

## ZUORA VALUE PROPOSITION

Zuora's cloud-based software enables any company in any industry to successfully launch, manage, and transform into a subscription business. Zuora provides partners a market-leading platform to benefit from all the demand created by the fast-growing global Subscription Economy across all industries. The most recent Subscription Economy Index reveals that subscription businesses grew revenues about 5 times faster than S&P 500 company revenues.

The value proposition for partners participating in Zuora's Partner Program is clear:

- Access to Zuora's 1,000+ customers across the world in key industries, including SaaS, Media, IoT, Healthcare and Transportation;
- Our Partner Program is carefully designed to maximize our relationships with a wide variety of partners, with tiered pricing and benefits tailored appropriately;
- Zuora has a proven track record of partnering successfully with a broad range of companies who have seen double digit growth by participating in the Zuora Partner Program.

## 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 Zuora Partner 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 the Subscription Economy.

## PROGRAM STRUCTURE & ACHIEVEMENT LEVELS

Zuora business partners are organized around two main categories with four achievement levels.

The partner categories are:

**Consulting Partners:** Traditional systems integration (SI) firms, advisory firms, and consulting organizations that provide strategic guidance to organizations about their adoption of the subscription economy. These partners may also provide implementation services for core Zuora products.

**Independent Software Partners (ISV's):** Independent software vendors that have complimentary solutions that are integrated into the Zuora stack.

Zuora's Partner Program includes four tiers, providing the opportunity to achieve higher levels of partnership by meeting specific program requirements. 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 typically for new partners as they start their relationship with Zuora. Partners at this level are getting established within the Zuora ecosystem.

**Select:** The Select level is for new and existing partners as they grow 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 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 substantial commitment from Zuora. Partnership at this level is by invitation only.

**Changes To Zuora Partner Program:** *Zuora reserves the right to change the requirements and benefits stated in this Partner Program Guide. We will make every effort to contact partner members before changes occur. We will also make changes and modifications available via the modified partner program guide.*

## BENEFITS FOR THE ZUORA PARTNER PROGRAM (ISV & CONSULTING):

ZUORA PARTNER PROGRAM LEVEL	REGISTERED (N/A for Consulting)	SELECT	PREMIER By Invitation Only	STRATEGIC By Invitation Only
GENERAL				
Annual Partner and Product Management Roadmap Review				✓
Named Partner Account Manager			✓	✓
Sales Pipeline Planning			✓	✓
TRAINING & SUPPORT				
Zuora University Implementer Training & Certification	List Price	10% Discount	15% Discount	25% Discount
Zuora University Pre-Sales Training		✓	✓	✓
New Product Briefings		2x Annually	2x Annually	2x Annually
Premier Partner Support		Additional Fee	Additional Fee	Additional Fee
SALES AND MARKETING				
Zuora Partner Program Logo	✓	✓	✓	✓
Invitation to Sponsor Events	✓	✓	✓	✓
Listing on Zuora Partner Web Page		✓	✓	✓
Use of Zuora Logo on Partner Website		✓	✓	✓
Invitation to Sponsor Zuora SKO		✓	✓	✓
Published Customer Case Study/ Success Story			✓ with approval	✓ with approval
Additional Marketing Activities			2x year	4x year

TECHNOLOGY				
Master Zuora API Sandbox Non-Production License*				
Zuora API Sandbox Non-Production License for Participating Consultants**		One per paid implementer seat	One per paid implementer seat	One per paid implementer seat
Marketplace Listing***				

\*Subject to usage guidelines

\*\*Zuora API Sandboxes tied to individual and are subject to terms of certification. Zuora RevPro sandbox is not included, please speak with your partner manager for more information

\*\*\*Subject to approval and Zuora verification

## REQUIREMENTS TO JOIN AND MAINTAIN EACH TIER OF THE ZUORA PARTNER PROGRAM (ISV ONLY) :

ZUORA PARTNER PROGRAM LEVEL	REGISTERED (N/A for Consulting)	SELECT	PREMIER By Invitation Only	STRATEGIC By Invitation Only
MARKETING REQUIREMENTS				
Subscribed Sponsorship		Bronze	Silver	Gold
Partner Profile Data Sheet (internal to Zuora)				
Sales Lead Collaboration		Limited		
BUSINESS DELIVERABLES				
Contractual Obligations	Partner Program	Partner Program	Partner Program	Partner Program
Total Annual Revenue to Zuora*	REFERENCE BELOW TABLE			
TECHNICAL REQUIREMENTS				
Partner Development License				
Existing Zuora Integration/ Listing Marketplace				
Zuora Customers Implemented/ Using Integration		5	7	10

## REQUIREMENTS TO JOIN AND MAINTAIN EACH TIER OF THE ZUORA PARTNER PROGRAM (CONSULTING):

ZUORA PARTNER PROGRAM LEVEL	REGISTERED (N/A for Consulting)	SELECT	PREMIER By Invitation Only	STRATEGIC By Invitation Only
<b>M A R K E T I N G   R E Q U I R E M E N T S</b>				
Joint Business Plan			✓	✓
Published Reference Architecture			✓	✓
<b>D E L I V E R Y   R E Q U I R E M E N T S</b>				
Certified Zuora Consultants		5	10	20
Delivery Assurance Compliance		✓	✓	✓
Published Customer Case Study/ Success Story		✓	✓	✓

**FOR BOTH ISV AND CONSULTING PARTNERS TO BE CONSIDERED FOR THE CORRESPONDING LEVELS, PARTNERS NEED TO ACHIEVE ONE OR MORE OF THE FOLLOWING IN THE PROGRAM YEAR:**

ZUORA PARTNER PROGRAM LEVEL	Total Direct Revenue to Zuora: Referral Fees, Revenue Share, Sponsorships (ISV Only)		Influenced Deal Volume: Referred Business, Co-Sold, Influenced Prime Volume: Subcontracting or on partner paper for services or development work	
Registered	\$0	\$24,999	\$0	\$25,000
Select	\$25,000	\$74,999	\$25,000	\$200,000
Premier**	\$75,000	\$149,999	\$200,000	\$1,000,000
Strategic**	\$150,000		\$1,000,000	

*\*\*By Invitation Only*

# BENEFITS FOR THE ZUORA PARTNER PROGRAM (ISV & CONSULTING):

## GENERAL

### ANNUAL PARTNER AND PRODUCT MANAGEMENT ROADMAP REVIEW

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

### NAMED PARTNER ACCOUNT MANAGEMENT

ISV Partners at the Premier and Strategic level will have access to a dedicated ISV partner manager and the Consulting/ partners will have visibility and access to the Consulting partner teams.

### SALES PIPELINE PLANNING

Partners will cultivate relationships with Accounts and Prospects alongside the Partner Management team. Additionally, pipeline planning and lead sharing will occur as agreed upon in the annual partner business plan.

## TRAINING & SUPPORT

### ZUORA UNIVERSITY IMPLEMENTER TRAINING AND CERTIFICATION

Zuora provides partners training on how to configure and implement our products. Details on the training programs can be found at: <https://www.zuora.com/training>. For pricing and registration, email [training@zuora.com](mailto:training@zuora.com). For additional support, visit the Knowledge Center (<https://knowledgecenter.zuora.com/>) to view product documentation and The Developer Center ( <https://www.zuora.com/developer/>) for API reference information and tutorials.

### ZUORA UNIVERSITY PRE-SALES TRAINING

Zuora provides training to our partners' Sales teams (including account executives and pre-sales consultants) that is designed to arm even the most experienced partner with market-leading subscription platform information, enabling them to fully support their customers' business strategies. Topics covered include subscription market trends, Zuora's go-to-market strategy, the product's key functionality, product positioning, key capabilities, messaging and qualification criteria.

### NEW PRODUCT BRIEFINGS

Periodic announcements of new products and features will be delivered via webinars. Partners will be informed of dates in advance and invited to register. Briefings may be accompanied by a newsletters.

### PREMIER PARTNER SUPPORT

To discuss additional support options, please contact [partners@zuora.com](mailto:partners@zuora.com).



## **SALES AND MARKETING**

### **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](mailto: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](http://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.

### **INVITATION TO SPONSOR ZUORA SKO**

Partners who are in the Select level or receive invitations into the Premier and Strategic levels will also be invited to sponsor Zuora's Annual SKO event. Details provided closer to event in February.

### **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.

### **ADDITIONAL MARKETING AND SALES 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 and sales alignment. Based on content, approvals and availability these activities may include: Zuora podcast, joint Academy Guide, co-hosted field events, regional field events, territory planning, training to Zuora field teams and joint go-to-market initiatives. There may be case-by-case opportunities for Select level partners to receive introductions based on regional/territory deals and lead generation as well as content opportunities based on relevance and availability.

## **TECHNOLOGY**

### **MASTER ZUORA API SANDBOX NON-PRODUCTION LICENSE**

Zuora to provide a master Zuora API Sandbox, along with a connect integration available via

<https://connect.zuora.com/partner>. This is subject to additional terms and conditions. Please contact your partner manager for details.

### **ZUORA API SANDBOX NON-PRODUCTION LICENSE FOR PARTICIPATING CONSULTANTS**

All individuals who sign up and pay for Zuora online implementer training will receive a unique training sandbox for their individual use. This sandbox will remain open as long as the individual continues to renew annual access to training and certification materials.

### **CONNECT APP MARKETPLACE LISTING**

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.

# REQUIREMENTS TO JOIN AND MAINTAIN EACH TIER OF THE ZUORA PARTNER PROGRAM (ISV ONLY) ARE AS FOLLOWS:

## **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 PROFILE DATA SHEET**

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

## **SALES LEAD COLLABORATION**

Events, introductions and lead sharing between Zuora and Partner is requested and will be managed via a cadence with your Zuora partner manager.

## **BUSINESS DELIVERABLES**

### **CONTRACT OBLIGATIONS**

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

## **TECHNICAL REQUIREMENTS**

### **PARTNER DEVELOPMENT LICENSE (ISV & CONNECT PARTNERS)**

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

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

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

# REQUIREMENTS TO JOIN AND MAINTAIN EACH TIER OF THE ZUORA PARTNER PROGRAM (CONSULTING) ARE AS FOLLOWS:

## **JOINT BUSINESS PLAN**

Partners at required levels agree to co-author and track a joint business plan with Zuora, defining our goals for the year including joint opportunities, identified target accounts, marketing plans, customer reference plans, consultant enablement, and goals for implementation and influenced revenue.

## **CERTIFIED ZUORA CONSULTANTS**

Consultants / Systems Integrators must employ the identified number of certified Zuora consultants as reference in above table to maintain their tier in the partner program. Ramp programs will be established in each annual partner business plan as the certification process is rolled out.

## **DELIVERY ASSURANCE COMPLIANCE**

Partners must comply with the unique defined delivery assurance requirements for each implementation project.

## **CUSTOMER STORIES**

Partners must submit publishable copy to Zuora for approval prior to publication. Once approved, partner will publish the customer story via their own publication process or jointly with Zuora. Specific number of publications and avenues will be defined in the annual partner business plan.

## **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](mailto: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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