

# censhare Partner Network

## The compelling omnichannel content platform for your customers.

### Why choose censhare?

- Differentiate your organization with a unique technology solution that meets the needs of today's CIO and CMO
- Reduce your project delivery and sales costs with our dedicated partner model and infrastructure
- Derisk your projects with our support model

### Designed to bring rewards

Our blue chip clients expect skilled, qualified partners to help them develop their digital transformation strategies. As a software vendor, our focus is on developing and supporting our omnichannel content platform that sits at the heart of these digital projects.

Together, we can provide a holistic solution, a joint capability of technical integration expertise, an industry leading product, and subject matter experts.

With the focus on project outcomes, censhare makes a committed investment to our partner network, to build successful practices that deliver client satisfaction.

### Let's Get Started

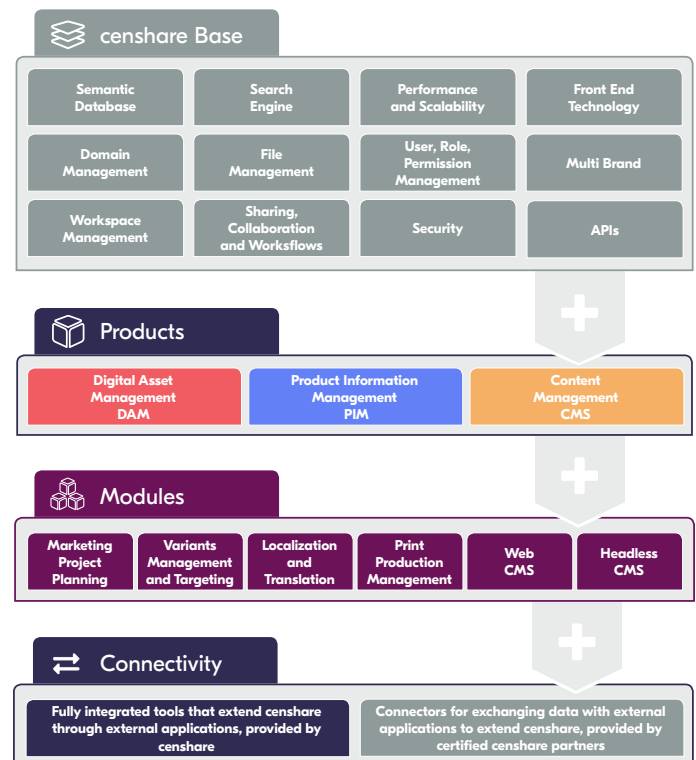
Team up with censhare today and let's lead the next wave of digital transformation together. Sign up at [partner.censhare.com](https://partner.censhare.com) or email us at [alliances@censhare.com](mailto:alliances@censhare.com).

## Increase your value to customers

As one of our ecosystem of partners, you receive exceptional resources and support.

Our partner program is based on:

- **GoToMarket Support:** Collaborate with censhare on a GoToMarket approach, with co-marketing and co-selling programmes available across all our territories.
- **Plan, Build and Grow Your censhare Practice:** With a proven, joint service delivery model, you can expect customers to lean in with you to drive successful business outcomes.
- **Develop Specialized Expertise:** censhare offers a wide range of programs – from training and certifications to integrations and consulting – to help you develop a deep mastery of the skills customers need.



## Partner Network Benefits

Grow your practice through the opportunities to be found at each level, and enjoy immediate access to a wide range of benefits including training, collateral, co-marketing and co-selling.

Benefits	Consulting	Silver	Gold	Platinum
<b>Access to our partner portal</b> Find all the information you need, including the latest news on trainings, product updates, service levels, support and pricing of our product.	✓	✓	✓	✓
<b>Sales and pre-sales enablement</b> Follow a lead registration and protection process, and get direct help from your censhare subsidiary: whether it is jointly visiting your clients, drawing up a prospecting plan, co-presenting, providing you with sales collateral, solution consulting specialists, or providing a demo to you: we help you sell our product.	✓	✓	✓	✓
<b>Featured as a partner on our website</b> Get listed with your company logo and description on censhare.com to make relevant prospects aware of your products and services.	✓	✓	✓	✓
<b>Subsidized implementation support</b> Our professional services department provides you with solution development, consultants or project managers at a discounted rate. We can assist you while you implement and service our solution; we can also create a joint team to do an implementation together at a discounted rate.		✓	✓	✓
<b>Access to partner helpdesk</b> Our ticketing-system routes your support requests directly towards your own specialist at our support team, with response times according to the selected service level agreements for silver, gold and platinum service.		✓	✓	✓
<b>Partner Account Manager</b> A dedicated account manager ensures that you get the attention you deserve: from finding the right solutions at censhare and getting the latest information about product updates to finding the right support for prospecting as well as for serving your current clients.		✓	✓	✓
<b>Discounted training</b> As our partner, you will have access to all our trainings at a discounted rate.		✓	✓	✓
<b>Joint GoToMarket support and campaigns</b> censhare will provide support in lead generation programs. We will draw up a GoToMarket plan for each budget year, providing partners support, ranging from joint cold calling to co-hosting events.			✓	✓
<b>Revenue from first and second line support</b> Get all the capabilities to provide your customers with second line application support. censhare will back you up with third line support to ensure that you are fully enabled to support your clients.			✓	✓
<b>Commission for successful referral of new customers</b> censhare is happy to discuss a commission on new license revenue from new customers, depending on your local contract and the partner model you have chosen.	optional	optional	optional	optional
<b>Executive access, sponsorship and strategic engagement</b> Get direct access to our C-Level management, e.g. for strategic sessions, for strategic customer visits, joint business planning and alignment, roadmap discussion, or for membership of steering committees during sizeable implementations.				✓
<b>Preferred partner status for large international projects</b> Be our first choice for setting up censhare for international projects by demanding customers who need to cover several brands, countries and languages.				✓
<b>Bonus credits for training or professional services</b> Selling a minimum annual new license revenue entitles you to bonus credits that you can use on training or professional services.		€ 1,250	€ 2,500	€5,800

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## Silver, Gold or Platinum levels

Here are the requirements for each level. Check with your partner account manager to see if you qualify for your desired level and learn how to move to a higher level. We review levels once a year during an annual partner meeting.

Requirements	Consulting	Silver	Gold	Platinum
Registration to our partner community	✓	✓	✓	✓
NDA in place	✓	✓	✓	✓
Signed partner contract		✓	✓	✓
At least one joint sales opportunity		✓	✓	✓
Attended partner sales and product overview training	✓	✓	✓	✓
Joint GoToMarket plan		✓	✓	✓
<b>Required censhare certified resources in the following areas</b>				
Foundation		2	4	6
Business		2	4	6
Solution Consulting		1	1	1
Support			2	2
Executive joint business plan, sponsorship and quarterly business review				✓
Minimum annual new license revenue		€ 50,000	€ 100,000	€250,000