Partnering with TIBCO

Building Together

The TIBCO Partner Program (TPP) includes experienced business, technology, and consulting partners selected by TIBCO for their expertise in systems integration, hardware, software, vertical industries, and other critical services. TIBCO has designed the TPP with specific partnership types, tiers, criteria, and benefits to meet unique partner business objectives. The program provides partners the ability to enhance their own branding and market opportunities, build joint product and service offerings, and develop a joint strategy to market and sell.

TIBCO’s combination of technology and customer solutions is unmatched in the marketplace. We are committed to providing partners the highest level support to develop, market, sell, and deliver industry-leading solutions and achieve the greatest degree of customer success and satisfaction.

“The TIBCO Partner Program Mission is to drive customer success by delivering digital transformation through our highly qualified partner ecosystem, and ensure partner success by providing support through an industry leading partner team, resources, and systems.”

— Tony Beller, SVP, Worldwide Partners and OEM Sales
Why Partner with TIBCO

Align with a Market Leader
Pair with a proven technology leader in API-led integration, business intelligence, data science, predictive analytics, machine learning, and master data management solutions.

Expand Market Reach
Join a thriving ecosystem of customers and partner companies that use TIBCO’s broad range of integration technologies.

Differentiate Value Add
Market your ability to deliver a highly differentiated solution to thousands of TIBCO customers using certified resources.

Build a Self-funding, High-growth Business
Reap the financial reward of TIBCO branding, sustained engagements through referral, and a healthy ratio of software and services.

Accelerate and Maximize ROI
Leverage TPP benefits to rapidly train, certify, and focus staff.

Program Structure

Partner Tiers
The TPP categorizes partners into tiers based on sales performance as well as competency and engagement qualifications, as outlined in the program qualifications included in this guide.

The TPP consists of five tiers — registered, bronze, silver, gold, and global strategic. Program qualifications and benefits are specific to each tier, with net new TIBCO partners expected to begin their journey in the registered tier.

The global strategic partner classification includes global integrators, global cloud partners, and some territory-specific partnerships.
TIBCO Partner Types

The program encourages developing multiple roles. The terms accepted by the partner at the time of registration will apply.

Partner Types

- **Independent Software Vendor (ISV) Alliance Partner:** An organization making and selling software that integrates seamlessly with, or is complimentary to, TIBCO products.

- **Original Equipment Manufacturer (OEM):** An organization whose offerings use TIBCO Intellectual Property via TIBCO Software, iPaaS, or SaaS, to develop a digital product or service for external use and/or to process external data with the intent to offer it to multiple third-party users or clients with full level support provided by the creator of that product or service. Includes ISV/SaaS customers.

- **Managed Service Provider (MSP)/Application Service Provider (ASP):** An organization that provides access to online applications or manages information technology services for other companies.

- **Master Distributor:** An organization that sells to resellers who then sell to the end customer.

- **System Integrator (SI):** An integrator of multiple components developed into a solution with the primary role to deliver and service the implementation for end customers.

- **Reseller/Value-added Reseller (VAR):** An organization that sells to the end customer. These partners provide pre-sales technical expertise and may have delivery and service implementations as part of the business model.

- **Consulting:** An organization that provides delivery and implementation services as, or as part of, its primary business model.

- **Territory Sub-partner:** An organization that offers software resale to end customers within a global strategic partner’s territory without extensive pre-sales technical expertise, solution integration, or delivery services. Resale program rights are obtained through a global strategic partner’s territory and the partner receives sales enablement through TIBCO.

Global Strategic Partners

- **Global System Integrator (GSI):** Global providers of enterprise business management/process solutions with the primary role to deliver and service implementation for end customers.

- **Strategic Territory Partner:** An organization that has been given exclusive rights to sell TIBCO offerings into a particular region or vertical.

- **Global Cloud Provider:** A global organization that offers a cloud-based platform, infrastructure, application, or storage service, usually for a fee.
Program Benefits

The program’s multi-tiered model offers opportunities for partners to cultivate expertise and increase their capabilities to market, sell, and deliver TIBCO solutions. As each partner’s commitment and knowledge of TIBCO solutions increases, the benefits from the program will grow.

Upon successful application and admittance into the TPP, partners will gain access to an array of benefits via the TIBCO Partner Community. In addition to TIBCO product and solution access, TIBCO partners are eligible to receive exclusive benefits relating to sales, marketing, technical development, and relationships.

Benefits Overview

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<thead>
<tr>
<th>CATEGORY</th>
<th>REGISTERED</th>
<th>BRONZE</th>
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TIBCO Partner Program

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All benefits are based on current partner tiers and availability and are subject to change at TIBCO’s sole discretion. Any documents or materials made available by TIBCO to change these benefits are TIBCO’s Confidential Information.

Sales Benefit Models

The TPP is divided into two sales benefit models: Resell & Influence.

- Resell benefits are paid as margins applied to the total contract value (TCV) when the deal meets one of two criteria:
  - 3 year (36 month) term, OR
  - 2+ year term with total cash payment upfront
- Influence benefits are paid as credits applied to the annual contract value (ACV).

Sales Benefit Models

**RESELL**
- Partner leads sales process; TIBCO directly supports
- Software purchased from TIBCO by partner; partner resells to client

**INFLUENCE**
- Partner influences the selection/sale of TIBCO solution with client and/or offer surround services
- TIBCO sells TIBCO solution to customer
Program Qualifications

The TPP is an annual program running from January 1 to December 31. Partner performance will be reviewed annually (or at TIBCO’s discretion) based on four core qualifications:

- Total ACV
- Sourced ACV
- Competency
- Engagement

Partners are expected to meet the requirements for qualifications by the end of each year to remain eligible for their current tier. If partners have not met the bronze qualifications and are moved down to registered status, they may become ineligible for the program.

Partner Program Qualifications Overview

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<th>QUALIFICATIONS</th>
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ACV = annual contract value
Note: All global strategic, OEM, ISV, and master distributor partners will not be required to pay partner fees.

Partner Qualifications

Sales Qualifications for the TPP are based on minimum total ACV and minimum sourced ACV. These values include both resell and influence sales and apply to all partners in the program including all tiered partners, ISVs, OEMs, and other service providers (ASP/MSP).

Competency & Engagement Qualifications are evaluated on a points system to allow flexibility for TIBCO’s broad set of partners to elect how they will engage with TIBCO. Points are assigned based on the level of effort put forth by a partner to participate and succeed in the program and a minimum point value is associated with each tier.

Competency points are designed to evaluate a partner’s knowledge of TIBCO solutions as determined by training and certifications as well as use of the Seismic Partner Marketing Center of content assets.

Engagement points are designed to evaluate a partner’s participation in TIBCO events and offerings, involvement in solutions and technological innovation, and use of partner marketing resources to launch campaigns and drive customer engagement.
Earning Competency & Engagement Points

New & Existing Partners

TIBCO Partner Program Application Process
Contact us at www.tibco.com/partners to enroll in the TPP. We will send you a link to complete the application process. A partner must be approved by TIBCO and go through a due diligence process to be accepted into the partner program.

TIBCO Partner Program Membership Renewal
TPP membership is a one-year term, which renews annually on January 1st. For partners maintaining good standing within the program and compliant with its criteria, membership will automatically renew. After TIBCO’s annual review, the partner will be invoiced, and the partnership will be extended for an additional year. This change in level will supersede any previously signed agreements.

TIBCO Partner Help Desk
Contact the TIBCO Partner Help Desk for questions regarding the TPP, partner opportunities, or information on the TIBCO product portfolio.
Partner Help Desk: Email: partners@tibco.com
Disclaimer

This TIBCO Program Guide (the “guide”) provides an overview of the TPP. The terms that govern the program are contained in the TIBCO Partner Agreement (the “agreement”) entered into between TIBCO and each partner participating in the partner program (the “service provider”). All terms not otherwise defined herein take the meaning set forth in the agreement. The current version of this guide will be made available to partners on the TIBCO Partner Portal at https://www.tibco.com/partners. Partner program benefits and qualifications are applied based on the country in which the partner is located. To the extent that this guide has been translated into any language besides English, the English version of the guide will prevail over any inconsistencies with a non-English version. TIBCO may require occasional corrections or updates to the guide and reserves the right to make such corrections or updates from time to time and to post such updates to the TIBCO Partner Portal or other form of notification. TIBCO reserves the right to make program changes at any time without notice.

Contact us at TIBCO.com or email partners@tibco.com