

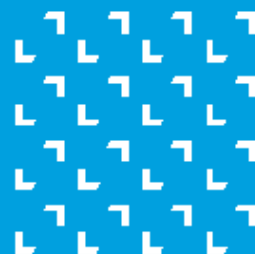


Partner Program Guide

Why partnering with the leading Open Source Application Composition Platform for Kubernetes

Solution Provider

www.entando.com



Introduction

Welcome to **Entando Partner Program for Solution Providers**.

In this guide, you will learn how to make the most of the Partner Program, including how to gain the insights and technology you need to grow your business for any business model—selling, service/implementation, or software development.

Supporting our Community and Partners is part of our DNA and, here at Entando, we are committed to supporting Partners in the development of new customers and new revenue streams with the composable applications.

Our partners play a crucial role in developing applications on Entando, customizing features, integrating applications with corporate systems, and managing customer applications from a single platform. Both Entando and our partners are committed to building and managing leads and sales opportunities in a transparent and dynamic partnership so that all partners can expand their market and benefit from increased business opportunities.

This program is meant for all partners focussing on either **reselling or influencing the sales of Entando and solutions whilst running a strong service delivery strategy**, attached to Entando subscription sales.

Value-Added Resellers, channel partners, consultants, and system integrators who help take the Entando platform to the market by providing business and technology services to customers.

Access to higher levels of membership in the Solution Provider program is dependent on your service and development capabilities.

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How Partner Program Works

This Partner Program Guide details the program framework, benefits, and requirements. The program framework, benefits, and requirements may also be detailed in documents issued by Entando that expressly supplement, and are incorporated into, the Partner Program Guide.

The Partner Program is a multi-tiered partner model designed to offer you the resources that will help to grow your development practices or developments. As you begin your relationship with Entando, you will have access to a variety of benefits available to assist you in developing your competencies of Composable Application solutions and sales skills related to Entando.

As an Entando Partner, you receive marketing, sales, and training benefits designed to assist you with the promotion and sales of the Entando Platform.

When you meet additional qualification requirements defined for your geographic region, you can apply to ascend to higher membership levels within the Solution Provider Program. Upon approval by Entando of a membership upgrade, your continued commitment to Entando will be rewarded through access to additional benefits.

Companies can participate in the Partner Program in several ways:

Starter level

The "Starter level" designation is intended for companies interested in the Entando program. At the Starter level Partner can access a limited subset of information and resources. They can report opportunities, ask for one-time referrals, and they can access paid services and training.

Companies with Starter designation are known as "Starters" and have access to all the resources they need at this stage to start their journey with Entando. Organizations fully invested in growing with us are typically able to meet all requirements to advance to Ready Partner Level within three months.

Ready Level

The "Ready Level" designation is earned by companies that have to meet the corresponding requirements in terms of Commitment, Capabilities, and Success. They take an Annual business plan commitment and work closely with Entando to sell, serve and build solutions and PBCs for the Entando Public Hub.

Premier Level

The "Premier Level" designation is reserved for companies with the highest capabilities and performances they demonstrated with a solid sell track, acquired abilities, and contributed to Entando Public Hub. They can benefit at the top level from the partnership with Entando.

Why join

Entando's partners to help customers to drive innovation in Enterprise Composable Application development. The role of our partners is to support the customer's digital transformation journey to the cloud by changing the way applications are made to deliver the best time-to-value and time-to-user.

During the Gartner IT Symposium/Xpo 2021 EMEA, the firm's analysts presented the top strategic technology trends organizations need to explore in 2022.

Gartner affirms that these strategic technology trends have significant disruptive potential and set the stage for innovation over the next five years. Two of these are exciting and core focus for Entando: **Cloud-native platforms** and **Composable applications**.

The development of a Composable Application requires an Application Composable Platform that can support the organization in all the stages of this process.

Entando, today, is the leading open-source Application Composition Platform to build cloud-native, composable applications on Kubernetes and offers a set of technologies that enable teams to build, deploy, run and manage applications developed by composing together components and business capabilities.

Partner Program Benefits

Benefits are organized by level of partnership. As you progress in the program, the support we provide increases accordingly. Unlock these higher tiers of benefits by growing your partnership.

We have optimized our portfolio of benefits to align precisely with the unique, and often evolving, requirements of different types of partners, regardless of their commitment, capabilities, or success. Benefits are also designed to address your business needs, with specific elements intended to bring more to your technical, marketing, sales, and business functions. Throughout the year, new benefits, such as tools and resources, may be offered through the Partner Program.

Entando reserves the right to make changes to benefits or to provide different benefits to companies. These are examples of benefits available to companies participating in the Partner Program. Benefits may vary, subject to eligibility and availability. Entando reserves the right to provide varying benefits to a similarly eligible company where Entando in its sole discretion deems it appropriate in the interest of the Entando Partner Program, Entando customers, and/or Entando platform.

Business Benefits

	STARTER	READY	PREMIER
Partner Badge	YES	YES	YES
Partner Directory listing	YES	YES	YES
Invitation to annual Partner Event	YES	YES	YES
Partner Advisor	N/A	YES	YES
Entando Partner Portal	Limited	YES	YES
Events and Entando Live Webinars	YES	YES	YES

As a new member of the Entando Partner Program, you receive access to an online repository of Entando information as well as guidance on how to do business with Entando.

Entando Partner Portal

Access to a comprehensive set of tools and information via Entando Partner Portal.

The Entando Partner Portal serves as your primary source of information regarding Entando, our product, and marketing campaigns. The Partner Portal is also how you will administer your Partner relationship with Entando.

Partner Badge

Permission to display the Entando partner trademark and to display their affiliation with Entando on their professional site and assets.

Partner Directory listing and search

Gain exposure through visibility on the Entando.com website for a potential or existing customer to search for any partner participating in the Entando partner program.

Invitation to annual Partner Event

Invites to attend annual Partner Events

Partner Advisor

The business point of contact for a participant in the Program.

Events and Entando Live Webinars

In-person and online events to keep partners up to date on the latest news and information.

Sales Benefits

	STARTER	READY	PREMIER
Sales Enablement Training	N/A	YES	YES
Partner Program Discount	N/A	YES	YES
Deal Referral Discount Program	YES	YES	YES
Deal Acceleration Funds	N/A	YES	YES
Partner Services Funds	N/A	YES	YES
Lead sharing program	YES	YES	YES, preferred

Sales Enablement Training.

Sales training and a wide variety of Entando co-marketing resources.

Partner Program Discount

Entando platform is sold on a subscription basis. As a Partner, every subscription you sell is eligible for subscription revenue upon expiration. Orders for Entando products placed directly with Entando are eligible.

Entando provides a discount on all partner-led resales of Entando based on the commission table below.

	STARTER	READY	PREMIER
Reseller Subscription Sale Discount	N/A	15%	20%
Entando Professional Services	N/A	5%	5%

Partner may benefit from a “sell with” approach on large enterprise prospects and Entando enterprise accounts. Ready and Premier Partners are, therefore, eligible to request special bid pricing from Entando via their Entando partner managers to help close large sales opportunities.

Companies are responsible for applying the correct discounts, as specified in this Partner Guide when they place any orders with Entando. To verify compliance with this obligation, Entando may: (a) monitor the discounts applied by any company to its orders; (b) notify the company if Entando becomes aware that an incorrect discount has been applied; and/or (c) invoice the company to ensure that Entando is paid any additional amount owed as a result of an incorrect discount.

Deal Referral Discount Program

Deal Referral offers rebates to non-reselling partners for sourcing and closing Entando deals.

Entando shall pay Reseller a commission on Subscription Fees for a Lead Referral.

“Lead Referral” shall mean Reseller introduces Entando to a customer with an active, qualified opportunity and Entando leads the selling process with minimal assistance from Reseller.

	STARTER	READY	PREMIER
Lead Referral Commission	5%	N/A	N/A

Deal Acceleration Funds

Funding for partner-delivered services to increase customer awareness and demonstrate Entando Products.

Partner Services Funds

Funding for partner-delivered services to accelerate Entando deployments.

Lead sharing program

Partners will be eligible to participate in lead distribution processes and receive leads from Entando.

Marketing Benefits

	STARTER	READY	PREMIER
Access to market enablement program	N/A	YES	YES
Partnership announcement joint press release	N/A	YES	YES
Support for co-marketing actions	N/A	YES	YES
Do-it-yourself Customer Success Story Template	N/A	YES	YES
Assistance to develop co-branded Customer Success Stories	N/A	YES	YES
Access to Entando Marketing Funds	YES	YES	YES, preferred

Access to market enablement program

Marketing training and a wide variety of Entando co-marketing resources.

Partnership announcement joint press release

We are committed to announcing our new partner and we encourage them to publish press releases when they have news related to us.

Entando Marketing must review and approve all partner press releases.

Support for co-marketing actions

We support our partner in marketing campaigns.

Do-it-yourself Customer Success Story Template

Do-it-yourself templates to easily build ready-to-share Customer Success Stories

Assistance to develop co-branded Customer Success Stories

Nomination of Customer Success Stories for promotion by Entando

Access to Entando Marketing Funds

Access to Entando Marketing Funds to grow your company's pipeline and revenue.

Technical Benefits

	STARTER	READY	PREMIER
Access to online dedicated technical training resources.	N/A	YES	YES
Dedicated pre-sales material and contents	N/A	YES	YES
Technical Entando Live Webinars	N/A	YES	YES
Entando NFR Commercial License	N/A	INCLUDED	INCLUDED
Technical Support Priority	N/A	YES	YES
Non-public (NDA) product roadmap.	N/A	YES	YES
Training and Certification Program	PAID	UP to 3/y	UP to 10/y
Entando Private Hub in SaaS (Coming soon)	N/A	YES	YES
Connection to the Public Hub (Coming soon)	N/A	YES	YES
Partner Private Hub on-premise Support Subscription	N/A	YES, 1.500€/mo	YES, 2.500€/mo
Entando Professional Services Discount	N/A	15%	25%
Entando Hub Acceleration Funds	N/A	YES	YES

Access to online dedicated technical training resources.

Free access to self-learning resources to learn how Entando works and how you can use it to try value. Partners will have access to the Entando knowledge base through the Partner Portal.

Dedicated pre-sales material and contents

Partners can access a dedicated library of pre-sales and technical content.

Technical Entando Live Webinars

In-person and online events to keep partners up to date on the latest technical information.

Technical Support Priority

Partners are entitled to Gold or Platinum Technical Support depending on engagement and level.

Non-public (NDA) product roadmap.

Partners can preview the non-public Entando product roadmap and contribute to them.

Entando NFR Commercial License

Partners have included, an Entando NFR Commercial License that they can use internally to improve their competencies and build internal projects.

Training and Certification Program

Partners can access annually to the program with no extra fees. The number of free slots depends on the partnership level.

Entando Private Hub in SaaS (Coming soon)

Entando gives with no cost to all partners a Private Hub in SaaS. That they can use to improve their offering to the customer.

Connection to the Public Hub (Coming soon)

Partners can publish, make public and open their PBCs in the Entando Public Hub directly from their Hub.

Partner Private Hub on-premise Support Subscription

We support our partner to improve and manage a private Hub for an extra fee.

Entando Professional Services Discount

Partners can access only for themselves our Professionals Services directly with a discount on the PS price list.

Entando Hub Acceleration Funds

We support with funds our partner that decides to build and publish PBCs in our marketplace.

Partner Program Requirements

	STARTER	READY	PREMIER
<p>Business Plan Companies should plan Annual Business Plan, ideally in the first half of each calendar year, as part of the requirements for both the Ready Level and Premier Level.</p>	N/A	YES, ANNUAL	YES, ANNUAL OR JOINT
<p>Business profile (Partner database) Companies must ensure contact information in the Entando Partner portal is up to date for at least the following contacts: Administrator, Executive, Marketing, Sales, Technical, and Alliances.</p>	YES	CURRENT	CURRENT
<p>Sales Credential Sales Credential validates your capabilities to sell Entando subscriptions and Professional Services.</p>	N/A	1	AT MINIMUM 3
<p>Technical training and Certification Training and certifications validate your expertise and showcase your ability to transform businesses with the Entando Platform.</p>	N/A	3	5
<p>Contributes to Entando Public Hub Contributions to Entando Public Hub validate partners' capabilities to project, deliver and maintain PBCs.</p>	N/A	AT MINIMUM 1 PBC	3 PBCs OR 1 SOLUTION
<p>Qualified bookings One of the requirements for Premier Level is to meet a minimum in bookings via sell-through revenue. These are calculated annually based on the calendar year.</p>	N/A	AT MINIMUM one customer with active subscription	AT MINIMUM 250K in qualified booking or new booking.
<p>Customer Success Stories Partners can showcase their impact, expertise, and accomplishments via Customer Success Stories. Proven customer stories are required for Ready and Premier Partner. Once a Customer Success Story has been reviewed and approved (by Entando and the customer), the final story can be applied toward the Ready and Premier Level.</p>	N/A	1	3

Entando is an open-source software company providing the leading application composition platform for building enterprise web applications on Kubernetes.

Entando was refounded in 2015 in response to the growing demand for tools and services to create modern web applications and has since stepped into international markets.

Entando has been named in the Gartner Cool Vendors in Web Computing, has won the Digital360 Award for cloud computing, and has been an official Red Hat Technology Partner since 2017.

As a leader in modern software paradigms, Entando seeks to continuously and rigorously optimize and standardize the enterprise experience of building applications in the modern world, helping them succeed in any field. Entando has particular expertise in the banking, public sector, and services industries.

Entando is supported by a strong ecosystem of certified partners that bring both industry expertise and local delivery capabilities to address our customers' most common needs: time to market, continuous innovation, and simplicity.



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