

# Magento Partnership Program

Magento Partners provide consulting, development, design, expertise, hosting, support or training on technologies or subject matters that are related to or include eCommerce.

Four levels of partnership are available in the Magento Partner Network Program: Platinum, Gold, Silver and Associate.

By joining the Magento Partner Network, you will be the first to offer *professional Open Source eCommerce evolved*. With a comprehensive, cost-effective eCommerce solution such as Magento, you will be able to meet the needs of customers, from small-to-midsize companies to enterprise organizations.

The Magento Partner Network Program Guide provides you with a reference to the Magento Partner Network Program, including benefits, requirements, fees, enrollment and other opportunities available to Program members. As the Program evolves, this Program Guide will be updated with new and important information.

“Magento will transform the Open Source eCommerce landscape. Our partners are at the cornerstone of our strategy to create the leading eCommerce product on the market.”

**Roy Rubin**, CEO, Varien

“Our partners are the vehicles that drive the success of Magento. The Magento community is the fuel that energizes them.”

**Michael Benayoun**, VP of Business Development

## PARTNERSHIP BENEFITS

### DISCOUNTS

As a Partner, you benefit from special discounts on training, certification, publication and professional services provided by Varien.

### ADDITIONAL REVENUE

Upon completion of the Magento training and certification, you will be able to provide professional services around Magento solutions — a major source of additional revenue.

### LEAD GENERATION

Varien is committed to generating and qualifying leads for its partners. Through acquisition marketing programs, Varien captures the relevant data to qualify and most accurately route each lead to the appropriate partner. Platinum Partners benefit from priority lead assignments.

### TRAINING AND CERTIFICATION

Magento offers extensive training and certification to ensure that you are prepared technically to troubleshoot or address any questions from your customers.

### SUPPORT

Depending on your needs and expertise, Varien will provide first and/or second level support to you or your customers who subscribe to Magento Subscription Support.

### SALES TOOLS

Having access to the right tools and material is critical to ensure success. Certified Magento Network Partners have access to resources that help them drive and close business deals.

### MARKETING SUPPORT

Varien provides marketing support ranging from joint marketing activities to lead generation as opportunities arise.

### PARTNER NETWORK PROGRAM REQUIREMENTS

Initial participation in the Magento Partner Network requires:

- Signed Partner Agreement
- Initial fee payment
- Completion of Magento training and certification (90-day grace period)

## Varien

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partners@varien.com



# Magento Partnership Program Matrix

	Associate	Silver	Gold	Platinum
Annual Fee	\$350	\$1,000	\$2,500	\$3,500
<b>INFORMATION RESOURCES</b>				
Subscription to Magento Partner Newsletter	•	•	•	•
Step-by-Step Partner Onboarding		•	•	•
Magento Partner Portal		•	•	•
Partner Dedicated Forums		•	•	•
Partner Webinars		•	•	•
Sales Orientation Training		•	•	•
Discount on Publications		5%	10%	20%
Discount on Training and Certification		5%	10%	20%
<b>PRODUCT RESOURCES</b>				
Advanced Access to Beta and Release Candidate Software		•	•	•
Partner Advisory Board Participation				•
<b>MARKETING RESOURCES</b>				
Magento Partner Logo	Associate Logo	Silver Logo	Gold Logo	Platinum Logo
Listing in Partner directory	•	•	•	•
50 Word Description and Priority Listing in Partner Directory		•	•	•
Self Managed Page on MagentoCommerce.com		•	•	•
Listing in Partner Showcase			•	•
Listing on Partner Success Section			By Invitation	•
Joint Collaterals				•
Joint Marketing Activities				•
Lead Priority		3	2	1
Press Release Support		By Invitation	By Invitation	•
Free User Group Passes		1	1	2
Discount on Magento event sponsoring		5%	10%	20%
Participation in Marketing Development Fund (MDF)			2%	4%
<b>SELLING RESOURCES</b>				
RFP assistance			•	•
Access to hosted demo servers			•	•
Pre-sales support				•
<b>SUPPORT *</b>				
Web Control Panel Access (ticket system)		•	•	•
Support Hours		8x5	8x5	8x5
Support Initial Response Time		2 business days	1 business day	4 business hrs
Support Type	Community	Email	Email	Email, Phone
Commission on Support Subscription	5% (credits)	5%	10%	20%
Support Credits (5 incidents)		\$1,000	\$1,500	\$1,500

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	Associate	Silver	Gold	Platinum
Annual Fee	\$350	\$1,000	\$2,500	\$3,500
<b>PARTNER'S REQUIREMENTS *</b>				
Minimum number of subscription sales			2	5
Minimum number of referenceable customers			1	2
Minimum number of certified staff		1	2	5
Mention Magento on Partner's website		•	•	•
Issue Partnership Press Release			•	•
Development Contributions			•	•

## \* SUPPORT

Standard Support is provided by the community on the forums. The Partner can also purchase support credits for its own usage. The support credits can not be used for a customer or for a production environment.

## \* PARTNER'S REQUIREMENTS

The Partner receives a number of benefits derived from partnering with Magento, including lead generation, exposure, marketing and sales

assistance, and support from Varien. In return, Varien asks that the Partner commits to reaching different goals depending on the Partner's level. If the goals are not attained, the Partner's Agreement can be reevaluated and reconsidered by Varien at the term of the contract. If Varien or the Partner decides to change the Partner's level or not renew the agreement, the Partner will have 30 (thirty) days to update its collaterals and website content to reflect the changes.

## About Magento

Magento is a feature-rich, professional open-source eCommerce solution that offers merchants complete flexibility and control over the look, content, and functionality of their online store. Magento's powerful marketing, search engine optimization and catalog management tools give merchants the power to create ecommerce sites that are tailored to their unique business needs.

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