



crownpeak | PARTNER NETWORK

The Crownpeak Partner Network enables integrators, agencies and other service providers to deliver enterprise-class solutions that make it easier for their customers to manage and optimize their digital experiences. The program offers a growing set of resources for sales and delivery teams to promote and implement Crownpeak Digital Experience Management (DXM) and Digital Quality Management (DQM) projects. Through access to training, support, and an active community of experts, Crownpeak partners can deepen their expertise, delight their customers, and provide feedback that impacts the strategic direction of Crownpeak's solutions.

MEMBERSHIP BENEFITS	STANDARD	GOLD	PLATINUM
Access to Training*	✓	✓	✓
Access to Platform	✓	✓	✓
Certification	✓	✓	✓
Preferred Placement	–	✓	✓
Partner Support	–	✓	✓
Sales and Marketing Support	–	✓	✓
Product Reviews	–	✓	✓
Discounted Training and Support	–	✓	✓
Dedicated Support Hours	–	–	12 hrs per year

* = Self-directed and instructor-led training options available. For additional details on training, see datasheet for Crownpeak Training

Business Development

Active Crownpeak partners are eligible to receive referrals directly from Crownpeak for new business. Partners may also participate in our Referral or Market Development Fund (MDF) programs based on new business opportunities referred to Crownpeak.

Certification

Crownpeak Certification is beneficial for partners and customers. Certification means customers can rest assured their implementations are built on tested solutions and best practices by partners who have been through a comprehensive training and review process. Upon certification, partners will be recognized as such in Crownpeak sales and marketing materials, and partners are free to use their certification credentials in all external communications.

REQUIREMENT OF CERTIFICATION	CERTIFIED	CERTIFIED GOLD	CERTIFIED PLATINUM
Trained Developers	1	5	10
Certified Developers	1	3	6
Active Partner Subscriptions	✓	✓	✓
Project Planning Workshops	1	1	1
Certified Projects	2	3	4
Customer References	--	1	2

Definitions

TERM	DESCRIPTION
Self-Directed Training	Self-directed training includes access to recorded videos and webinars on topics including releases, template development, features and configuration, editing & content creation
Certification Badges	Upon completion of requirements, certification is recognized with Crownpeak certification badge displayed with partner information on Crownpeak.com
Preferred Placement	Platinum and Gold partners may be displayed as featured partners on the Crownpeak website
Partner Support	Platform Support is included. Details available in the Crownpeak DXM Support datasheet.
Sales & Marketing Support	Sales & Marketing Support is provided as needed including presentations and datasheets to support sales and adoption of DXM and DQM products
Product Reviews	Crownpeak solicits partner periodically for product feedback & roadmap reviews
Dedicated Support Hours	12 support hours included each year for Platinum Level Partners Applicable work includes: <ul style="list-style-type: none"> - Installing Crownpeak modules and extensions such as TMF, Component Library and Sitebuilder - Troubleshooting and updating installed extensions - Enabling new features (requiring configuration) - DNS information requests - CSR configuration requests - Developer assistance - Platform assistance - Configuration updates required for Search G2 launch
Certified Developers	Developers are certified after completing Standard Developer Training and passing the Developer Certification Exam
Partner Subscription Agreement	A Partner Subscription Agreement is required for Gold and Platinum Partner subscriptions. The agreement includes terms for referrals and support, and fees for certification, services and overages
Project Workshop Completion	The Project Planning Workshop is designed to ensure that project teams (developers, admins, and project managers) create site implementations that are supportable by the Crownpeak platform and Customer Success team. (Required the first time a customer or partner goes through a Crownpeak implementation)

Certified Projects

Certified projects satisfy the following criteria:

- Completed by an implementation team that includes at least one certified developer and participant in the project workshop
- Passed a successful architectural review
- Submitted project planning, user reference, and support transition documentation
- Completed project certification

Customer Reference

A Customer Reference is a recommendation and endorsement of a partner by a joint customer

