Cribl Technology Alliance Partner Program

Why Cribl Technology Alliance Partner Program?

The Cribl Technology Alliance Partner (TAP) Program is a tiered program designed to accommodate partners of varying levels of commitment and engagement. By jointly capitalizing on the vendor-agnostic design of the Cribl product portfolio, we can collectively create innovative solutions, drive business growth, and deliver exceptional value to our mutual customers. Through the Cribl Technology Alliance Partner Program, partners gain access to a wide range of benefits and resources to support joint initiatives, co-development efforts, and go-to-market activities.

Cribl is the Data Engine for IT and Security. So, what makes us different?

Open   **Focused**   **Performant**   **Versatile**

Technical integrations are the cornerstone of "Better Together." We honor the commitment to choice, control, and flexibility.

Partnership requirements:

Technical alignment – Your solution should integrate with Cribl in a way that delivers significant value to customers. This may involve data parsing, transformation, routing, or enrichment capabilities.

Development resources – You must have the resources and commitment to develop and maintain a certified integration with Cribl.

Marketing commitment – Actively participate in co-marketing activities with Cribl to promote the joint value proposition to the market.

Sales engagement – Work collaboratively with Cribl's sales team to identify and pursue qualified sales opportunities.

Partnership benefits:

Build – Develop innovative, joint technical solutions, powered by an arsenal of Cribl resources at scale.

Learn – Get access to Cribl product expertise, training, and support to ensure seamless integration between your solution and Cribl.

Market – Gain access to Cribl's extensive network of customers and prospects through co-marketing initiatives, referral programs, and joint sales opportunities.

Support – Collaborate with Cribl's sales and marketing teams to develop joint campaigns and sales plays that drive mutual success.

	TAP Registered	TAP Incubation	TAP Premier	TAP Elite	CSP
Cribl Online Training Catalog	✓	✓	✓	✓	✓
Access to Product NFR and Cloud Enterprise License		✓	✓	✓	✓
Joint Account Mapping via Crossbeam	✓		✓	✓	✓
Resources for Partner Sales Team			✓	✓	✓
Sales Lead Collaboration			✓	✓	✓
Regional Reseller / MSSP / MSP / Channel Alignment			✓	✓	✓
Global Reseller / MSSP / MSP / Channel Alignment			✓	✓	✓
Cribl Executive Sponsorship				✓	✓
Partner portal access	✓	✓	✓	✓	✓
Co-marketing content and tools		✓	✓	✓	✓
Branding toolkit	✓	✓	✓	✓	✓
Co-Marketing funds			✓	✓	✓
Events and corporate trade show sponsorship			✓	✓	✓

Getting started:

- **Review the Cribl Documentation –** Familiarize yourself with Cribl's capabilities and APIs to ensure a strong technical foundation for the integration. You can find the documentation here.
- **Apply to the Cribl TAP Program –** Submitting an application kicks-off the review for program eligibility. You can access the application form and more at **https://cribl.io/partners/tap/**.
- **Join the Cribl Partner Portal –** Once a program agreement has been executed, head over to the Cribl Partner Portal for marketing materials, sales tools and training content. You can access the portal here.
- **Contact Cribl Partner Team –** Cribl's Partner Team is dedicated to your success. Contact your TAP Business Development representative or email us at **tap@cribl.io**.