

# Magento Solution Partner Program

The Solution Partner Program is focused on system integrators, VARs, website and eCommerce development firms, and web design/creative agencies who will promote Magento in the market and who have the experience, knowledge and competency to develop and deliver Magento-based eCommerce solutions to customers.

Magento Solution Partners are experienced and successful providers of eCommerce and support the customer after the sale. These companies play a critical role in the continued growth and adoption of Magento. Those who are committed and willing to invest in their Magento offerings will experience unprecedented success with an ever expanding community of Magento merchants.

The Solution Partner Program focuses on three partner levels and aligns the commitment expected from the partner and Magento with the benefits that each will realize.

## Our Primary Objectives

Magento has developed a multi-level program of strategic partners committed to Magento Enterprise and Magento Professional deployments where our objective is to:

- Enable Solution Partners to become Magento's primary sales and service delivery channel allowing Magento to focus on developing great solutions, supporting customer and community needs and supporting partner success.
- Build sustainable win-win partnerships that provide a healthy balance of investment and return for both Magento and our partners.

## Solution Partner Levels

### Gold Partners

Gold Partners focus on Magento Enterprise and develop a relationship that is very strategic to Magento. Gold Partners receive the highest level of visibility, support and backing from Magento as they pursue strategic opportunities that are only available to partners focused on and committed to Magento Enterprise. Gold Partners will be promoted in the market by Magento, will receive priority placement on the Magento website, will be recognized for their commitment to technical competency and will be able to market and promote themselves as a Magento Gold Partner to pursue and capture the growing market demand for Magento. The Gold Partner level has an annual partner program fee of \$10,000 and requires partners to achieve a revenue commitment to Magento of \$100k per year from the sale of new Magento licenses or services.

## Silver Partners

Silver Partners focus on developing and implementing Magento Enterprise and Magento Professional with customers, but on a smaller scale than Gold Partners. Silver Partners see Magento Enterprise as a growing part of their business and receive visibility, support and backing from Magento in their pursuit of Magento Enterprise and Professional opportunities. Silver Partners will be promoted in the market by Magneto, will receive placement on the Magento website and will be able to market and promote themselves as a Magento Silver Partner to capture and pursue the growing demand for Magento. The Silver Partner level has an annual partner program fee of \$5,000, and requires partners to achieve a revenue commitment to Magento of \$50k per year from the sale of new Magento licenses or services.

## Bronze Partners

Bronze Partners focus on developing and implementing Magento Community with customers but are also able to refer Magento Enterprise opportunities to Magento and receive a referral fee if those leads result in a sale. Bronze Partners will have their company name listed as a Bronze Partner under the Magento Community section, will receive a Bronze Partner badge for use in the Forum, and will be able to market and promote themselves as a Magento Bronze Partner to capture and pursue the growing demand for Magento. The Bronze Partner level has an annual partner program fee of \$2,000, does not require partners to achieve any revenue commitments and is setup to be self-service with minimal direct support from Magento. Bronze partners can elevate their status to Silver by showing that their business has a strategic commitment to Magento Enterprise and Magento Professional.

## Solution Partner Program Details

Program Components	Gold Partners	Silver Partners	Bronze Partners
<b>Partner Benefits</b>			
Visibility & Promotion	Priority Placement on Magento Site & Actively Promoted by Magento	Placement on Magento Site & Some Promotion by Magento	Placement on Bronze Partner Listing & Community Forum Partner Badge
Commission on Magento Enterprise	25%*	15%*	10% referral fee
Enterprise Edition License	Included	Included	Not Applicable
Magento Support	Gold Support Included	Gold Support Included	Not Applicable
Magento Training	4 Courses at 50% Discount	2 Courses at 50% Discount	20% Discount
Magento Sales Leads	Yes	Yes	No
Magento Partner Manager	Yes	Yes	No
Additional Benefits	Partner Portal Partner Newsletter Partner Forum Partner Training Webinars	Partner Portal Partner Newsletter Partner Forum Partner Training Webinars	Partner Portal Partner Newsletter Partner Forum Partner Training Webinars
<b>Partner Commitments</b>			
Partner Program Fee	\$10,000/Year	\$5,000/Year	\$2,000/Year
Partner Revenue Commitment	\$100,000/Year	\$50,000/Year	None
Magento Product Focus	Primarily Enterprise	Enterprise & Professional	Professional & Community
Technical Competency	4 Resources Trained	2 Resources Trained	Not Applicable
Sales Competency	2 Resources Trained	1 Resources Trained	Not Applicable
Joint Demand Generation	3 Campaigns per year	1 Campaign per year	Not Applicable

\* Requires achievement of at least 50% of Revenue Commitment