

The SnapLogic Partner Connect Program For Technology Partners

The Partner Connect program drives Technology Partner value by shortening integration time, sales cycles and broadening partner reach through the SnapLogic ecosystem to increase market awareness.

The Partner Connect Program for Technology Partners is designed to activate a co-sell model to drive referral business and to support the development of joint solutions to provide increased value to solve customer challenges.

Management Access a Wealth of Resources

Become a SnapLogic Technology Partner and gain access to our partner portal and other resources you need to build, market, sell and implement the industry's leading application, and data integration and API solutions to deliver increased customer value. We offer an extensive set of resources, training, and tools to enable technology partners to serve their customers, differentiate their offering, and increase revenue. The program offers multiple tiers with benefits commensurate with your level of commitment.

SnapLogic's Technology partner ecosystem is comprised of complementary technology vendors that expand coverage, extend reach, and add value to the SnapLogic iPaaS platform for customers worldwide. SnapLogic technology partners develop joint solutions which can include Snaps pipelines (workflows) to accelerate the customer's deployment, enterprise integration, cloud migration, cloud modernization, and enterprise automation.



Power Your Marketing GTM Planning

- All-In-One Partner Marketing Tool Kit for Access to Co-Brand Assets, Key Content and Resources
- Partner Go-To-Market Planning
- Digital Marketing Enablement and Training
- Leverage a Best in Class Marketing Technology Stack



Accelerate Sales

- Turn-Key ABM Program for Account Expansion
- Enablement Resources
- Tools for Identifying Prospect and Customer Overlaps for Joint Selling
- Process for Sales Engagement



Accelerate Your Time-To-Market

- Leverage over 500 Connectors and Popular Use Case Patterns to Increase Time to Value for Your Customers

Partners can build Snaps and use case specific pipelines to connect your enterprise application or services to the SnapLogic integration ecosystem to accelerate customer deployments. Create workflows that align to the wider business processes that enable your application or service within your customers.

Technology partners will appreciate the Partner Connect program's business planning and go-to-market accelerators that provide a quick path to growth through joint selling and lead generation campaigns. SnapLogic provides Technology Partners easy-to-access co-branded self-serve marketing kits and the added benefit of custom marketing campaigns designed to generate leads for Platinum partners.

Technology Partner Benefits:

- Strategic go-to-market accelerators
- Joint event sponsorships
- Access to partner community and tech enablement
- SnapLogic demo instances
- Co-Branding opportunities
- SnapLogic training & certifications
- Pre-sales support via opportunity registration
- Best practices with over 500+ Connectors

Resources to Grow Your Business

Our Program offers marketing and sales resources, training, and tools to enable Technology Partners to expand and increase revenue through a mutual referral and/or recommendation model.

Go-To-Market Enablement

The Program provides a joint marketing framework for developing a GTM strategy, including joint campaigns focused on messaging our joint value proposition and differentiation for customers and prospects.

Business Planning and Acceleration

Core to our Technology Partner Program success is business planning and go-to-market accelerators that provide a quick path to growth through joint selling and lead generation campaigns.

The program offers multiple tiers with benefits commensurate with your level of commitment



Registered

Basic membership and Program entry point.

Partner benefits are designed to provide a starting point to develop and certify their solutions.



Advanced

Partners that successfully build an integration with SnapLogic, have a SnapLogic Certified member, and are active in 2 joint sales opportunities grow into the Advanced tier.

Partners will have access to benefits such as the use of the Snaplogic Advanced Partner Logo, access to sandbox environments, and other resources.



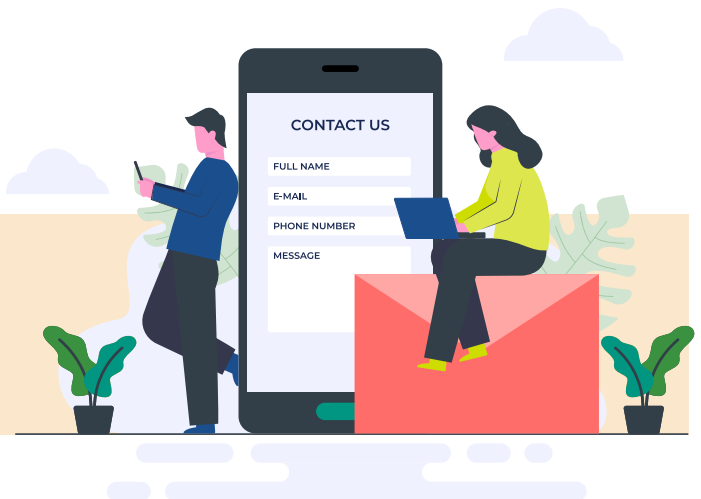
Premier

The Premier Tier is for Partners with the highest level of engagement with SnapLogic. The Partner will have 2 certifications, engagement in 5 sales opportunities and a customer win.

Premier Partners will have more Program benefits, including, access to technical resources, joint efforts on sales and marketing campaigns, and showcasing the company's logo and your business process automations on our web site.

Technology Inquiries - Contact:

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SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at snaplogic.com.