

Productsup Partner Program

Partner Program Guide

Welcome to the Productsup Partner Program!

As a new Partner, we want to harness your enthusiasm and assist you in any way we can. Please review this Guide in its entirety to fully understand all the great Partner Program Benefits, Requirements and resources available.

We engage with a wide variety of Partners who provide different capabilities, including Technology Companies, specialized Solution Providers, global and local Consulting Companies and System Integrators.

The Productsup Partner Program provides partners a simple, profitable and predictable Partnering environment.

Partners will benefit from valuable commercial, enablement and marketing engagement. In return, Partners agree to commit to training, business development and marketing activities.

We want you to be highly successful because we know our success depends on our Partners' success!

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Productsup Partner Agreement

All Partners that are accepted into the Productsup Partner Program (PPP) must have a signed Partnership Specification Form by the Partner, incorporating at least Productsup's General Partnership Agreement, the relevant Go-to-Market Schedule(s), this General Partner Program Guide.

The signed Partnership Specification Form, along with Productsup's General Partnership Agreement, the relevant Go-to-Market Schedule(s), this General Partner Program Guide, and Policy Documents referenced in this Guide, define the relationship between Productsup and the Partner.

Partners must remain compliant with the General Partnership Agreement, the relevant Go-to-Market Schedule(s) to remain part of the Productsup Partner Program.

Onboarding Journey

Upon execution of the General Partnership Agreement, the relevant Go-to-Market Schedule(s), this General Partner Program Guide, Productsup will send the Partner a welcome email with all the information needed to get started. The starting point of the Partner journey will be supported by the Partner Portal for further onboarding and start of the enablement and certification process.

Partner Program Guides

Partner Program Guides describe the policies, benefits, and requirements applicable to the Partner Program. They are available for review on the library tab of the [Productsup Partner portal](#).

Productsup Partner Program Overview

The Productsup Partner Program empowers participants in good standing to refer, sell, co-sell, market, and implement Productsup products to Productsup customers. The related Partner Go-to-Market Schedule, is required to be eligible for executing the preferred Go-to-Market engagement.

Partners are able to enroll in one or multiple program engagement tracks being either sell, or refer, or services. If Partners are participating in multiple tracks, the highest level of requirements will only count against the Partner's Program Compliance. In other words, the number of Certified Employees and sourced Approved Opportunities.

By meeting and maintaining Program Requirements, Partners are eligible to receive benefits to support their development and certification efforts including, but not limited to, access to the Productsup Partner Portal, access to Productsup non-production instances (ie Sandbox for internal training).

Below you will find generic definitions of the most used [Types of Partners](#) that are part of the growing Productsup Community.

System Integrator

System Integrators (or Systems Integrator) is a Company that specializes in bringing together component subsystems into a whole and ensuring that those subsystems function together, a practice known as system integration. They also help Customers to implement end-to-end systems, support change management and define business requirements.

Consulting & Advisory Services

Advisory Services provide strategic, professional or expert advice in different areas according to their Client's requirement on various matters. Advisory Services are provided with the goal to support undertaking and overcome weaknesses in specific areas like processes, legal, business, finance. These services are not necessarily focused on systems implementation. For the Productsup Partner Program purposes these Partners do not wish to get involved in (sales) execution and implementation.

Implementation Services

The Productsup Services Partners enables delivery of implementations for the Productsup platform, including consulting, outsourcing, subcontracting, or custom application development.

Geo Sell Partner

Geo Sell Partners are a type of Partner that acts as an appointed intermediary between Productsup and the end Customer. It is an extension of Productsup in that the Partner will sell or co-sell to prospective Customers the Productsup products and solutions in areas that Productsup has no direct presence.

Point of Purchase Partner

The Point of Purchase Partners (POP) support various (data export) channels including marketplaces and social commerce for brands, manufacturers and retailers to promote and sell consumer products.

Digital Marketing Agency / Managed Service Provider

The Productsup Service Provider Partners refers, sells/co-sells or purchases Productsup products and services, and operates them in a managed services capacity on behalf of their Client. They operate as an authorized user of the software on behalf of their Customers. This category includes Performance and Marketing Agencies.

Independent Software Vendor (ISV) / Technology Partner

The Productsup Technology Partners are independent Companies that want to extend their own offerings by building and referring, sell/co-sell (parts) of the Productsup platform and/or create integrations that can accelerate adoption. This category includes the commercial relationship with ERP, DAM and PIM platforms.

Data Enrichment Partner

Data Enrichment Partners provide catalog production and product classification and attributes data to increase data quality and improve discoverability.

Partner Engagement Models

The most common models in which Productsup engages with its Partners, is through these models, see the below graphical representation. These Engagement Models also determine the level of commission that Productsup a Partner can be eligible for for each of these types of engagements.

Partner sourced opportunity			Productsup sourced opportunity	
Opportunity owner is PUP	Opportunity owner is partner		Opportunity owner is Productsup	
Partner refers	Partner co-sells	Partner sells	Partner co-sells	Productsup sells

Partner Refers: the Partner registers a new Opportunity by completing and submitting the Opportunity Registration Form on the Partner Portal and therefore is the source origin. As all the criteria as stipulated in the Referral Guide are met, the partner shall be eligible for a one-off referral commission.

Partner sells: the Partner registers a Opportunity by completing and submitting the Opportunity Registration Form on the Partner Portal and therefore is the source origin. The Partner is independently driving the sales cycle and all activities to close the Approved Opportunity. Customer signs on Partner or Productsup paper. The Partner can request assistance of Productsup via their appointed Partner Account Manager to maximize the positive outcome and secure the Approved Opportunity. As all the criteria as stipulated in the Selling Guide are met, the partner shall be eligible for a commission.

Co-sell: Productsup or the Partner is the Opportunity source. The Approved Opportunity owner manages the sales cycle directly. This means that Productsup is actively supporting the sales cycle with sales and/or pre sales resources.. At Productsup's discretion it can request a Partner to assist in certain stages of the sales cycle. For instance product demonstration, domain expertise, access to decision makers etc. By helping to win the Approved Opportunity, the Partner is eligible for a commission.

The Partner will need to accept the Productsup sourced and Approved Opportunity and specific engagement in writing and Productsup will add the Partner and its role to the Approved Opportunity account record in its System of Record.

Services Only: Productsup is the Approved Opportunity source and is managing the sales cycle directly. This means that Productsup sells and closes this Customer account. At Productsup's discretion it can invite a Partner to deploy requested services of deployment. In this case the Partner is not eligible for a commission.

Influence Only: Productsup is the Approved Opportunity source and is managing the sales cycle directly. This means that Productsup sells and closes this Customer account. In some cases a Partner can influence the prospect Customer decision making process and help Productsup to close the deal.

The Partner must have taken specific actions to assist in winning the business and/or the Partner participates in the Approved Opportunity commercially, either through prior arrangement with Productsup or through a commercial consulting relationship with the Customer.

Partner Code of Conduct

Productsup is committed to conducting business in a manner that exemplifies integrity, ethical conduct, and honesty. This commitment is an important professional value of our Leadership and Employees, and we know that our Customers respect our integrity. We count on our business Partners to carry our reputation to our Customers and establish bonds of trust. To ensure that we create business relationships only with Partners who share our commitment, we ask that our Partners read and comply with the [Partner Code of Conduct](#) which is available for download on the Partner Porta.

Productsup believes that a shared protection of the trust our Customers, Investors, and Colleagues place in our business Partners is essential for success. We appreciate our Partners' efforts to join us in creating a business community of which they are proud to be a part.

Program Benefits

The Productsup Partner Program Benefits are designed to acknowledge the investment in the Partnership with Productsup and to support you to be successful in delivering our jointly agreed business objectives.

The Partner Benefits have been constructed to align the business objectives of both Parties to assist with selling, marketing, enablement and support.

A summary of the Benefits can be found in the table below and are further detailed out in this Guide as provided.

Overview of the Benefits

By primary go-to-market	Sell & Co-sell	Services only	Technical
Example partner types	Independent Software Vendor Sales Agent Systems Integrator Value Added Reseller	Systems Integrator Implementation Partner Consulting & Advisory Partner Managed Services Partner Marketing Agency	Independent Software Vendor Point of Purchase Enrich Partner Integration Development
Overall Partnership benefits			
Joint go-to-market / business plan (1)	V	V	V
Productsup leadership sponsorship commitment	By invitation	By invitation	By invitation
Productsup dedicated Partner manager	V	V	V
Enablement benefits			
Productsup Partner Program Welcome Kit	V	V	V
Access to the Productsup Partner logo	V	V	V
Access to the Productsup Partner Portal	V	V	V
Number of Partner Portal users allowed	Unlimited	Unlimited	Unlimited
Access to online training content and collateral	V	V	V
Access to Instructor Led Training courses	€	€	€
Access to Productsup Partner enablement webinars and events	V	V	V

Marketing benefits			
Listed on Productsup.com as a Partner	V	V	V
Access to Productsup Partner communications and newsletters	V	V	V
Joint collateral	By invitation	By invitation	By invitation
Sponsorship opportunities for Productsup hosted events	By invitation	By invitation	By invitation
Joint press releases	By invitation	By invitation	By invitation
Co-marketing activities	By invitation	By invitation	By invitation
Customer case study development support	By invitation	By invitation	By invitation
Commercial benefits			
Regular go-to-market and pipeline reviews (1)	V	V	V
Account planning and sales engagement (1)	V	V	V
Access to the online sales enablement	V	V	V
Access to Productsup sales tools	V	V	V
Participation in Productsup events	By invitation	By invitation	By invitation
Technical and Support benefits			
Dedicated shadow support hours	By invitation	By invitation	By invitation
Access to a Productsup P2C Platform (internal training access only)	V	V	V
Engagement benefits (1)			
Eligible for referral commission	V	V	V
Eligible for sell / co-sell commission	V	V	-
Sales support for complicated cases or large Customers on Productsup verified key accounts	V	V	-
€ = Additional fee to be paid			
(1) Only applicable when the corresponding Schedule to the Productsup Partner Agreement is signed			

Generic Program Benefits

Joint Business/Go-to-Market Plan

To ensure collaborative and aligned objectives, Productsup will work on a jointly agreed Business Plan with Partners by invitation. Business Plans are required to ensure that we have agreed joint objectives and investments.

Business Plans are tied to specific metrics and measurements and are reviewed periodically as part of the governance process to ensure that the Partnership remains on track.

Key components of the Business Plan:

- Jointly agreed Partner Plan detailing the goals and objectives of the Partnership
- Agreed Partner sourced and Approved Opportunities and revenue contribution targets
- Joint market development and engagement covering agreed target Accounts and/or market segments, marketing activities and enablement plan
- Agreed assigned level of business sponsorship

Productsup Dedicated Partner Account Manager

Productsup's Partner Team consists of Partner Professionals with expertise across all Partnership processes and functions. The Partner Team works with all business lines and focuses on new Partner recruitment, support for the services described in this Guide and the ongoing measurement of the Program and Performance.

The Partner Team is focused on providing our Partners with the strategy, skills and support they need to be successful, while working with the rest of the Productsup Organization to achieve that goal.

Selected Partners will have an assigned Partner Account Manager responsible for developing the Relationship and executing joint initiatives. Their level of engagement will be dictated by the Partner's commitment as set out in the Business Plan.

Productsup Sponsorship Commitment

Executive alignment and commitment is the cornerstone of a successful Partnership. For eligible Partners, Productsup will provide, as appropriate and applicable, a Senior Leadership Sponsor to support the business activities committed to in the Partnership.

The role of the Sponsor will be to:

- Provide strategic direction for the Partnership, and nurture and grow the Relationship
- Ensure Partnership commitments are honored by Productsup
- Participate in governance reviews and review Relationship performance against milestones set
- Ensure implementation of Partnership framework and agreed metrics etc.
- Resolve escalations (if and when needed)

Enablement Benefits

Productsup Partner Program Welcome Kit

On joining the Productsup Partner Program, you will receive a welcome email. This will include the following:

- How to access the Partner Portal
- Overview of what the Portal contains including Opportunity registration, marketing, assets and enablement content
- How to access the Productsup Partner logo and brand guidelines
- Request for your information to be listed on Productsup.com

Access to the Productsup 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 and submit all your Opportunities to Productsup via Opportunity Registration Form on the Partner Portal
- View Opportunities; view and update all Opportunities you have submitted to Productsup and monitor their progress
- Asset Library; find a wealth of 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
- Request assistance or provide commissionback

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 or via the Productsup Corporate site www.productsup.com.

The Productsup Partner Portal is subject to the Partner Portal User Terms.

Productsup Partner Logo

Productsup provides Partners access to the Productsup Partner Network Logo allowing Partners to promote their Partnership with Productsup. Partners can use the logo on sales and marketing collateral, documentation, advertising, event signage, and other promotional media to distinguish themselves and their relationship with Productsup.

Productsup strictly enforces compliance with its Corporate identity, and detailed Brand Guidelines are located on the Partner Portal and described in the Marketing Playbook.

The Productsup P2C Platform

The Productsup P2C Platform demonstration and training environment is made available to evaluate the Productsup product in a non-production environment, in the context of the Partnership.

Productsup Platform is available to Partners in good standing, for demonstration and internal training purposes including the ability for generic API testing (stream and rest).

The Productsup P2C Platform can not be used for Proof of Concept development for prospective Customer use cases without explicit approval by Productsup.

Access to the Productsup Platform needs to be requested via the Partner Account Manager.

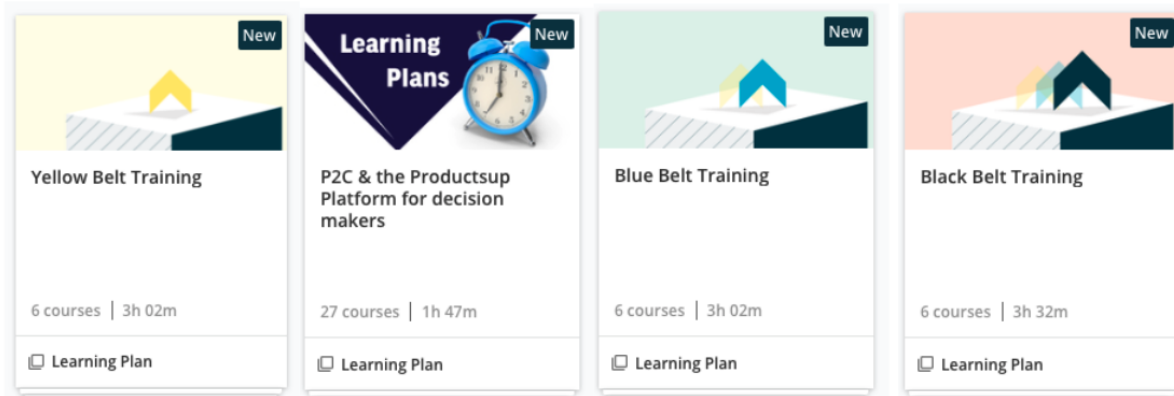
Access to online training content

To support your continuous learning journey Productsup provides access to a wealth of assets via the Partner Portal. By this we make sure to support the building of a successful business practice.

The online curriculum is visualized as easily identifiable topics which are role relevant and each consist of a selection of tailored content to support specific learning objectives.

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

- Yellow Belt
- P2C & the Productsup Platform for decision makers
- Blue Belt
- Black Belt



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.

For more detail we like to refer to our Enablement and Learning Guide available as a downloadable asset on the Partner Portal.

Productsup Partner Events and Webinars

Productsup is building a regular schedule of events and webinars exclusively for Partners like our regular Partner Network Call. These events and webinars will cover Productsup and industry updates, product releases and content relevant to Partners.

All employees of Productsup Partners can register to join the live event or webinar via the Partner Portal Event Calendar. Sessions are also recorded and can be viewed after the event in the Partner portal.

Marketing benefits

Find a Partner

Customers and prospects often view the Partner listing on the Productsup website to find qualified Partners domain expertise, implementation and advisory services, or develop an application. All Program Partners will be provided with a landing page that showcases company details, including other applicable vital statistics related to territories, expertise, and more.

Productsup Communications and Newsletters

Productsup Partners will receive a range of communications on becoming a Member of the Productsup Partner Program, with options to unsubscribe from any specific area if not of interest. Communications are supplementary to the content in the Partner Portal and may include:

- Regular Partner specific newsletter
- Highlights of key content from Productsup including white papers, case studies, webinars, podcast releases and/or promotions
- Solution news, updates and awards on the latest innovation and award nominations for Productsup
- Invitations to Productsup webinars and events

Joint Collateral

All Productsup collateral, as shown in the Partner Portal or on Productsup.com, can be distributed by our Partners, unless indicated otherwise.

For joint collateral, Productsup can provide for eligible Partners, on request, an electronic format of the documents so that Partners can integrate their own logo together with the Productsup logo into the document.

Any joint collateral needs approval by Productsup prior to distribution or publication.

Sponsorship Opportunities

Productsup hosts a range of events throughout the calendar year which brings together a wide range of people who are focused on the challenges facing the Product to Consumer industry.

These events may cover relevant topics, identify market trends, provide visionary and inspirational speakers and share solution-related content.

Sponsorship opportunities may be available to eligible Partners including branding opportunities, speaking slots, exhibitor presence and/or networking events. Sponsorship provides Partners with the opportunity to maximize brand exposure, showcase solutions and services and generate leads.

Joint Press Releases

Press releases provide an opportunity for Productsup Partners to achieve further visibility for their company, solution and relationship with Productsup. Press releases may cover topics such as Customer success stories and/or other newsworthy topics.

Productsup may contribute to the content of a press release with a Partner, and at all times Partners must follow the Productsup guidelines.

Co-marketing Activities

Productsup will work with eligible Partners to develop joint initiatives and programs to drive demand for Productsup. Eligible Partners will be provided access to Partner Marketing resources to enable development of joint programs and initiatives.

Mutual marketing programs should be focused around awareness and demand generation to increase overall brand recognition and pipeline generation.

All marketing materials and content used in a joint marketing activity must adhere to the Productsup branding guidelines, messaging and positioning.

Customer Case Study

Customer case studies can be the basis of joint webinars or events, promotion via social media activities and events media.

Productsup used different types of Customer case studies that are relevant for business readers, press and analysts.

Partners looking to develop and launch a case study with a Customer, we ask to contact the Partner Marketing representative at Productsup directly or via Partnermarketing@Productsup.com.

After qualification we are able to support you with for instance the interview and writing the text. Finally we will create a document in Productsup branding and publish the story on our web site mentioning you as the Partner.

For more information on the marketing engagement, we refer to the Partner Marketing Playbook on the Partner Portal.

Commercial Benefits

Regular Go-to-Market and Pipeline Reviews

Productsup will run, at agreed intervals, Go-to-Market and pipeline reviews with eligible Partners to ensure our mutual Partnership goals are on track.

Reviews will focus on relevant business areas including commercial contribution and have a forward looking character.

The reviews are designed to:

- Ensure alignment with both parties on joint activities and Opportunities
- Increase visibility and predictability of set Partner goals including enablement
- Strategise on success factors and competitive positioning
- Review and define business development and marketing initiatives
- Identify longer term future prospects to ensure pipeline coverage
- Ensure Productsup Partner Program compliance

Account Planning and Sales Engagement

Fostering close relationships with our Customers and Partners provides valuable insight to Productsup so that we can deliver the best solutions to ever growing and changing markets.

The Productsup Partnerships Team will drive the relationship between Partners and Productsup to ensure alignment of our sales resources with Approved Opportunities in the most cost-effective ways.

Key goals in the sales engagement process are:

- Territory profiling and planning
- Market understanding analysis
- Account profiling and planning
- Opportunity planning

Access to Productsup Sales Tools

Productsup Sales Tools are designed to empower you to actively position Productsup solutions in the market and can be downloaded from the Partner Portal. Furthermore, Productsup will grant access to a Productsup platform sandbox for demonstration purposes.

Participation in Productsup Events

Every year Productsup hosts events for Customers and Partners such as the Productsup Summit, to foster a close working relationship between Productsup Sales Teams, Partners and Customers. Look out for the events you can attend via the Partner Portal Events Calendar and the Partner Newsletter.

Partners can also request Productsup to participate in their events. Requests need to be done via the Partner Account Manager and are subject to review and approval.

Eligible for Referral Commission

All Productsup Partners are eligible for a Referral Commission with a signed Partnership Specification Form, including the General Partner Agreement and the applicable Referral Go-to-Market Schedule.

This benefit recognizes Partners who provide Referrals to Productsup and subsequently influence, or provide additional sales and/or technical Opportunity support. All terms and conditions apply as described in the Productsup Referral Guide.

Eligible for Sell & Co-sell Commission

All Productsup Partners are eligible for a Sell Commission with a signed Partnership Specification Form, including the General Partner Agreement and the applicable Selling Go-to-Market Schedule.

This benefit recognizes Partners who provide Partner sourced and Approved Opportunities to Productsup.

The Partner is independently driving the sales cycle and all activities to close the deal. Customer signs on Partner paper or on Productsup paper.

In the case of co-sell, the Approved Opportunity can be sourced by Partner or Productsup, Partner and Productsup are jointly executing and managing the sales cycle. Will be signed on Productsup paper unless the Customer indicates otherwise.

All terms and conditions apply as described in the Productsup Selling Guide.

In all circumstances Customer Ownership will also lie with Productsup.

Program Requirements

The Productsup Partner Program Requirements vary depending on the engagement and commercial model chosen.

At the very minimum, all Partners are required to commit to the following Requirements in order to qualify for participation in the Partner Program:

- Signed Partnership Specification Form, including the General Partner Agreement and the applicable Go-to-Market Schedule
- Jointly agreed Go-to-Market or Business Plan

Overview of the Requirements

By primary go-to-market	Sell & Co-sell	Services only	Technical
Example partner types	Independent Software Vendor Sales Agent Systems Integrator Value Added Reseller	Systems Integrator Implementation Partner Consulting & Advisory Partner Managed Services Partner Marketing Agency	Independent Software Vendor Point of Purchase Enrich Partner Integration Development
Overall Partnership requirements			
Commit to a joint Go-to-Market / Business Plan (1)	V	V	V
Signed Partnership Specification Form incorporating at least the Partner Agreement, Referral Go-to-Market Schedule, Referral Guide and General Partner Program Guides	V	V	V
Access to and use of the Partner Portal	V	V	V
Commit an internal nominated primary contact	V	V	V
Commit an internal sponsor for the Partnership as agreed in business plan	V	V	V
Commit to fortnightly pipeline review (1)	V	-	V
Commit to quarterly business review	V	V	V
Commit to annual Partnership review	V	V	V

Enablement requirements (2)			
Commit to regular attendance at Productsup presented webinars	V	V	V
Comply with the specifications and requirements of the Productsup Learning & Enablement Guide	V	V	V
Minimum number of individuals successfully completed P2C & the Productsup Platform for decision makers (3)	2	2	2
Minimum number of individuals successfully completed Yellow Belt certification (3)	2	4	2
Minimum number of individuals successfully completed Blue Belt certification (4)	1	2	2
Minimum number of individuals successfully completed Black Belt certification (4)	1	2	2
Commercial requirements			
Commit to register prospective Opportunities on the Partner Portal	V	-	V
Commit to minimum number of annually sourced Opportunities (1, 5)	2	-	2
OR a minimum annual revenue contribution based on the new annual contract value ("new ACV") of year 1 (software subscription only) (1, 6)	50.000 Euro	-	50.000 Euro
(1) Only applicable when the corresponding Schedule to the Productsup Partner Agreement is signed			
(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			
(5) Partner has to source a minimum amount of opportunities per annum to qualify to remain a Partner (a 2023 requirement)			
(6) Partner has to contribute a minimum amount of revenue per annum to qualify to remain a Partner (a 2023 requirement)			

Generic Partnership Requirements

Program Compliance

A consistent approach to compliance management is applied to ensure Partners gain access to the appropriate Program Benefits within the Productsup Partner Program. The Partner Program requires that Partners maintain certain requirements to achieve benefits over specific time frames, as defined within this Guide.

Productsup may inform you of your compliance status via email or in periodic Partnership discussions between the designated Relationship contacts from both Parties.

Partners must satisfy the requirements in order to be eligible for commercial and marketing benefits.

Joint Business Planning

Partners agree to establish an annual Business Plan in consultation with Productsup. It is recommended for all other Partners, where Productsup resources are available. These Business Plans will be reviewed with Partners after the end of each calendar quarter.

Each Partner agrees to work in good faith with Productsup and with commercially reasonable efforts to achieve the jointly defined business objectives stated in the Business Plans and periodic reviews. Periodic reviews are quarterly based on a preset agenda and owned by both the Partner Representative and Productsup Partner Account Manager. Additional attendees will be added accordingly as both Parties see fit.

Internal Primary Contact

Each Productsup Partner is required to name a Primary Point of Contact with respect to the Relationship and the Partnership Management. The Primary Contact's role is, amongst others, to own the Productsup Business/Go to Market Plan, coordinate and execute quarterly, pipeline and other reviews and act as Primary Champion to drive the Productsup Partnership.

Internal Sponsor for the Partnership

Depending on the nature of the Relationship, Productsup may provide a Partnership Sponsor at Senior Leadership level. In return, it will be expected that the Partner provides an Internal Sponsor for the Partnership at the same Leadership level.

Pipeline and Business Reviews

Productsup will run pipeline, quarterly or annual Partnership reviews, at mutually agreed times, with the Partner to ensure our mutual Partnership goals are on track. It is expected that the Partner will attend and actively participate in these reviews.

Reviews will focus on relevant business areas including commercial contribution and have a forward looking character.

The reviews are designed to:

- Ensure alignment with both Parties on joint activities and opportunities
- Increase visibility and predictability of set Partner goals including enablement
- Strategise on success factors and competitive positioning
- Review and define business development and marketing initiatives
- Identify longer term future prospects to ensure pipeline coverage
- Review Productsup Partner Program compliance

Enablement Requirements

To ensure that Partners are qualified to position and demonstrate Productsup products, Partners must attain and maintain the minimum enablement requirements as outlined in this Guide.

Partners must complete all specific requirements in the stated time to remain eligible to continue as a member of the Productsup Partner Program.

Productsup Enablement Webinars

Productsup will invite Partners to attend educational enablement webinars. These webinars may include updates related to Productsup and our solutions, the Productsup Partner Program, Partner Portal and other ad-hoc content that is important for our Partner Community to be aware of. We encourage Partners to be present at these webinars to ensure they remain knowledgeable.

Certifications

To support your enablement journey, Productsup provides access to enablement resources, via and through the Partner Portal, to support you in building a successful Productsup business practice.

The online training is visualized in easy identifiable topics which consist of a selection of tailored content to support your learning experience.

To make your enablement relevant to your role we have grouped the online training to support the training and certification:

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.

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.

Commercial Requirements

Referral

For Partners with a signed Partnership Specification Form, including the General Partner Agreement and the applicable Referral Go-to-Market Schedule, it is expected that they will commit to sourcing new Opportunities and/or new Customers to Productsup as indicated by the Partner Program Requirements.

Sell or co-sell

For partners with a signed Partnership Specification Form, including the General Partner Agreement and the applicable Selling Go-to-Market Schedule, it is expected that they will commit to sourcing new Opportunities and/or new customers to Productsup as indicated by the Partner Program Requirements.

All Partner initiated Opportunities must be registered by completing and submitting the Opportunity Registration Form on the Partner Portal.

Requirements

Minimum numbers are either outlined on the requirements table and are agreed to by both Parties in the Business Plan. Please note that Commissions associated with referring or (co-)selling may only be available if the Approved Opportunity is registered by completing and submitting the Opportunity Registration Form on the Partner Portal.

If partners do not register Opportunities, in accordance with Productsup's policies, Productsup reserves the right to reject the Opportunity.

Opportunity System of Record

In order for Productsup to be able to approve the Opportunity, Productsup's opportunity system of record (Impartner) must be completely and accurately filled in. The opportunity system of record is Opportunity specific and contains information on all parties involved, whereby the roles and responsibilities are described in the following way:

- The Partner creates and submits an Opportunity on the Productsup Partner Portal
- Productsup approves the Opportunity details in the opportunity system of record (in its sole discretion)
- The Opportunity is then considered an Approved Referral Opportunity and Partner is added by Productsup as a 'Referral Partner' to the Opportunity within the opportunity system of record
- The Partner shares updates with regard to the Approved Referral Opportunity with Productsup, preferably by updating the Approved Referral Opportunity within the Productsup Partner Portal
- The Productsup Partner Manager will notify the Partner via email of closed (won/lost) Approved Referral Opportunities
- Relevant Information about the earned Referral Commission and payout dates (subject to Partner's invoice) will be shared by Productsup's finance department

Target Accounts

Productsup has designated certain strategic or enterprise accounts as target accounts. Productsup reserves the right to sell to and service these target accounts directly with or without Partner participation. Nevertheless, it is intended that Partners may participate in various ways with these target accounts, including influence, co-sell and working with Productsup resources to drive adoption.

The target account list is maintained by Productsup and is evaluated from time to time by Productsup. Partners should work with their Partner Account Managers to determine whether any Partner Registered Opportunity is for a target account and/or the Partner's role with respect to any target account transaction.

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 Guide](#) 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 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.
- Sign on to the partner newsletter.
- 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:
 - 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 Program Guide (“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.