

The logo for the Insider Partnership Program. It features the word "Insider" in white, with a white circular arrow icon to its left. Below "Insider" is the word "partnership" in a teal color, and below that is the word "program" in white. All text is in a bold, sans-serif font.

# Insider partnership program

## Insider's Global Partner Program Guide

# Partnering for Success

## Introduction

Insider Partnership Program covers the entire channel partner ecosystem of Solution Partners and Technology Partners that enables industry leading consultancies, system integrators, digital agencies and independent software vendors to partner with Insider to create higher value for our joint customers while driving profitable growth for both Insider as well as the channel partners.

We place an enormous value on our entire channel partner ecosystem that share a common objective to make our customers succeed in their digital transformation and growth journeys. Through Insider Partnership Program, our goal is to build, develop and sustain long term partnerships that drive new and expand existing businesses. It paves the way for a WIN-WIN-WIN scenarios by enhancing value for our customers, channel partners and Insider.

# Partnership Tracks

## Solution Partners

Solution partners are consultancies, system integrators and digital agencies that offer services for front-office transformation, digital growth strategies, creative design, value consulting, system integration, orchestration and marketing operations.




## Technology Alliances

Technology Alliances are independent software vendors (ISV) that provide complementary capabilities and integrate with Insider platform to offer a seamless experience to the customers.

## Insider Partnership Program Overview

### Program Structure

Insider Partnership Program is structured to promote upward mobility for the channel partners through the program tiers. It enables a partner-first model with its core values of simplicity, protection, growth and profitability driven framework. It facilitates the desired outcome of -

-  Highly engaged channel partnerships
-  Mutually profitable GTM with full transparency on pipeline and deal flow
-  Elevated customer experience & success

While the Program offers industry leading partnership incentives (monetary), the structure of the program lies in enabling our channel partners to be able to attach their own offering (subscription to their own platform, consulting / advisory / marketing ops services, etc.) to drive new revenue stream.

### Entitlements & Benefits

Every Insider channel partner is assigned a dedicated partnership manager, who serves as the single point of contact for ongoing engagements with Insider. The Insider partnership manager provides the necessary local engagement with the channel partners and ensures field engagement is optimized to drive business growth in support of a long term partnership. The partnership manager, jointly with the channel partner, establishes and manages business plans and tracks attainment of the established business goals.

Insider Partnership Program's industry leading entitlement and benefits includes:



# Requirements

Insider Partnership Program's simple and transparent program requirements are geared toward ease of doing business with Insider while protecting IP (Intellectual Property) and brand image for both Insider and its channel partner ecosystem.

## Legal

- Mutual Non Disclosure Agreement (MNDA)
- Partnership Agreement with standardized Partnership Terms of Service
- Addendum for GTM alignment

## Marketing

- Promote Insider on social media, events
- Participate & co-own joint demand generation activities
- Plan for participating in & co-present with Insider partnership manager at relevant MarTech, Retail, and other industry and vertical specific events

## GTM (Go-to-Market Alignment)

- Insider will go to market with the channel partners via several motions including Referral, Initiate, Co-Sell and Resell
- Continued alignment and adherence to what (offering), where (target market), who (target segment), how (business plan) and when (established cadence) to drive business growth
- Actively participate in joint co-selling to target customers for opportunities tagged for co-sell

## Insider Sales Team Alignment

- Co-own with Insider partnership manager to educate and enable the Insider field sales team on your own offering and the joint value proposition

## Insider Platform Competency

- Commitment to invest time in learning Insider platform & its capabilities to increase sales of your own services

## Structured Engagement Model

- Engage with the Insider partnership manager in following the structure engagement model through each stage of the channel partner lifecycle from onboarding to sales execution
- Participate in established cadence reviewing pipeline, deal flow, incentive accrual with focus on upward mobility

# Tiers

Insider Partnership Program offers four program tiers for the channel partners to partner with Insider. The tiers are based on attained/target business results with increasing benefits for higher tiers. While most of the new channel partnerships are anticipated to start at the entry level, new channel partners with very high potential and strategic alignment with Insider may be onboarded directly at higher levels.

As the channel partners move up through the tiers, new program benefits get unlocked paving the way for an even stronger partnership.

Partner tier releveling occurs once every calendar year. However, for channel partners with exceptional performance and engagement, mid-term upleveling can occur through the exception management process.

## Member

Member is the entry level channel partnership tier that most of the new channel partners are anticipated to start at. Member channel partners are entitled to all the program benefits and requirements listed above.

## Gold

In addition to all the Silver tier benefits and requirements, Gold channel partners get:

- Gold channel partner badge
- Higher program incentives (monetary)
- Once a quarter business plan review
- Lift award (Insider's top customer awards presented to customers for most innovative deployments) participation
- Speaker slot at global events organized and/or sponsored by Insider
- Eligible for nomination at Partner Advisory Council
- Higher number of training and certification requirements
- Higher number of lead generation and client case studies requirements
- Higher attainment target

## Silver

In addition to all the Member tier benefits and requirements, Silver channel partners get:

- Silver channel partner badge
- Higher program incentives (monetary)
- Twice a year business plan review
- Higher number of training and certification requirements
- Higher number of lead generation and client case studies requirements
- Higher attainment target

## Platinum

In addition to all the Gold tier benefits and requirements, Platinum channel partners get:

- Platinum channel partner badge
- Higher program incentives (monetary)
- Once a month business plan review
- Fireside Chat with CEO
- Guaranteed slot at Partner Advisory Council
- Higher number of training and certification requirements
- Higher number of lead generation and client case studies requirements
- Higher attainment target

# Contact Us

Insider is dedicated to assisting you with any questions or concerns. If you are a potential partner looking to get started with Insider Partnership Program, please drop us an email or contact us via one of the other platforms:

✉ [partnership@useinsider.com](mailto:partnership@useinsider.com)

🌐 [useinsider.com](http://useinsider.com)

🐦 [/useinsider](https://twitter.com/useinsider)

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