

# 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.

<b>Ecosystem</b> TECHNOLOGY PARTNER	<b>Qualified</b> TECHNOLOGY PARTNER	<b>Advanced</b> TECHNOLOGY PARTNER	<b>Premier</b> TECHNOLOGY PARTNER
<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>

## Benefits

	Qualified Technology Partner	Advanced Technology Partner	Premier Technology Partner
<b>MARKETING</b>			
Marketplace listing	✓	✓	✓
Zendesk TPP logo & badge	✓	✓	✓
Marketplace featured placement	Considered	Preferential	Prioritized
Zendesk content (e.g., customer stories)	Considered	Preferential	Prioritized
Marketing campaigns (e.g., email)	Considered	Preferential	Prioritized
Sponsor opportunity at Zendesk events	Considered	Preferential	Prioritized
<b>ZENDESK ENGAGEMENT</b>			
Zendesk Partner Connect portal	✓	✓	✓
Marketplace reporting	✓	✓	✓
Assigned Technology Partner Manager	By Invitation	By Invitation	By Invitation
Sales/Solutions Consultant contact		By Invitation	✓
Joint business plan		By Invitation	By Invitation
Direct communications channel		By Invitation	By Invitation
Zendesk executive sponsor			By Invitation
<b>SALES</b>			
Sales collateral on partner solution	✓	✓	✓
Marketplace payment service	Available	Available	Available
Zendesk campaign leads via Partner Connect	Available	Available	Available
Zendesk sales enablement on partner solution	By Invitation	By Invitation	By Invitation
GTM planning		By Invitation	By Invitation
<b>ZENDESK INTEGRATION SOLUTION VALUE</b>			
Zendesk sponsored development accounts	✓	✓	✓
Solutions architect consultation	✓	✓	✓
Product management consultation		By Invitation	✓
<b>REFERRAL FEE REVENUE*</b>			
Zendesk referral partner agreement	✓	✓	✓
Lead submission to Zendesk	✓	✓	✓
Referral commission on ARR of converted leads	✓	✓	✓

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

## Requirements

	Qualified Technology Partner	Advanced Technology Partner	Premier Technology Partner
<b>MARKET EXPOSURE FROM TECHNOLOGY PARTNER</b>			
Partner-hosted landing page/listing for Zendesk app	Optional	✓	✓
Marketing campaigns per year	Optional	1	2
Events sponsorship by Zendesk		Opportunity	✓
<b>CUSTOMER ADOPTION</b>			
Active customer app/integration installs	>200	>500	>1000
Associated ARR of shared customer installs	>\$1mil	>\$5mil	>\$10mil
Marketplace ratings	3-star+	3.5-star+	4-star+
Marketplace reviews	>10	>25	>50
<b>SALES SUPPORT</b>			
Joint account & opportunity mapping		✓	✓
Access to demo account of partner solutions	Optional	✓	✓
Co-sell & influence support	Optional	✓	✓
Integration demo video		Optional	✓
<b>TECHNOLOGY PARTNER INTEGRATION SOLUTION VALUE</b>			
Integration functional value	Basic	Advanced	Differentiated
Integration quality listing adherence	Preferred	✓	✓
Product roadmap alignment		Preferred	✓
Participation in EAP product launches		Preferred	✓
<b>LEADS FROM TECH PARTNER</b>			
Zendesk referral or resale partner agreement			Preferred
Sales enablement on Zendesk products to partner	via Partner Connect	via Partner Connect	✓
# provided EQLs per year	>4	>10	>20
ARR of converted leads		>\$100k	>\$250k

## Partner Connect

Zendesk's partner portal, [Partner Connect](#), is your one-stop-shop to understanding the 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.

Access more information and support at [partner.zendesk.com](https://partner.zendesk.com)

