

# The NEW SnapLogic Partner Connect Program

SnapLogic Partner Connect—Move Beyond Intelligent Automation  
To Capitalize On The Enterprise Automation Opportunity

**50%+**

Annual Growth  
in Excess of 50%

**\$50B**

Enterprise Automation  
and Intelligent Integration  
Market Opportunity

**5-8x**

Consulting Revenue  
Multiplier

**Inspires**

Digital Transformation  
Inspires Enterprise  
Automation

**Collaboration**

Field Collaboration -  
No Channel Conflict!

**Recruiting**

Now Recruiting:  
Technology, Consulting  
and OEM Partners

**Differentiate**

Your Value Proposition for  
Enterprise Automation With  
Vertical and Functional Specializations

SnapLogic's new Partner Connect Program is designed to drive Partner productivity, profitability and growth through joint sales and marketing strategies to capture the Enterprise Automation market. Partners are enabled to build repeatable enterprise business automation flows based on industry and use case expertise to generate new streams of revenue.

Whether you are a technology provider, consulting partner or OEM, the Partner Connect Program is perfect for you! Come join our rich ecosystem of partners who have helped customers to achieve positive business outcomes using the SnapLogic's single unified platform for data, application and API integration. We work together to assure our customers can quickly and easily connect applications and data across the enterprise so they can seamlessly automate business processes.

## SnapLogic Partner Connect Program Highlights

- Joint account planning and business reviews
- Dedicated Alliance Team
- Path to revenue: Build custom solutions on our platform
- Partner Marketing Kits for Demand Generation and Co-branding assets
- Access to SnapLogic Partner Portal and Community
- Quarterly Partner Briefings and Partner Newsletter
- Certifications Program to build your SnapLogic integration expertise
- Hands on technical on-boarding program
- Over 500 Snaps for application and data integration
- Sandbox for solution design and training
- Joint Marketing Tool Kits
- Complimentary design and architecture reviews

Our partners benefit from the power of the SnapLogic Intelligent Integration Platform (IIP) to accelerate project deployment, enterprise integration, cloud migration and enterprise automation needs. Leveraging the SnapLogic platform, partners can design, plan, develop, and deploy solutions for projects of all sizes and complexity.

## Partner Connect Program Types



### Technology Partner Program

- Refer to SnapLogic
- Co-sell with SnapLogic
- Platform, Training, and Developer Program



### Consulting Partner Program

- Deliver Services on SnapLogic
- Offer managed services to scale with clients



### OEM Partner Program

- Leverage SnapLogic for fastest time to value
- Deliver SnapLogic to your end customers as a cloud service
- Build on top of a value added data platform

## Partner Connect Program Tiers

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.



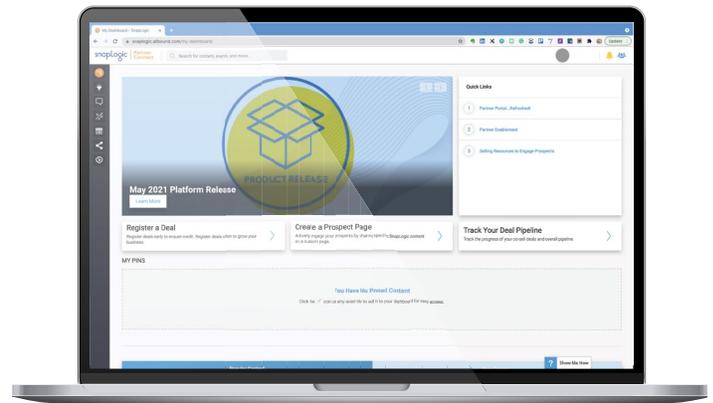
### Premier

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.

## Access a Wealth of Resources

Become a SnapLogic Partner and gain access to our partner portal and other resources you need to build, market, sell and implement the industry's best 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.



## Technology Partner Opportunity

### Resources to Grow Your Business

Our Program offers marketing and sales resources, training, and tools to enable ISV 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.

## Technology Partner Benefits



### 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

## Consulting Partner Opportunity

### Accelerate Your Time-To-Market

The Partner Connect Program is designed for partners who are experts in common use cases and workflows that accelerate time to market by up to 80%.

### Build Repeatable Solutions on SnapLogic

Build flows and patterns to automate business processes, such as quote to cash. Productize Your IP and resell to drive higher margins. Demonstrate your domain expertise to innovate and build on SnapLogic, to drive process excellence and differentiate from your competition.

### Supercharge Enterprise Automation

Enterprise Automation Experts are using SnapLogic to quick start their sales, technical, and marketing engines, and opening up new customers through SnapLogic's business model options.

## Consulting Partner Opportunity



### Build and Grow on SnapLogic

- Build workflows and pipelines to unlock new revenue streams
- Specialize in use cases and verticals
- Differentiate your business from the competition with pre-built solutions that are repeatable and reusable



### Land and Expand

- Innovate with the ONLY Cloud iPaaS platform that supports application and data integration
- Land repeat engagements in customer accounts
- Future-proof your business with repeatability



### Accelerate Time-to-Market

- Maximize time to value with 80% completion of common integration workflows
- Leverage reusable connectors and templates to support your customer's strategic initiatives

## OEM Partner Opportunity

### Embed SnapLogic

OEM partners have the opportunity to embed SnapLogic's iPaaS platform as part of your own solution, enabling customers to integrate with any other cloud, hybrid or on-premise application or data source.

Use the SnapLogic IIP within your product offerings to develop, manage and monitor integrations for your end customers with greater productivity than hand coding.

### Offer Integration as-a-Service

By leveraging SnapLogic's Platform, OEM partners have the ability to integrate with customer applications rapidly and offer Integration-as-a-Service.

Deliver the SnapLogic IIP as a cloud service to your end customers, enabling them to create their own data pipelines, integrating additional applications and data sources with your product, increasing consumption.

### Generate New Revenue Streams

Utilize the SnapLogic IIP to pull data from your end-customers applications and other third party data sources to streamline your ability to deliver new value added data services.

Partners benefit from our comprehensive on-boarding process, enablement tools, and financial incentives to enable partners to create new and profitable revenue streams.

## OEM Partner Benefits



### Build and Grow

Quickly build repeatable integration templates and streamline processes. Enhance your product and increase adoption.



### Deliver Application and Data Integrations at Scale

A single solution for Embedded Integrations. Out of the Box Integrations and Custom Integrations.

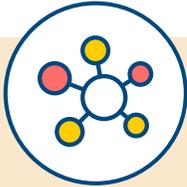


### Connect to Legacy, Hybrid and Cloud Applications to Accelerate Innovation

SnapLogic's market leading platform enables partners to focus on building innovative solutions.

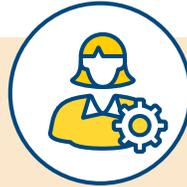
## Specialize to Differentiate Your Proven Capabilities

SnapLogic's Partner Connect program was designed to enable our partners to build repeatable solutions on the SnapLogic to drive monetization and growth.



### Technical

- iPaaS Platform
- Snap Development



### Business Function Automation

- Finance
- HR and Payroll
- Information Technology
- Supply Chain
- Sales and Marketing
- Customer Service / Support



### Industry Vertical Automation

- Financial Services
- Healthcare / Pharma
- Manufacturing and High Tech
- Retail / CPG
- Hospitality
- Education
- Professional Services

## Partner Connect Program Benefits

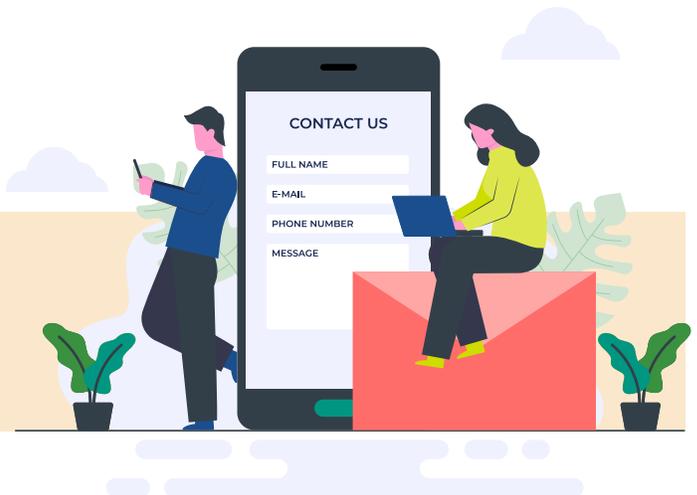
Benefits	Registered	Advanced	Premier
<b>Develop and Certify</b>			
Access to the SnapLogic Integration Platform	x	x	x
Access to the Partner Portal	x	x	x
Access to LMS for Training and Certification	x	x	x
Sandbox Environment for 1 year		x	x
Eligible for PoC and Demo Support			x
<b>Go-To-Market</b>			
Account mapping tool to identify prospect and customer overlaps			x
Event in a Box program for turn-key regional or ABM events		x	x
Dedicated Account Manager		x	x
Sales enablement program			x
<b>Market and Promote</b>			
Access to the SnapLogic Partner Marketing Kit for co-brandable assets, white papers, ebooks, and resources	x	x	x
Marketing Communications, Campaign Best Practices Training and Guidance	x	x	x
Partner Logo on Website		x	x
Opportunity to Guest Blog			x
Joint Marketing Campaigns			x

## Partner Connect Program Requirements

Requirements	Registered	Advanced	Premier
<b>Develop and Certify</b>			
Accept SnapLogic Alliance Agreement	X	X	X
>2 Deals in Play (registered and closed per year)		X	X
>5 Deals in Play (registered and closed per year)			X
1 SnapLogic Certification		X	X
2+ SnapLogic Certifications (Integrator and Administrator)			X
Sandbox Environment for 1 year		X	X
Eligible for PoC and Demo Support			X
1 Customer Case Study			X
Industry vertical specialization + 1 customer win in the industry			X
<b>Go-To-Market</b>			
Commitment to regional sales engagement and events		X	X
Commitment to joint marketing campaign (1-2/Yr.)			X

### Inquiries - Contact:

[Partner-team@snaplogic.com](mailto:Partner-team@snaplogic.com)



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](https://snaplogic.com).