

# BillingPlatform Partner Program Overview

## SECTION 1:

## Program Overview & Value Proposition

### BillingPlatform Partner Program

Let's revolutionize monetization together for our clients.

Digital transformations, changing business landscapes and the quest for new and diversified revenue streams create a complex environment for modern businesses. At BillingPlatform, we believe the best way to address this challenge and capitalize on the opportunity is to work closely with a select set of partners that can jointly deliver on the promise of agile monetization.

By joining the BillingPlatform Partner Program, you will be able to take advantage of our industry-leading solution, participate in joint customer marketing campaigns and work closely with our team to grow each other's business while furthering the drive to agile monetization for our joint customers. There is boundless opportunity in this space—and by working together we provide more value to customers and increase our reach.

### Why Partner With BillingPlatform



#### Increased flexibility for customers

- Superior platform extensibility
- Seamlessly model customer's exact business processes
- Ability to deliver additional customer needs without system limitations



#### Confidence in scalability

- Enterprise scale that removes customer limitations
- Ability to grow and scale with the customer
- Longevity in your partnership and the solution



#### True Partner support & enablement

- Rich Partner incentives
- Proven track record of training & enablement that delivers success
- Immediate access to assets & templates

## SECTION 2:

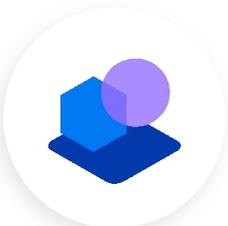
# Partner Ecosystem

BillingPlatform works with four types of partners to deliver comprehensive revenue management solutions to our customers:



### 1. Implementation Partners

System integrators and consulting firms who deliver BillingPlatform implementations, providing business guidance and services around quote-to-cash, billing and revenue management. These partners may provide implementation services for BillingPlatform products, consulting on business processes, related system integration services, assistance with ASC 606/IFRS implementation or managed services such as business process outsourcing (BPO).



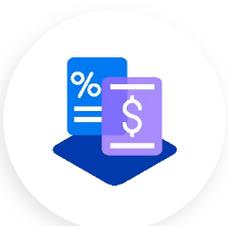
### 2. Technology Partners

Software solution providers that integrate with BillingPlatform to create a comprehensive monetization ecosystem. This includes CRM and CPQ vendors, ERP systems, provisioning platforms, workflow automation tools and other complementary solutions that extend the power of the BillingPlatform.



### 3. Payment Partners

Payment processors and gateway providers that integrate with BillingPlatform to deliver flexible, secure payment options. These integrations enable seamless payment processing across multiple methods, currencies and payment models.



### 4. Tax Partners

Tax compliance and calculation solution providers that integrate with BillingPlatform to automate tax determination and ensure compliance across global jurisdictions. These partnerships help enterprises manage the complexity of sales tax, VAT, GST and other indirect taxes.

The BillingPlatform Partner Program detailed below is designed specifically for **Implementation Partners**, who work directly with our customers to deliver successful implementations and drive business transformation.

## SECTION 3

# Implementation Partner Tiers



### Platinum Partners

Reserved for our top partners by invitation only, the Platinum program highlights industry-leading companies that work closely with BillingPlatform on multiple fronts and have a demonstrated track record of successful engagements. Platinum Partners receive additional benefits as well as an executive sponsor within BillingPlatform.

### Premier Partners

As you grow your relationship with BillingPlatform, we want to enable you to scale and reach more customers. At the Premier level, you've demonstrated commitment to working with our team and proficiency with our platform by meeting minimum requirements and ongoing engagement. We provide additional resources, marketing opportunities and revenue sharing arrangements with our Premier partners.



### Select Partners

Our broadest tier for partners provides a great introduction to working with BillingPlatform. We give you the tools to get up to speed quickly and start your journey with us, building agile monetization solutions. With simple commitments and deep resources, we make it easy to get started in the monetization ecosystem.



### Measuring Partner Success

Partner Success is measured on, but not limited to, several key areas. These include: Trained and Certified Resources, Hours of Project work on BP Projects, including projects in which the Partner is the lead, Successful go-lives of joint clients and positive Customer Satisfaction Scores.

## SECTION 4:

# Implementation Partner Program Benefits

## Training & Enablement



	SELECT PARTNER ★	PREMIER PARTNER ★★	PLATINUM PARTNER ★★★
<b>Knowledgebase Access</b> Comprehensive online resource center with articles, guides, FAQs, and best practices to support your team's learning and implementation work.	✓	✓	✓
<b>Community Access</b> Join our partner community to connect with other implementation experts, share knowledge, ask questions, and stay informed on the latest platform updates and industry trends.	✓	✓	✓
<b>Sales Enablement Training</b> Comprehensive online resource center with articles, guides, FAQs, and best practices to support your team's learning and implementation work.	✓	✓	✓
<b>Implementer Training</b> Hands-on training for technical resources who will configure and deploy BillingPlatform solutions for customers.	—	✓	✓
<b>Platform Architecture Training</b> Deep-dive technical training on BillingPlatform's architecture, integration patterns, and advanced configuration capabilities.	—	—	✓
<b>Instructor-Led Training</b> Customized, on-site training sessions delivered by BillingPlatform experts tailored to your team's specific needs.	✓	✓	✓
<b>Technical Documentation</b> Access to comprehensive technical documentation, implementation guides, and best practices.	✓	✓	✓
<b>Quarterly Product Briefings</b> Regular updates on product roadmap, new features, and platform enhancements.	✓	✓	✓
<b>Annual Product Summit</b> Invitation to our exclusive annual partner summit featuring product previews, strategic planning sessions, and networking opportunities.	—	✓	✓

## Marketing & Co-Promotion



	SELECT PARTNER ★	PREMIER PARTNER ★★	PLATINUM PARTNER ★★★
<b>Listing on Partner Page</b> Featured placement on BillingPlatform's partner directory, driving visibility and lead generation.	✓	✓	✓
<b>Joint Webinars</b> Co-hosted webinars that position your firm as a thought leader while generating qualified leads for both organizations.	—	✓	✓
<b>Featured Blogs</b> Guest blog opportunities on BillingPlatform's website to showcase your expertise and expand your reach.	—	✓	✓
<b>Hosted Podcasts</b> Guest appearances on BillingPlatform's podcast series to share insights with our audience.	—	✓	✓
<b>Event/Webinar Co-Sponsorship</b> Joint sponsorship opportunities at industry events and conferences to increase brand visibility.	✓	✓	✓
<b>Joint Case Studies</b> Collaborative customer success stories that highlight the value of our partnership and your implementation expertise.	—	✓	✓
<b>Social Media Promotion</b> Cross-promotional support across LinkedIn and other key social channels to amplify your message and increase engagement.	✓	✓	✓
<b>Marketing Development Funds</b> Financial support for joint marketing initiatives, campaigns, and promotional activities.	—	✓	✓

## Sales & Revenue

			
<b>Co-sell with Sales Team</b> Work alongside BillingPlatform's sales organization to jointly pursue and close opportunities.	✓	✓	✓
<b>Resale and Referral Options</b> Multiple go-to-market options including resale and referral arrangements to maximize revenue potential.	—	✓	✓
<b>Sales Collateral</b> Access to co-branded sales materials, presentations, and proposal templates.	✓	✓	✓
<b>Partner Support</b> Dedicated partner support team to assist with deal registration, opportunity management, and account planning.	—	✓	✓
<b>Quarterly Business Reviews</b> Strategic planning sessions to review pipeline, discuss opportunities, and align on joint business objectives.	—	✓	✓

## Technical Resources

			
<b>Sandbox Account</b> Access to a dedicated BillingPlatform sandbox environment for training, demonstrations, and proof-of-concept development.	✓	✓	✓
<b>Built on BP Marketplace Access</b> Access to 50+ pre-built components, accelerators, and integrations including administration tools, intelligent automation workflows, data management utilities, and reusable code packages that reduce implementation time and effort. In addition, partners can create their own solutions and have them included in the marketplace.	✓	✓	✓

## SECTION 5:

# Joint Promotional Opportunities

BillingPlatform provides exclusive opportunities for our Implementation Partners to utilize our media reach through syndicated joint promotional opportunities. Our various programs and promotional materials offer a mutually beneficial media approach that can be tailored to your unique business needs and audience topics.



## Mutual Media Benefits

- **Establish your business as a leading subject matter expert** in billing, revenue management, and digital transformation
- **Support your sales and marketing efforts** by providing new and exciting content that resonates with your target audience
- **Expand your brand awareness and visibility** by working with the recognized leader in subscription and recurring billing solutions
- **Provide business and finance teams with exceptional content** with visibility across all audiences

- **Cross-promotional opportunities** on the BillingPlatform website with backlinks to expand your reach
- **Social media promotion** that drives expanded visibility across key channels such as LinkedIn to increase engagement rates
- **Webinar and podcast guest opportunities** that grow your business audience and position your experts as thought leaders
- **Written publications** including blogs, whitepapers, and case studies that showcase your expertise



## BillingPlatform's Media Reach

## Joint Marketing Formats



Joint Webinars



Featured Blogs



Hosted Podcasts



Written Publications



Social Media Posts



Event Co-Sponsorship

## SECTION 6:

# Implementation Partner Program Requirements

The following are the annual requirements to join, attain and maintain membership within each tier of the Implementation Partner Program:

### Requirement

	 SELECT PARTNER ★	 PREMIER PARTNER ★★	 PLATINUM PARTNER ★★★
<b>Signed Agreement</b>	✓	✓	✓
<b>Listing on your Partner Page</b>	✓	✓	✓
<b>Joint Business Plan</b>	—	✓	✓
<b>Joint Reference Architecture</b>	—	✓	✓
<b>Sales Referrals</b>	—	5+	10+
<b>Certified Representatives</b>	—	1+	2+
<b>Joint Customers</b>	—	2+	5+
<b>Influenced Revenue</b>	—	\$100,000+	\$250,000+

## Getting Started

**Interested in joining** the BillingPlatform Partner Program?

We'd love to learn more about your business and explore how we can work together to deliver exceptional revenue management solutions to our mutual customers.

**Contact us today**

Email: [partners@billingplatform.com](mailto:partners@billingplatform.com) | Visit: [www.billingplatform.com](http://www.billingplatform.com) | Phone: 1-888-348-8868

Disclaimer: BillingPlatform reserves the right to change the requirements and benefits presented in this document. The company will make every effort to inform partners before any changes to the program occur. Changes and modifications to the program will be published on our website at <https://www.billingplatform.com/partners>.