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 its Partner Program 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 of support to develop, market, sell, and deliver industry-leading solutions and achieve the highest degree of customer success and satisfaction.

“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
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 business objectives, joint investment, and go-to-market activity.

The classification consists of four levels—Registered, Bronze, Silver, and Gold. Program qualifications and benefits are specific to each tier and type. Net new TIBCO partners are expected to begin their journey at the “Registered” tier. The Global Strategic Partner classification includes global integrators, global cloud partners, and some territory-specific partnerships.
TIBCO Partner Program

TIBCO Partner Types

The program encourages developing multiple roles. The partner 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 complementary 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 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 part of or as its primary business model.
- **Territory Sub-partner:** An organization that offers software resale to end customers within a TIBCO strategic territory partner’s territory without extensive pre-sales technical expertise, solution integration, or delivery services. Resale program rights are obtained through a TIBCO strategic territory partner. 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 TPP is a multi-tiered model offering opportunities to develop partner expertise and increase partner capabilities to sell and deliver TIBCO technologies. As each partner’s commitment and knowledge of TIBCO technologies increases, the benefits from the program will grow.

Upon successful application and admittance to the TPP, partners will gain access to an array of benefits via the TIBCO Partner Community. In addition to access to TIBCO’s products and solutions, TIBCO partners are eligible to receive exclusive benefits.

#### Partner Benefits Overview

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>REGISTERED</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD/GLOBAL</th>
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<tr>
<td>Sales Margins and Fees</td>
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<tr>
<td>Customer Excellence Framework</td>
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<tr>
<td>Sales Success Tools</td>
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<td>Marketing Assets</td>
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<td>✓</td>
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<tr>
<td>Co-marketing funding</td>
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<td>✓</td>
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<tr>
<td>Directory Listing &amp; Solution Showcase</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>TIBCO Event Sponsorship</td>
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<tr>
<td>Joint field event / Webinar</td>
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<tr>
<td>TIBCO Champion</td>
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<tr>
<td>Joint Success Stories</td>
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<tr>
<td>TIBCO Academy</td>
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<tr>
<td>Education &amp; Certification Discounts</td>
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<tr>
<td>Demo &amp; Trial Licenses</td>
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<td>Community, Resources &amp; Enablement</td>
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<td>TIBCO Labs Group</td>
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<td>Annual Partner Awards</td>
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<td>Partner Manager (Designated)</td>
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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) to determine tier. Upon determination, partners will be invoiced as noted below. If partners have not met the Bronze qualifications and are moved down to Registered status, they may become ineligible for the program.

Partner Tier and Global Strategic Partner Qualifications

Partners in the TPP must meet five out of six qualifications to remain in a tier or qualify for a higher level:

1. Net New Sourced Annual Contract Value (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

Partner Qualifications Overview

<table>
<thead>
<tr>
<th>QUALIFICATIONS</th>
<th>REGISTERED</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD/GLOBAL</th>
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<td>Annual Program Fee*</td>
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<td>$2,500</td>
<td>$5,000</td>
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<td>ACV &amp; Deal Minimums</td>
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<td>Technical Certifications</td>
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<tr>
<td>Sales Accreditations</td>
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<tr>
<td>Pre-Sales Accreditations</td>
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<td>Customer Success Stories</td>
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<tr>
<td>Geographic Coverage</td>
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<td>Global</td>
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<tr>
<td>Dedicated TIBCO Practice</td>
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<td>Global</td>
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<tr>
<td>TIBCO Solution Offerings</td>
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<td>—</td>
<td>Global</td>
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Note: At its discretion, TIBCO maintains the right to keep a partner at a certain level. Qualifications vary for ISV, OEM, MSP, and ASP partners. Global Strategic, OEM, Jaspersoft ISV, SaaS, and Master Distributor partners will not be required to pay partner fees.

ACV - Annual contract value

*All monetary values in USD
Competencies

Accreditation
TIBCO Partner Accreditation is earned when individuals at partner companies use TIBCO Academy to take a prescribed combination of training courses and pass the test. Partner accreditation provides companies with a method to validate their 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

Seismic Partner Marketing Center
A comprehensive library of resources, assets, and collateral for sales and marketing is available on the Seismic Partner Marketing Center. Additionally, TIBCO partner branding, logos, and co-marketing resources can be found there. All partners in the program are eligible to receive Seismic licenses. The eligible quantity of licenses per partner is determined by tier.

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 partners’ professional stature, confirms expertise, and signals to employers, customers, and industry peers that individuals and companies 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, which renews annually on January 1st. For partners maintaining good standing within the program and compliant 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 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