

Productsup Partner Program

Learning & Enablement Guide

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Introduction

Ready to start your learning and enablement journey with Productsup? This guide explains how to take advantage of the learnings and best practices we've created for you. Productsup provides access to learning courses, enablement and certification assets to enable you to build a successful business practice.

The graphic below represents a high level Partner onboarding journey and when learning and enablement becomes part of that journey. After step one and two, the legal part and building the plan, you start step 3: the learning & enablement.

Through the Partner Portal, see Partner Portal User Guide for more instructions, you will have access to job aids, how to's and (e)-learning courses. In addition to e-learning, Productsup also offers instructor led training (ILT) which allows you to perform more exercises, get direct feedback on it, share insights with other students and discuss under the expert knowledge of a product trainer.

The curriculum will guide you to become program compliant as outlined in the Productsup Partner Program requirements, The Enablement Requirements, and additional available resources to enrich your overall learning journey.

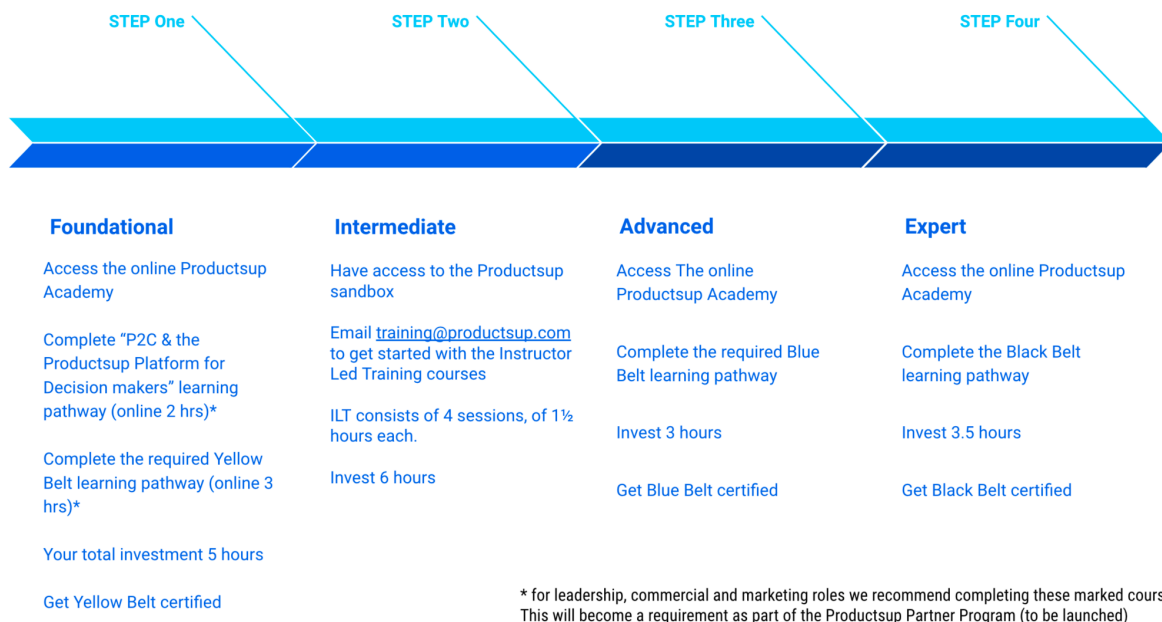


The Partner Learning Journey

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.

Step One: Marketing, commercials and services leadership, business owners and decision makers. Business consultants, solution engineers, pre-sales consultants and services / implementation consultants

Step Two: Business consultants, solution engineers, pre-sales consultants, services / implementation consultants, systems administrators

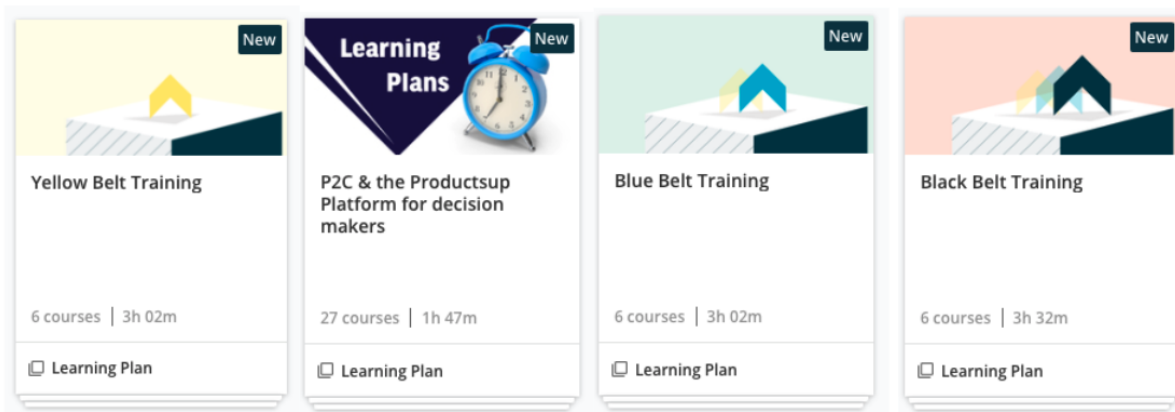
Step Three: Business consultants, solution engineers, pre-sales consultants, services / implementation consultants, systems administrators

Step Four: Business consultants, solution engineers, pre-sales consultants, services / implementation consultants, systems administrators

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:



P2C & the Productsup Platform for decision makers (duration 1h 47m)

This Learning Plan is designed for managers and decision-makers who need to understand the positioning, purpose, capabilities and fundamental functions of the Productsup platform, but may not work in the platform regularly.

The courses and activities in this pathway introduce you to the world of SaaS, product-data management platforms, and the powerful Productsup P2C platform and the solutions it offers.

Step-by-step, you can discover the foundations of the product-data world, and learn what's involved in working with the Productsup platform – from importing, transforming and exporting your data, to synchronizing and analyzing it. .

Yellow Belt (duration 3h 02m)

Are you new to the Productsup platform or do you need a quick refresher?

Get started by taking this first learning plan. Here you'll learn about the account structure, User Management, Data Sources, and the Exports A/B sections. You'll also be able to make the most of your data's attributes using the Data View and Data Flow sections in the platform, by getting a better understanding of how to map your data to the export channels and transform the data so it matches the requirements of the channels.

Blue Belt (duration 3h 02m)

Are you eager to learn more about the Productsup platform since completing the Yellow Belt?

Well, don't hesitate. Equip yourself with more in depth knowledge from this second learning plan. Ease into the platform by learning some advanced features, such as rule boxes, lists, and bulk options. You'll also learn about more powerful tools in the platform, including the Image Designer and notifications feature.

Black Belt (durations: 3h 32m)

Now that you've mastered the Yellow and Blue Belt, do you want to expand your skills in mastering the Productsup platform?

This third and final learning plan will supply you with knowledge about Data Services, using APIs, tracking, and reporting within Productsup. Additionally, you'll learn about tracking marketplace orders and using the Content Portal to present your products in customized views.

Completing the course exams successfully, Partners are able to benchmark their skills against an established level of competency. This ensures consistency and quality of the Productsup messaging and positioning within the marketplace.

Certifications

It is expected that each Partner will meet the minimum number, as outlined in the requirements section and/or business plan, of employees completed certifications or otherwise indicated at all times.

For new Partners we expect the minimum number, as outlined in the requirements section and/or business plan, of employees to have completed the certifications, or otherwise indicated, within the first 60 days of the Partnership being formalized by signing the Partnership Specification Form and applicable Go-to-Market Schedules.

Once you have achieved the required minimum number of successful completions of an certification, you become eligible for joining enablement workshops and initiatives organized by Productsup.

New courses and certifications will be added periodically to support Productsup business objectives. Requirements added after the first quarter of the year will not be required learning until the following year.

Overview of the Productsup Program Enablement Benefits & Requirements

Enablement benefits	
Productsup Partner Program welcome kit	V
Access to the Productsup Partner logo	V
Access to the Productsup Partner Portal	V
Number of Partner Portal users allowed	Unlimited
Access to online training content and collateral	V
Access to Instructor Led Training courses	€
Access to Productsup partner enablement webinars and events	V

Enablement requirements (2)	
Commit to regular attendance at Productsup presented webinars	V
Minimum number of individuals successfully completed P2C & the Productsup Platform for decision makers (3)	#
Minimum number of individuals successfully completed Yellow Belt certification (3)	#
Minimum number of individuals successfully completed Blue Belt certification (4)	#
Minimum number of individuals successfully completed Black Belt certification (4)	#
(2) Partner must be compliant with the minimum of required certifications at all time	
(3) Must be completed within the first 60 days of the Partnership commencing	
(4) Must be completed within the first 90 days of the Partnership commencing	

For the latest minimum number of required enablement certifications, we refer to the Partner Program Guide as per your applicable Go-to-Market Schedules.

Instructor-Led Training

Productsup provides its Partners and customers with an Instructor-led training (ILT) curriculum for new customers and Partners to have a solid knowledge of the Productsup platform onboarding and configuration.

Instructor-led training is facilitated by an instructor, either online or in a physical classroom setting. ILT allows learners and instructors/facilitators to interact and discuss the training material individually or in a group setting. Online instructor-led training is known as virtual instructor-led training (VILT).

The guided platform training consists of approximately 6 hours of training by a product trainer and is split into 4 sessions of 1,5 hours each.

Below you will find an overview of the different chapters and the topics covered:

#	Platform topics	Learning objectives
01	Platform Overview Account Overview Data Sources Exports Dataflow	<ul style="list-style-type: none"> • Understand the Platform Structure • Manage User and FTP creation • Import Data • Export Data • Data Mapping
02	Data View	<ul style="list-style-type: none"> • View and Analyze Data • Add/Edit Rules to Manipulate Data
03	Lists Data Services Monitor Error Log	<ul style="list-style-type: none"> • Add/Edit Lists to map Values or Ex-/Include Values • Enhance Data • Add/Edit Monitor Events • Read and React the Error Log
04	ROI Tracking Reporting Bulk Options	<ul style="list-style-type: none"> • Add/Edit Rules for Return of Investment • Productsup Tracking • Reporting based on Tracking • Option to do Changes in Bulk

Instructor-Led Training is a paid service and needs to be requested via either your Partner Account Manager or the delivery team using training@productsup.com. Pending approval and availability, Productsup will book your seat.

Cost per seat is 500,00 Euro excluding local VAT.

Prerequisite: in order to take your request into consideration, Productsup will check if the applicant is compliant with the minimum enablement requirements as set. This means that all participants must have completed the following certifications successfully upfront:

- P2C & the Productsup Platform for decision makers (duration 1h 47m)
- Yellow Belt (duration 3h 02m)

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.

Productsup Platform Sandbox	Academy	Help Center
A sandbox environment can be used for training, development and demonstration purposes.	Free online training and certification for the Productsup platform and industry knowledge.	Free knowledge base including step-by-step instructions for the Productsup platform.
https://platform.productsup.com/login	https://partners.productsup.com	https://help.productup.com
To get access to the sandbox you need to have a user account. Please request via your Partner Account Manager	Can be accessed via the Productsup Partner Portal	No login required

Other:

- This Productsup Learning & Enablement 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, 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.