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

— Tony Beller SVP, Worldwide Partners and OEM Sales

Our partner ecosystem is critical to TIBCO’s business model. Partnering with innovative providers with expertise across a range of business needs creates outstanding value and broad solutions for our customers around the world.

Introduction

TIBCO recognizes that partners bring additional value and opportunities that help drive success for our mutual customers. We’ve designed our partner program with specific partnership types, tiers, criteria, and benefits tailored to meet unique partner business objectives. We are committed to providing you with the highest level of support to develop, market, sell, and deliver industry-leading solutions and achieve the highest degree of customer success and satisfaction.

Partnership Business Model

TIBCO has developed a comprehensive partner program that provides our 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. The TIBCO Partner Program partnership model offers multiple categories and options to fit your business and ensure success. TIBCO offers a unique partnership opportunity. Our combination of technology and customer solutions is unmatched in the marketplace. You can differentiate your business using a value proposition that delivers rapid ROI and tangible client value now, as well as long term strategic opportunities.
**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 your market reach:** Join a thriving ecosystem of customers and partner companies that use TIBCO’s broad range of integrated technologies.
- **Differentiate your value-add:** Market your ability to deliver a highly differentiated solution to thousands of TIBCO customers using your 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 to services.
- **Accelerate and maximize ROI:** Leverage TIBCO Partner Program benefits to rapidly train, certify, and focus your staff.

**Partnership Overview**

The TIBCO Partner Program ecosystem is composed of experienced business, technology, and consulting partners selected by TIBCO for their expertise in systems integration, hardware, software, vertical industries, and other critical services. TIBCO offers several partnership options for delivering value-added TIBCO-based solutions or services to our customers.

**TIBCO Partner Ecosystem**

**Mission:** Drive customer success while generating 25%+ partner-sourced deals through a focused, highly-qualified partner ecosystem supported by an industry leading partner team, resources, and systems to ensure your success.
TIBCO Partner Tiers

The Program consists of four tiers that describe a range of joint investment, go-to-market, and business objectives. Each tier has different benefits and qualifications. Partners new to the TIBCO Partner Program begin in the Registered tier.

The Program also encompasses global strategic partners that include global system integrators, global cloud partners, and some territory-specific partnerships.

TIBCO Partner Types

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

TIBCO Partner Program Partner Types:

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

- **OEM:** An organization whose offerings use TIBCO Intellectual Property via TIBCO Software, iPaaS, or SaaS, to develop a digital product or service for external usage 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 TIBCO 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 sell to the end customer.

- **System Integrator (SI):** Integrator of multiple components developed into a solution with the primary role to deliver and service the implementation for end customers.
- **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.
- **TIBCO LABS Participant:** An organization that collaborates with the TIBCO LABS team on innovations across many technology areas.
- **Consulting:** An organization that provides delivery and implementation services as part of or as its primary business model.

**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.

**Other Partners**

- **Strategic Territory Sub-partner:** An organization that offers software resale to end customers within a TIBCO Strategic Territory Partner’s territory with out extensive pre-sales technical expertise, solution integration, or delivery services. Resale program rights are obtained through a TIBCO Strategic Territory Sub-partner. Partner receives sales enablement through TIBCO.

**TIBCO Partner Program Requirements**

The TIBCO Partner Program is an annual program running from January 1 to December 31. Partner performance against requirements will be reviewed annually (or at TIBCO’s discretion) to determine the tier. Upon determination, partners will be invoiced. If you have not met Bronze requirements and are moved down to Registered status, TIBCO may remove you from the program.

Partners in the TIBCO Partner Program must meet five out of six requirements to remain in a tier or qualify for a higher level:

1. Net New Sourced ACV or Minimum Number of Sourced Deals
2. Net New Co-sell ACV
3. Technical Certification
4. Sales Accreditation
5. Pre-sales Accreditation
6. Customer Success Story

*At its discretion, TIBCO maintains the right to keep a partner at a certain level. OEM/SP/MSP and ISV Partners have other requirements specific to their models.*
TIBCO Partner Program Benefits

The TIBCO Partner Program is a multi-tiered model offering opportunities to develop your expertise and increase your capability to sell and deliver TIBCO technologies. As your commitment and knowledge of TIBCO technologies increases, the benefits you receive from TIBCO will grow.

Upon successful application and admittance to the TIBCO Partner Program, you will gain access to an array of benefits via the TIBCO Partner Portal. As a TIBCO partner, you are eligible to receive marketing, sales, relationship, technical, and training benefits designed to assist you. If during TIBCO’s annual review you have met the qualification requirements for the next tier, your increased commitment to enterprise solutions will be rewarded with additional benefits.

Sales Benefits

Partners will receive the benefits below based on their tier in the program:

- Partner Resell Margin
- Partner Sourced Referral Fee and New Logo Referral Fee
- Co-sell Referral Fee and Subscription Conversion Referral Fee

Competencies

Accreditation

TIBCO Partner Accreditation is earned when individuals at your company use TIBCO Academy to take a prescribed combination of training courses and pass the test. Partner accreditation provides your company with a method to validate your capabilities in a globally recognized program. Partners can feature their accreditations with their end customers to instill confidence that they have the skills and capabilities needed to sell the proposed solution.

Role-based Accreditation

Individuals need to complete all of the courses in a role-based curriculum learning plan to earn recognition as an accredited TIBCO Partner Specialist. Within each subject matter area, several learning plans are available for each role.

- **TIBCO Sales Specialist**: Includes value pitch, sales qualification, competitive positioning, objection handling, and pricing
- **TIBCO Presales Specialist**: Includes technical sales, technical qualification, competitive positioning, objection handling, pricing, how-to demonstration, and product knowledge

TIBCO Certifications

The TIBCO Certification Program is for all partners, customers, and IT professionals involved in the design, development, deployment, and administration of TIBCO applications and infrastructure. TIBCO Certification enhances your professional stature, confirms your expertise, and signals to employers, customers, and industry peers that you have the technical skills and knowledge to provide superior services.
Additional benefits of certification:

- Provide superior services to improve client satisfaction
- Become a trusted advisor
- Gain a competitive edge in the marketplace
- Provide best-practice advantages, resulting in more powerful and robust solutions

Application Process

Contact us at www.tibco.com/partners to enroll in the TIBCO Partner Program. 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.

Membership Renewal

TIBCO Partner Program membership is a one-year term. For partners maintaining good standing within the program and compliance with objective 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 TIBCO Partner Program, 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 TIBCO Partner Program. 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 requirements 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.