

Productsup

# Partner Welcome Kit

## Table of Contents

Welcome Letter	3
Getting started as a Partner	4
About the Partner Portal	4
Portal Navigation	6
Marketing Playbook	7
Opportunity Registration	8
Opportunity Registration Requirements	
Learning & Certification	10
Get certified! Get recognized!	
Learning Paths	
Partner Enablement	12
Call to Action	14
More Information	15

## Welcome Letter

Dear Productsup Partner,

Welcome to the Productsup Partner Program. We are pleased to have you as a Productsup Partner, and we look forward to building a long-lasting and mutually beneficial relationship.

The Productsup Partner Welcome Kit is your introduction to the Program and designed to provide you with quick access to important and frequently used information. The comprehensive information contained in this kit will help you stay current with all aspects of the Productsup Partner Program so that you can take full advantage of its many benefits.

The purpose of this Guide is to:

- Identify the Partner Portal, tools, and resources available to help you get onboarded
- Describe how to register Productsup Opportunities
- Present a high-level roadmap for becoming Productsup certified
- Provide contact information for key Productsup contacts

We thank you again for becoming a Productsup Partner. Should you have any questions do not hesitate to contact us at [partners@productsup.com](mailto:partners@productsup.com).

We look forward to a successful business relationship that benefits our Customers, your Company, and Productsup.

Sincerely,

The Productsup Partnership Team

## Getting started as a Partner

- **Register for Partner Portal access**

- Sign up for our Partner Portal at [www.partners.productsup.com](http://www.partners.productsup.com)
- The Productsup Partner Portal is your one-stop shop for learning, marketing, asset library, and events.
- The Portal is a gateway to the latest information about Productsup's Partner Program, marketing and positioning, upcoming webinars, content and news
- All contracted Partners can access the Productsup Partner Portal and all of its resources for free.

- **Get certified**

- Certified Partners are more successful with Productsup!
- To learn how to get certified, click on the "Certification" link on the Partner Portal home page.

## About the Partner Portal

The Partner Portal is the central repository for all Partner resources and the main entry point for Partners' access to all major Productsup systems.

Once a Partner has access to the Portal, they can:

- Opportunity Registration; register all your Opportunities to Productsup via the Partner Portal
- View Opportunities; view and update all Opportunities you have submitted to Productsup
- Asset Library; find downloadable assets for you to use
- Marketing; access to guidelines and other co-marketing resources you may need
- Events; view the latest events and webinars
- Training and Enablement; start your learning journey by completing the available training courses, videos and job aids

The Partner Portal requires the user's single sign-on (SSO) username and password.


You can access it using the direct Partner Portal link [www.partners.productsup.com](http://www.partners.productsup.com) or via the Productsup Corporate site [www.productsup.com](http://www.productsup.com).

The Productsup Partner Portal is subject to the Productsup Privacy Policy and Portal User Terms.

## Page example

Productsup

[Program benefits](#) [Portal benefits](#) [Become a partner](#)




## Welcome to the Productsup partner portal

### Not a partner? Join our growing partner network

Become a partner and accelerate your customers' business value

[Learn More](#)



If you would like to partner with Productsup or request access to the portal, click **Apply** to start your application.

Already a partner? Log in with your username and password.

[Apply](#)

#### User Login

☐ Remember Me

[Forgot Password?](#)

[Forgot Username?](#)

[Login](#)

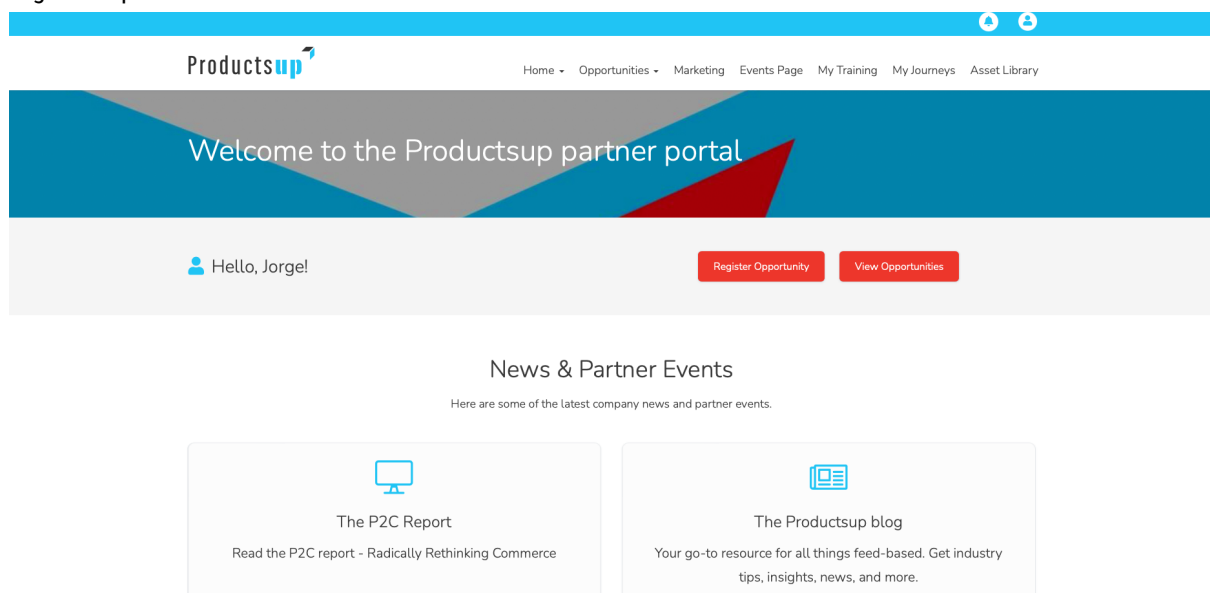
## Portal Navigation

Currently the Partner Portal has the following key navigation buttons:

- Opportunities
- Training
- Marketing
- Asset Library
- Events Registration
- Manage User Account settings

These links to the resources and assets that will help you get up to speed on Productsup fast and strengthen your competitive advantage

Page example



## Marketing Playbook

Productsup provides a Marketing Playbook to help you build and promote your Productsup practice. We have categorized these tools into four buckets: The market, Who is Productsup, Awareness activities, Opportunity generation, Branding guide and how to connect with marketing (shown below).

### Table of contents

---

#### Welcome

#### The market

- Commerce anarchy
- Product-to-consumer (P2C)
- Join the category journey

#### Who we are?

#### How does Productsup support partners?

#### Awareness activities

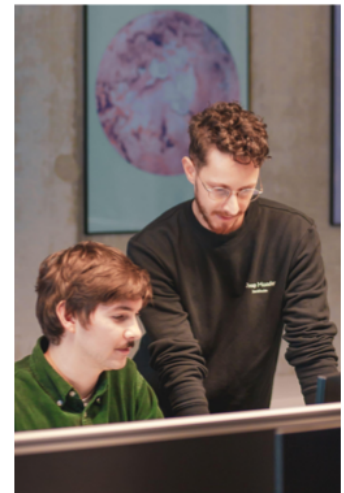
- Partner listings on website
- Press release
- Video
- Customer case study

#### Lead generation activities

- Joint webinars
- Joint events
- Campaigns

#### Brand guidance

#### Contact



## **Opportunity Registration**

Partners may earn a Commission provided that the Opportunity Registration has been approved (thereby creating an Approved Opportunity as defined in either the Referral Schedule or Selling Schedule) and the engagement results in a successful sale. Consideration of payment of the Commission in accordance with the Productsup Referral Guide and Productsup Selling Guide.

Requests to register new Opportunities are normally approved or rejected within 1-5 business days. For an overview of the Opportunity Registration process, watch this 'How to Opportunity Registration' video available on the Productsup Partner Portal.

### **Opportunity Registration:**

- Registration entered via the Productsup Partner portal
- Partner needs to submit certain required information via the Opportunity Registration Form on the Partner Portal
- The Opportunity must be generated by Partner activity and be net new to Productsup
- An Approved Opportunity must close within twelve (12) months or be approved for an extension.
- Primary contact with the Customer must be identified.

For more detailed information with regard to the Opportunity Registration and guidelines, please see the Partner Program Referral, Partner Program Selling and Partner Portal User Guides.



Example Opportunity Registration Web Form:

Register New Lead

To register a new lead, fill out the form below. Fields with an asterisk (\*) are required.

Contact Information

Please enter your prospect's contact information.

First Name

Last Name

Job Title

Email

Phone

Company Information

Please enter your prospect's company information.

Customer Name

Website

Mailing Country

Mailing State

Mailing Street

Mailing Suite

Mailing City

Mailing Postal Code

## Learning & Certification

### Get certified! Get recognized!

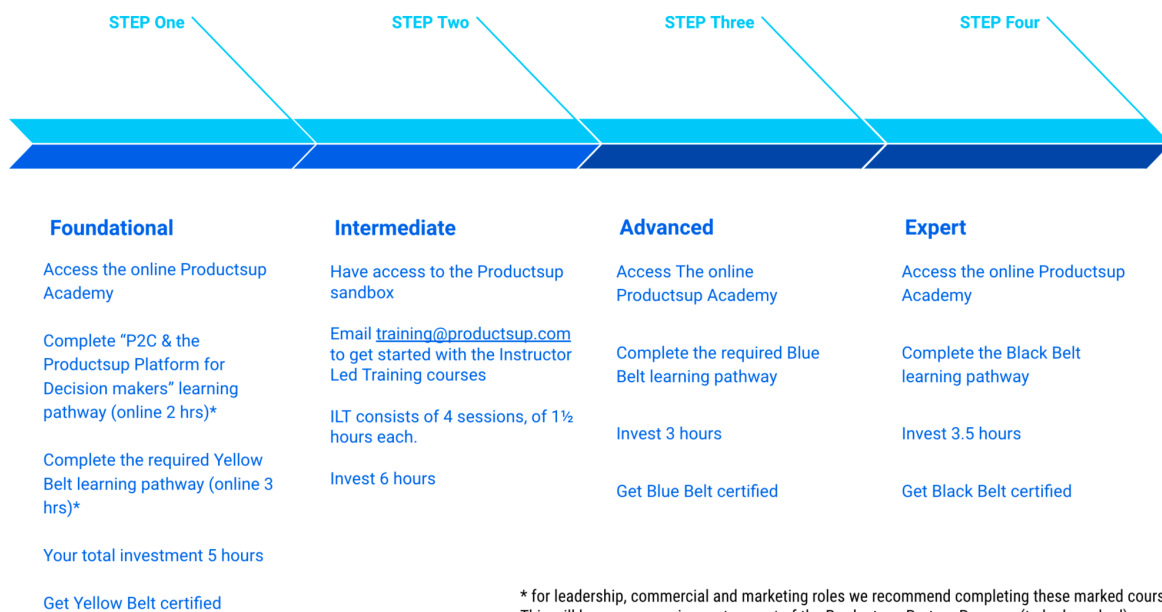
The Productsup Certification offers multiple learning paths with exercises and online tests. Get certified to differentiate yourself and expand your Productsup horizon.

### The Partner Learning Journey

To make your learning journey relevant to your role we have grouped the courses and provide you with a recommended pathway.

The learning journey is visualized in easy identifiable topics which consist of a selection of tailored content.

The online curriculum, as depicted in the graphical overview, consists of 4 steps. Each step guides you through the curriculum and supports your growing Productsup domain knowledge.

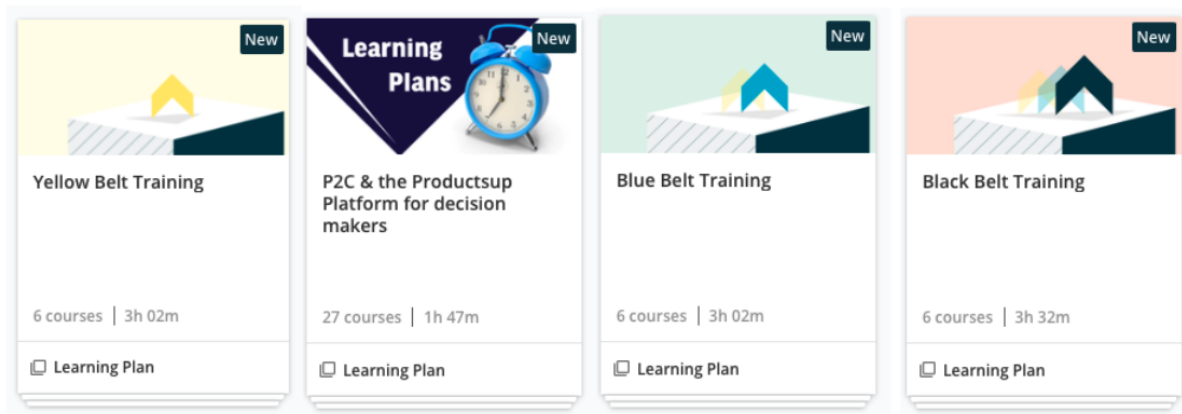


The target audience for each journey step is for guidance purposes only. We invite all participants to explore the journey as much as possible to maximize their Productsup experience.

## Learning Plans

Every step as part of your journey is supported by Productsup defined learning plans. The learning plans are pre-made course collections to provide you with an easy and packaged way to consume the most relevant courses and successfully complete your certification exams.

Productsup will regularly update and renew its curriculum. The current learning plans and certifications are based on pre-made courses and grouped as follows:



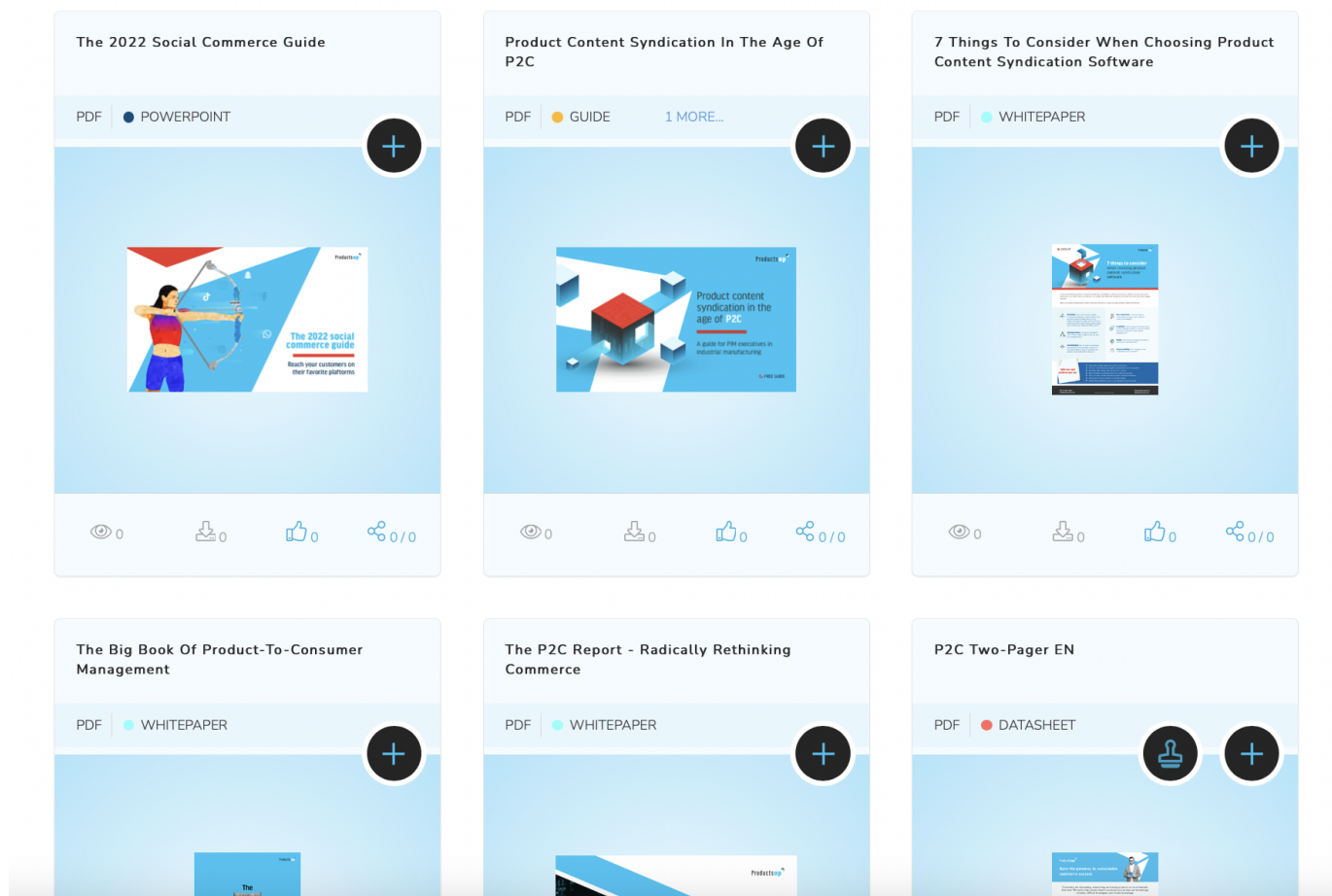
For more information and details about the Partner Learning Journey and Learning Plans we like to refer to the Productsup Learning and Enablement Guide which can be found in the Library section of the Partner Portal.

## Partner Enablement

The Partner Portal is your entry point to all internal facing enablement materials like instructional videos, technical overviews, baseline overviews, use cases etc. This is where you learn the ins and outs of positioning and messaging the Productsup Platform. The Portal can be used to access relevant content and assets. The materials in this section of the Portal are meant for enablement purposes only and should not be distributed to Customers or Prospects.

For more detailed information we refer to the Productsup Learning & Enablement Guide available on the Productsup Partner Portal.

Page example



## Webinars

Productsup offers a series of webinars. We will host different subjects that are covered, including technical and business issues.

To view Productsup's featured webinars visit the Partner Portal regularly and check out the Events Page and Calendar!

## Contact Us

### Partner Account Managers

**Lauren Lindsey**

Strategic Partnerships (US)  
lauren.lindsey@productsup.com

**Brianna Gonzalez**

Strategic Partnerships (US)  
brianna.gonzalez@productsup.com

**Miriam Nagel**

Agency Partnerships (EMEA)  
miriam.nagel@productsup.com

**Corina Ciubotare**

Channel Partnerships  
corina.ciubotaru@productsup.com

**Jesus Centeno**

Global Senior Director ISV & GSI  
jesus.centeno@productsup.com

### Partnership Information

partners@productsup.com

### Marketing

andre.keime@productsup.com

### Certification

training@productsup.com

## **Call to action!**

Now that you are familiar with some of the Productsup Partner Program Benefits and how to access and navigate the Partner Portal, we recommend you complete these next steps:

### **Visit the Partner Portal**

- Explore the tools and resources available to you to accelerate your business
- Review the Partner Program Guides to understand criteria and benefits
- Check out the “how to” instructional video’s on:
  - Register an opportunity
  - Manage your account
  - And more

### **Get enabled**

Complete the required and recommended learning courses or complete the Learning Paths. Review the Productsup Learning and Enablement Guide.

### **Engage with the Productsup Team**

Reach out to your Partner Account Manager (PAM) to review your Partner plan and to answer any additional questions you have.

### **Start marketing!**

- Review the Productsup Marketing Playbook.
- Execute demand generation marketing campaigns.
- Review the Productsup Branding Guidelines as described in the Marketing Playbook.

## More Information

- In all instances, please first contact your Productsup Partner Account Manager.
- The Productsup Partner Portal is the primary source for key information and will be updated regularly, so check it often.
- Other Guides available on the Partner Portal:
  - Partner Program Guide
  - Referral Guide
  - Selling Guide
  - Enablement & Learning Guide
  - Partner Portal User Guide
  - Marketing Playbook
  - Code of Conduct
  - and all other new to be launched guidelines and job aids

### Other:

- This Productsup Partner Welcome Kit ("Guide") sets forth further guidelines in the context of Partnership between the Partner ("you", "your") and Productsup. When incorporated in a Partnership Specification Form, this Guide is subject to and forms part of the General Partner Agreement and the applicable Go-to-Market Schedule(s), as concluded between you and Productsup. Productsup may post or publish supplements, policies, pricing and, or, guidelines to this Guide.
- Some supplements and other information may be specific to certain regions and/or certain (types or groups of) Partners.
- Please review this Guide carefully, along with all additional documentation of the Productsup Partner Program, posted on the Partner Portal or provided to you otherwise

**Visit the partner portal frequently for the most up-to-date information and version of this guide.**