#### zendesk

# Technology Partner Program

Zendesk builds software for better customer relationships. By combining forces with third party developers and other technology companies, Zendesk has created a platform to allow its customers to build and use a tech stack that enables the highest levels of customer and agent experience.



Zendesk offers its technology partners a program framework that is designed to give partners the ability to integrate into Zendesk, from both a technical and business perspective.

- Value-based with increased benefits based on partners' proactive engagement with and investment in Zendesk and our customers
- Opportunity for joint development, go to market, marketing, lead generation, co-selling and business planning
- Flexible to support partners across industry and category at any phase of organizational maturity

At its core, the Zendesk Technology Partner Program has been designed specifically to give all technology partners that have a published app on the Zendesk Marketplace a path to success with Zendesk. As each partner strengthens its relationship with Zendesk and our joint customers, the partner will receive higher value benefits from Zendesk.

The Zendesk Technology Partner Program operates across four tiers, that are organized based on the overall impact that each partner has on Zendesk's business and our joint customers' success, as demonstrated by the number of active customer installs and customer associated \$ARR, amongst other tier requirements.

## **Ecosystem**

TECHNOLOGY PARTNER

This is the ideal place for new technology partners to start their journey with Zendesk and understand the impact that their integration with Zendesk has on their bottom line and our joint customers. All ecosystem partners will benefit from materials and support via Partner Connect and the Zendesk Marketplace to raise awareness and start driving customer adoption.

## **Qualified**

TECHNOLOGY PARTNER

These partners have well-established integrations with Zendesk and are continuing to see increases in installs amongst joint customers as well as the associated \$ARR. Zendesk works with these partners based on demand, as needed, from customers, sales and marketing, and these partners are considered ahead of Ecosystem partners for inclusion in Zendesk marketing activities.

### **Advanced**

TECHNOLOGY PARTNER

Advanced partners have made significant investments in their integrations and overall partnership with Zendesk. They actively foster their relationship to grow customer installs. Advanced tier partners work closely with Zendesk to plan for and operate towards joint business plans and success metrics. Advanced partners are considered ahead of Qualified partners for inclusion in Zendesk marketing activities.

### **Premier**

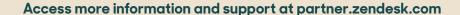
TECHNOLOGY PARTNER

Premier partners have the closest level of partnership with Zendesk and drive significant joint business results. They have invested in deep integrations with the Zendesk Suite, that provide differentiated CX solution value and are demanded by customers at the highest level.

Benefits	Qualified Technology Partner	Advanced Technology Partner	Premier Technology Partner	Requirements	Qualified Technology Partner	Advanced Technology Partner
MARKETING				MARKET EXPOSURE FROM TECHNOLOGY PARTNER		
Marketplace listing	✓	<b>√</b>	✓	Partner-hosted landing page/listing for Zendesk app	Optional	✓
Zendesk TPP logo & badge	✓	<b>√</b>				
Marketplace featured placement	Considered	Preferential	Prioritized	Marketing campaigns per year	Optional	1
Zendesk content (e.g., customer stories)	Considered	Preferential	Prioritized	Events sponsorship by Zendesk		Opportunity
Marketing campaigns (e.g., email)	Considered	Preferential	Prioritized	CUSTOMER ADOPTION		
Sponsor opportunity at Zendesk events	Considered	Preferential	Prioritized	CUSTOMER ADOPTION		
ZENDESK ENGAGEMENT				Active customer app/integration installs	>200	>500
Zendesk Partner Connect portal		✓	✓	Associated ARR of shared customer installs	>\$1mil	>\$5mil
Marketplace reporting				Marketplace ratings	3-star+	3.5-star+
Assigned Technology Partner Manager	By Invitation	By Invitation	By Invitation	Marketplace reviews	>10	>25
Sales/Solutions Consultant contact	By IIIVItation	By Invitation	✓ Jy IIIVItation	SALES SUPPORT		
Joint business plan		By Invitation	By Invitation	Joint account & opportunity mapping		<b>√</b>
Direct communications channel		By Invitation	By Invitation	Access to demo account of partner solutions	Optional	✓
Zendesk executive sponsor			By Invitation	Co-sell & influence support	Optional	✓
SALES				Integration demo video		Optional
Sales collateral on partner solution			TECHNOLOGY PARTNER INTEGRATION SOLUTION VALUE			
Marketplace payment service	Available	Available	Available	Integration functional value	Basic	Advanced
Zendesk campaign leads via Partner Connect	Available	Available	Available	Integration quality listing adherence	Preferred	<b>√</b>
Zendesk sales enablement on	By Invitation	By Invitation	By Invitation	Product roadmap alignment		Preferred
partner solution	by invitation	By IIIVItation		Participation in EAP product launches		Preferred
GTM planning		By Invitation	By Invitation	LEADS FROM TECH PARTNER		
ZENDESK INTEGRATION SOLUTION VALUE				Zendesk referral or resale partner agreement		
Zendesk sponsored development accounts	✓	✓	✓	Sales enablement on Zendesk products	via Partner	via Partner
Solutions architect consultation	✓	<b>√</b>	✓	to partner	Connect	Connect
Product management consultation		By Invitation	✓	# provided EQLs per year	>4	>10
REFERRAL FEE REVENUE*				ARR of converted leads		>\$100k
Zendesk referral partner agreement	<b>√</b>	<b>✓</b>	✓			
Lead submission to Zendesk	✓	<b>√</b>	<b>√</b>			
Referral commission on ARR of converted leads	✓	✓	✓			

## **Partner Connect**

 $\label{eq:Zendesk's partner portal, $\underbrace{\mathsf{Partner Connect}}_{,}$ is your one-stop-shop to understanding the $\underbrace{\mathsf{Partner Connect}}_{,}$ is your one-stop-shop to the $\underbrace{\mathsf{Partner Connect}}_{,}$ is your one-stop-$ Technology Partner Program and will be your entry point for assets, marketing, support and for submitting lead opportunities for co-sell with Zendesk GTM teams. The portal will also provide up-to-date news and information on the Marketplace, Developer Tools and our Technology Partner Program. All technology partners that have an app published on the Marketplace have an opportunity to apply for access to and should be on Partner Connect.





Technology

Partner

2

>1000 >\$10mil

4-star+

>50

1

Differentiated

**√** 

Preferred

>20

>\$250k

<sup>\*</sup> To receive these benefits, partners must sign the Referral Partner Agreement with Zendesk and become part of the Referral Partner Program as well