

# Join Contentful's Technology Partner Program



## Contentful is the new standard for enterprise content management, the pioneer and market leader in next-generation "headless" CMS

Our content platform enables teams to build digital experiences, such as websites, apps and digital displays, faster than with legacy CMSes.

Content editors get a customizable web app, where they create and edit all content in a single hub and structure it for use on any digital channel. Developers get powerful

management and delivery APIs, and build in the language or framework of their choice.

Unlike traditional CMSes, Contentful's agile workflows enable digital teams to work faster, together. Plus, Contentful integrates seamlessly with the modern software stack to incorporate the best tools for personalization, localization, experimentation and more.

## Why technology vendors partner with Contentful

Managing content across the enterprise is the tip of the spear for digital transformation. Contentful offers a mission-critical layer of the modern technology stack that is essential to power digital experiences. Contentful believes the best solution to our customers' problems is assembling bespoke stacks of tools that fit seamlessly together. Our technology partners provide essential building blocks to solve our customers' digital problems.

### Integrate with Contentful

The foundation of our Technology Partnerships are integrations with Contentful. Customers expect seamless interaction between the tools of their Digital Experience Stack. Using the App Framework, you can deeply embed your solution into the Contentful experience. Deploy your app on the Contentful Marketplace and make it instantly accessible to thousands of our customers.

### Joint marketing

There are 10,000 production websites running with Contentful. Together with our partners, we'll reach the companies building the next 10,000 websites on custom digital experience stacks. We'll support you with collateral and engage with you in joint marketing activities.

### Sell more

Become instantly visible to our customers who are selecting solutions that fit into their digital experience stack. Contentful actively recommends solutions from our partners to compliment our core offering. When you refer us to one of your customers, you'll receive either a referral fee or a contribution towards a Market Development Fund (MDF) for integrated campaigns together with you.



# Technology partner program levels

Our partner program includes three tiers. Community Partners are developing their app and beginning to market it. Premier Partners are Independent Service Vendors (ISVs) with a proven track record of delivering value to our customers through their integration with Contentful. Read more on how your organization can qualify for various tiers, and where to focus to grow your business with Contentful.

## Community Partners

ISVs are registered as a Contentful partner and list their App in the Contentful Marketplace. The integration might be new or experimental. Community partners are looking to drive initial adoption of their app. Contentful supports Community Partners in the continuous development and initial marketing of their integration.

## Platform Partners

ISVs are registered as a Contentful partner, list their app in the Contentful Marketplace and demonstrate significant adoption of their app. Contentful supports Platform Partners with joint marketing activities and continuous technical and business collaboration

## Premier Partners

ISVs are registered as a Contentful partner, list their app in the Contentful Marketplace, demonstrate significant adoption of their app, and offer support and SLA commitments. As tried and true Contentful partners that deliver proven value to our joint customers, Premier Partners form the core of our tech partner ecosystem. Premier Partners offer enterprise-ready apps capable of serving our largest customers.

## Contentful's technology partner program mission

1. To **empower** Contentful's customers with best-in-class solutions that fit their digital strategy, through ready-to-use integrations that accelerate time-to-market
2. To **grow** our partners' business, expanding the market for custom assembled digital experience stacks using best-in-class technologies
3. To **recognize** the partners that provide exceptional service and champion those partners to our ecosystem



## Our partners offer a wide variety of solutions:

- Commerce platforms
- Digital asset management
- Translation management systems
- Marketing automation
- Delivery and deployment
- Personalization
- A/B testing
- Analytics
- And more



## Partner Program Requirements

		Community	Platform	Premier
Business requirements	NDA & Partner Agreement	✓	✓	✓
	App on Contentful Marketplace	✓	✓	✓
	Minimum number of paying Contentful customers using app	0	100	250
Contentful integration	Provides support URL	✓	✓	✓
	Provides documentation for integration	✓	✓	✓
	Offer support at least eight hours a day, five days a week in your local time zone	✗	✓	✓
	Publish and adhere to SLA statement	✗	✓	✓
	Provide Contentful with 24/7 emergency technical contact	✗	✗	✓
Marketing	Follow Contentful brand guidelines	✓	✓	✓
	Partner support for inclusion in Contentful marketing campaigns	✓	✓	✓
	Joint case study with customer	✗	✗	✓

## Program Benefits

		Community	Platform	Premier
Develop	Access Contentful APIs/SDKs	✓	✓	✓
	Integration documentation and online support	✓	✓	✓
	Contentful spaces for development	Community plan	1	3
	Access to roadmap updates	✓	✓	✓
	Access to developer support	✗	✓	✓
	Participate in early access program	✗	By invitation	By invitation
	Contentful POC spaces for sales/demos	✗	10	20
	Assigned technical contact	✗	✗	✓
Market	Official Contentful partner tier badge	✓	✓	✓
	Marketing material and templates	✓	✓	✓
	Listed on partner page	✗	✓	✓ (Highlighted)
	Inclusion in Contentful marketing activities (eligibility)	✗	✓	✓
	Announcement on achievement of level	✗	✓	✓
Grow	Access to partner portal	✓	✓	✓
	Access to partner community	✓	✓	✓
	Partner program support	Program email	Assigned partner manager	Assigned partner manager
	Lead referral program	✓	✓	✓
	Referral fee*	5%	10%	15%
	MDF*	✗	5%	5%
	Present to Contentful sales team	✗	By invitation	By invitation
	Business reviews	✗	Annual	Quarterly
	Inclusion in Contentful sales enablement	✗	By invitation	✓

\*Partner must choose between referral fee or MDF for the fiscal year