

Partner Program Guide

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About CloudBees

[CloudBees](#) provides the leading software delivery platform for enterprises, enabling them to continuously innovate, compete, and win in a world powered by the digital experience. Designed for the world's largest organizations with the most complex requirements, CloudBees enables software development organizations to deliver scalable, compliant, governed, and secure software from the code a developer writes to the people who use it. The platform connects with other best-of-breed tools, improves the developer experience, and enables organizations to bring digital innovation to life continuously, adapt quickly, and unlock business outcomes that create market leaders and disruptors.



Partnering

We're committed to building a strong circle of partners that can deliver compelling solutions at every stage of the software development lifecycle.

This guide provides CloudBees partners with information related to the CloudBees Partner Program, which is designed to promote our partners and enable them to integrate and build, develop services, and market and sell CloudBees to customers.



Providing value to customers

CloudBees is building an amazing global network, but our many partners bring additional expertise that drive business outcomes for our mutual customers. Partners provide value to customers in a variety of ways throughout the customer's journey with CloudBees.

Partners play a crucial role in the delivery of the value proposition of migrating to the CloudBees Platform. The CloudBees Partner Program benefits are value driven and have been designed to help our partners market and sell their solutions and services to grow their market presence.

Where to begin your partner journey

Every partner provides unique offerings and expertise to our customers. We are committed to making your partner journey with CloudBees straightforward and engaging as you learn about our products, enable your team, work with end-customers, and grow your business through the CloudBees Partner Program.

[Discovery](#) - Learn about the CloudBees global network, mutual benefits, and joint value propositions.

[Commit](#) - Register as a partner via the partner portal, your partner team, and sign our partner agreement.

[Educate](#) - Learn from the available enablement materials and sessions designed to accelerate learning and provide certifications.

[Launch](#) - Announce and market your partnership, develop your pipeline, and market your events. Leverage the partner portal to target your customer base with our “better together” value proposition.

[Accelerate](#) - Achieve and surpass tier commitments to gain additional benefits, build new service practices, and support additional CloudBees products.

Agreements

The CloudBees Partner Network (CBPN) offers two separate agreements:

Referral and influence agreement

Designed primarily for Technology and Advisory Partners, this agreement was created to credit partners for referring and/or influencing opportunities that close on CloudBees paper.

Partners will receive credit for:

- Referring net new opportunities
- Assisting CloudBees in influencing opportunities

Partner will be awarded rewards which will be distributed through Marketing Development Funds (MDFs), which can be used for a variety of uses including training and education fees, marketing funds, and more (to be defined).

Reseller agreement

Designed primarily for Channel and Alliance Partners, this agreement is for partners that will be expected to build and maintain a CloudBees “practice” to resell licenses and services. If applicable and capable, reseller partners can sell, deploy, and implement services.

Structure and participation

CloudBees Partner Program	
<p>Technology and Advisory Partners</p> <ul style="list-style-type: none">• Product integrations• Joint GTM<ul style="list-style-type: none">◦ Referral benefits◦ Influence benefits• Technology Premier status<ul style="list-style-type: none">◦ Available to partners that have and continue to integrate their solutions with CloudBees	<p>Channels/Alliances</p> <ul style="list-style-type: none">• Vertical solutions• MDF programs• GTM programs<ul style="list-style-type: none">◦ Resale◦ Services◦ MSP◦ Support

The CloudBees Partner Program is designed to provide CloudBees customers with a diverse and robust offering of Technology, Advisory, and Channel Partners for their software, services, and consultancy needs.

Technology and Advisory Partners: Typically made up of software companies that have worked with CloudBees to create a “better-together” story through joint technical integration or the weaving together of value propositions. In some cases, Advisory companies will be exposed to several of the benefits associated with this program, such as the influence and referral components.

Channel Alliance Partners: Typically made up of companies that provide CloudBees customers with CloudBees-related technical, advisory, reselling, implementation, and training services.

The mission of the CloudBees Partner Program is to work closely with partners to understand their business completely in order to build programs that focus on the needs of the customer. The requirements were designed to laser-focus on the partners’ value that can lead to the customers success.

Requirements and benefits

Technology, Technology Premier, and Advisory Partners

The Technology and Advisory Partner track allows partners to develop complementary solutions and/or get the necessary tools and resources to confidently guide customers throughout their migration to the CloudBees Platform.

Technology and Advisory Partner requirements			
	Technology	Technology Premier	Advisory
Execute CloudBees partner agreement	<i>Required</i>	<i>Required</i>	<i>Required</i>
CloudBees tier logo placement on partner’s website	<i>Required</i>	<i>Required</i>	<i>Optional</i>
Technical integrations	<i>Advised</i>	<i>Expected</i>	-
Provide CloudBees NFR access for demo purposes	<i>Expected</i>	<i>Required</i>	-
Annual marketing activities	<i>Expected</i>	<i>Required</i>	-

Annual revenue business plan (Premier)	<i>Expected</i>	<i>Required</i>	<i>Optional</i>
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Technology and Advisory Partner benefits			
	Technology	Technology Premier	Advisory
Participation in referral and influence program	✓	✓	✓
CloudBees partner portal access	✓	✓	✓
Dedicated Slack channel	✓	✓	-
Discounts for selected CloudBees events	-	✓	-
Joint webinar planning/participation	-	✓	-
CloudBees sales and presales access	-	✓	✓
Dedicated partner manager	-	✓	-
Access to MDF programs	-	✓	<i>Optional*</i>
Access to CloudBees sales/presales certification	✓	✓	✓

Channel and Alliance Partners

CloudBees Channel and Alliance Partners will be tiered based on their skills, engagement level, earned certifications, customer references, and sourced opportunities. Our goal is to provide a robust program that creates win-win-win propositions for our partner, the customer, and CloudBees.

Channel and Alliance Partner requirements			
	Authorized	Advanced	Premier
Execute CB partner agreement	✓	✓	✓

Annual net new revenue expectation	100,000	250,000	500,000
Registered CloudBees approved SQL/year	3	8	12
Number of new customers	1	2	3
Annual partner business plan	-	✓	✓
Assigned partner manager	-	✓	✓
CloudBees sales certified	1	3	5
CloudBees technical certified	1	1	3
Marketing activities	-	1 (per half year)	1 (per quarter)
CB events sponsorship / year	-	1	2
Sales pipeline cadence	-	✓	✓
Customer references - expected	1	2 (1 public)	5 (2 public)
Provide 1st level support	-	-	✓
Ability to drive customer POC or # POCs by quarter	-	1	2

* Authorized tier offers an “Optional program fee” for entrance into MDF program

As your tier progresses, so do your benefits.

Channel and Alliance Partner program benefits				
		Authorized	Advanced	Premier
Enablement	CloudBees partner portal access	✓	✓	✓
	Partner newsletter	✓	✓	✓
	Named alliance partner manager	-	✓	✓
	Access to CB University for certifications	✓	✓	✓
	Self-service technical resources	✓	✓	✓
	Access to CB technical resource personnel	-	-	✓

	Enablement/certification vouchers	-	-	✓
	Monthly credits toward use of non-production CloudBees software (sandbox)	5 Consecutive Days	10 Consecutive Days	20 Consecutive Days
GTM	Ability to publicize CB tier	✓	✓	✓
	Visibility and promotion (priority placement on CB site and actively promoted)	-	-	✓
	Published CB reference architecture	-	-	✓
	Co-branded collateral	✓	✓	✓
Financial	Value-based discount structure	✓	✓	✓

(*) Requires Referral/Influencer addendum signed

Program requirements definitions

Requirement	Definition
Annual net new revenue expectation	All new customer revenue as determined by net invoiced amounts to CloudBees. Revenue is measured annually.
Lead registration	All leads submitted via partner portal will be reviewed by CloudBees (within two business days). Upon approval, the registration will be valid for 90 days and must be renewed.
Sales and technical certifications	Number of certified representatives with CloudBees sales and technical certifications. Certification is a prerequisite for training completion and requires a passing grade of 75% or higher. Certifications must be kept current.
Number of marketing campaigns	End user lead generation campaigns or events.
Partner business and marketing plan	Completion of a business forecast and plan with a CloudBees Cloud or Channel Account Manager
Public reference customers	Customer wins that are branded, written and promoted as a case study.



Program administration

Tiers

CloudBees will evaluate all partner requirements on an annual basis. Partners can apply for tier promotion via the CloudBees partner portal. CloudBees reserves the right to use discretion to determine promotions.

Program updates

CloudBees may update this program guide, including any requirements and benefits, at any time. The updated version of the CloudBees partner program guide will be available on partner portal.

Membership terms and conditions

The CBPN is an annual program which measures a partner's achievements from February 1 to January 31 of the relevant fiscal year.

Status is granted automatically based on fulfillment of the program requirements or in CloudBees's sole discretion. All other increases in tiers are granted only after meeting the requirements of the relevant tier, applying to the next tier, and receiving such grant from your CloudBees Account Manager. These are at CloudBees discretion.

Qualifications are reviewed on a fiscal quarterly basis, ideally coinciding with a quarterly business review. As such, partners can move up or down in tiers up to four times a year.

CloudBees reserves the right, in our sole discretion, to add and remove eligible partners from any such tiers. If the partner does not maintain the requirement criteria over the course of the calendar year, they will be moved into the tier that best fits their requirements or lose their CloudBees partner membership benefits.

Partner portal

The CloudBees partner portal is the single central portal for all your content and tools to go to market with CloudBees. Included in the portal are sales and technical training materials and certification programs. Partners will leverage the portal for opportunity registrations, marketing and MDF Programs, news, and updates.

- [Deal Registration](#)
- Content
- Education (access to CB University)
- Marketing Asset Library
- Co-branding of assets

Marketing Development Funds

The CloudBees Partner Program offers two types of Marketing Development Funds, including Earned and Proposal-Based MDF. Earned MDF rewards qualified partners with predictable funding, which is accrued based on revenue/rates based on type and tier. Proposal-Based MDF represents incremental discretionary funds provided to partners based on strategic proposals aligned to regional sales and marketing priorities. Both funds serve to support focused and targeted marketing activities.



Partner promotions and incentives

CloudBees will, from time to time, offer partners various promotions and incentives, directed at either end users or partner contacts. Qualifications will vary as indicated in terms and conditions, and their employees will receive the designated incentive on CloudBees program terms.

Sales and technical enablement (certifications and training)

CloudBees partners have the ability to complete different combinations of training, while progressing to higher tiers, based on their business models through [CloudBees University](#). Training is available across the CloudBees technologies extensive portfolio so that partners can gain expertise in areas that align with their core competencies. CloudBees University provides onboarding and continuous education courses for capabilities in the CloudBees Platform.

As a CloudBees partner, all admins for your CloudBees organization should take the [Managing your CloudBees account course](#) to learn how to manage users for your CloudBees organization, which grants the users access to both CloudBees University and CloudBees Support.



CloudBees University self-paced technical training is organized by roles within an organization. First, select a CloudBees Platform capability or a product. Then, select the role that most matches your role within your organization.

Feel free to reach out to your Channel Account Manager or email the [Partner Group](#) if you have any questions.