



# Partner Benefits Guide

Miro’s solution partner program is structured around three tiers – Member, Preferred, and Premier – built to support your success at every level, from driving revenue and delivering services to innovating together and co-marketing. Our commitment is straightforward: to give you what you need to build a profitable, sustainable partnership with Miro



## ENABLEMENT

	Member	Preferred	Premier
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<b>Resource hub:</b> On-demand enablement covering product knowledge, commercial pitch assets, and services delivery best practices.	✓	✓	✓
<b>Virtual training:</b> Sessions led by Miro product and GTM experts, covering sales, product, marketing, and services topics, as well as company and program news.	✓	✓	✓
<b>Co-marketing hub:</b> Campaigns-in-a-box, solution narratives, and event assets to run co-branded demand generation without building materials from scratch.	✓	✓	✓
<b>Certification program:</b> Get certified by our Professional Services team on Miro Quick Starts to validate your expertise and unlock new services opportunities.	✓	✓	✓

## PRODUCT ACCESS

<b>Demo environment:</b> Access to Mainstage, Miro’s demo platform, including the same assets, battle cards, and campaign materials Miro’s own teams use.	✓	✓	✓
<b>Sandbox with full product access:</b> 10-seat Miro org with every current product feature activated to experiment before taking them into client settings.	✓	✓	✓
<b>Enterprise trials for customer workshops:</b> Time-boxed trials for enterprise customer engagements upon request. Just provide an admin email, timeline, and seat count.	✓	✓	✓
<b>Discounted partner pricing:</b> Special pricing on the Enterprise Workflows Bundle. Eligibility is based on tenure and minimum seats sold.	✓	✓	✓
<b>Beta access to new products:</b> Early access to products and features before general release. Develop client use cases ahead of the market.		✓	✓



## COMMERCIAL GROWTH

Member

Preferred

Premier

**Marketing Development Funds:** All partners can apply for MDF to run co-branded events that generate pipeline. Preferred and premier partners have higher funding caps.



*Prioritized*

*Prioritized*

**Customer introductions:** Introductions facilitated when there's a clear match between customer needs and your practice with opportunities prioritized for premier partners.

*Eligible*

*Prioritized*

**Co-marketing opportunities:** Miro co-invests in joint webinars and in-person events to generate new business and strengthen customer relationships.

*Eligible*

*Prioritized*

## SUPPORT

**Premium support:** All partners receive expedited support. Partner tickets are automatically flagged and prioritized.



**Dedicated partner manager:** Leverage your CAM for business planning, navigating deals, and getting connected to the right people inside Miro.



**Executive sponsor:** Senior Miro leader serving as your internal champion, removing organizational blockers and investing in your long-term growth within Miro's ecosystem.



## RECOGNITION

**Partner directory listing:** Be discovered by customers seeking implementation, integration, and transformation expertise.



*Highlighted*

*Highlighted*

**Partner Advisory board:** Invite-only group of top partners to meet with Miro product and commercial leadership to shape our strategic direction and provide direct feedback.

*Eligible*

*Eligible*

*Selected*

**Speaking opportunities at Miro events:** Premier partners are first in line for speaking opportunities at Miro's highest-visibility events, including Canvas and RKO.



Questions about your current tier or what it takes to reach the next one?  
Talk to your CAM today and build a plan to level up!

For more on our terms and how we work with and reward partners, refer to [Miro's global partner agreement](#) and our [Rules of engagement \(ROE\)](#).