

# Partner Program Guide

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## What's New From Mary Alice Heston, GVP, Global Partnerships



Reltio was founded on the principles of partnership and collaboration, driven by a customer's business challenge with fragmented data. Since day one, we've remained committed to these values, listening closely to our customers and working together to address their evolving data needs. This foundation has positioned Reltio as a leader in solving today's most complex data challenges.

Our partnerships are essential to helping us navigate the fast-changing technology landscape, understand customer requirements, and achieve shared success. Each year, we discover new opportunities for mutual growth, innovation, and problem-solving alongside our customers and partners.

The strength of our Partner Program is rooted in the belief that we grow together. We are dedicated to making collaboration simpler, more effective, and mutually beneficial for our partners, ultimately delivering greater value to our customers.

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# Why Partner with Reltio

Customer data is everywhere in your customer's organization—but is the data accurate, scalable, and accessible? The Reltio platform solves these problems and enables you to unlock new opportunities, drive growth, and strengthen your position as a trusted advisor to your customers.

## Keeping it easy to partner

- Easy to understand and navigate partner program structure
- Access to Partner Portal, Reltio Community, and other enablement tools
- Comprehensive training and certifications to get you going

## Giving customers choice

- Robust integration ecosystem across a multitude of technology providers
- Born in the cloud platform accelerates your customer's time to value
- An intuitive, flexible interface and all API driven
- Solutions that enable your customers to meet their data challenges and needs

## Driving growth for the business

- Goal driven plans based on your business objectives.
- Role based enablement tools and resources
- Choice of Incentives that reward your engagement with Reltio

# About the Program

For partners looking to grow their business, partnering with Reltio offers purposeful collaboration and a shared sense of ownership that amplifies partners' expertise and delivers more value to you, your prospects, and your customers.

## Incentives for growth

- Earn incentives for referring customers to Reltio
- Choice of incentives based on business needs
  - Referral fees
  - Marketing development funds
  - Professional services credits
  - Learning credits

## Expanding opportunities

- Expand your services practice and become certified to implement Reltio solutions
- Leverage Reltio tools to provide enhanced services and value to your customers

## Driving awareness

- Promote solutions on the Reltio partner showcase
- Badging of tier and credentials

# Partner Benefits

<b>Benefits</b>	<b>Premier</b>	<b>Growth</b>	<b>Registered</b>
Partner Advisory Council Member	Y	Invite	N
India Partner Advisory Council Eligibility	Y	Invite	N
Assigned Alliance Manager	Y	invite	N
Executive Sponsorship	Y	N	N
Market Development Funds Credit	Y	Y	N
Instructor Led Training Credit	Y	Y	N
Professional Service Credit	Y	Y	N
Referral Fee	Y	Y	N
Partner Awards Eligibility	Y	Y	N
Champions Program Eligibility	Y	Y	N
Partner Showcase Access	Y	Y	Y
Partner Portal Access	Y	Y	Y
Community Access	Y	Y	Y
Demo/POC Tenant Access	Y	Y	Y
Partner Tenant for Training & Enablement	Y	Y	Y
Reltio Learn Access	Y	Y	Y

# Growth Benefits

## **Business Planning**

Target mutually beneficial business benefits for growth. Define and track the metrics through the year.

## **Assigned Alliance Manager**

Work with an assigned alliance manager that knows your business and can align you with the right resources for success.

## **Demo/POC Tenant Access**

Get access to a free sandbox to develop solutions and poc for your prospective customers that highlights your capabilities.

## **Referral Fee**

Receive a monetary incentive after a sourced deal closes, based on your partner tier.

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## **Executive Sponsorship**

Eligible partners will have an assigned Reltio executive sponsor to develop deeper alignment between the two organizations.

## **Partner Advisory Council Member Eligibility**

The Reltio Advisory Council brings together thought leaders to provide input and feedback across all facets of Reltio's product, services, and go to market.

## **Champions Program Eligibility**

Be the torch bearer for Reltio within your partner organization. We make sure you have what you need to carry the Reltio message to your colleagues to further your career.

## **Professional Services Credits**

Receive credits toward PS to engage with you in opportunities after a sourced deal closes, based on your partner tier.



# Marketing Benefits

## **Market Development Funds (MDF) Credit**

Eligible partners receive a credit toward MDF when a sourced deal closes. These funds can be used to build pipeline through thought leadership development, customer success stories, or joint events.

## **Partner Showcase Access**

Partners can build IP and solutions that accelerate the value of Reltio to customers. This is a tremendous opportunity to highlight expertise to customers. Reltio provides a platform to publish the the IP and solutions to elevate awareness and drive demand.

## **Partner Awards Eligibility**

Reltio recognizes partners every year at the DataDriven conference. We look at our partners performance across multiple areas including innovation, engagement, and customer impact.





# Learning Benefits

## **Reltio Learn Access**

Strengthen your ability position, sell, and implement Reltio. Become Reltio certified with access to self-paced learning paths. Obtain industry certifications that promote your teams expertise and qualifications.

## **Instructor Led Training Credit**

Want to bring practitioners together, interact, and ask questions in a learning experience? Instructor led training is the way to go. Complete hands-on exercises in a Reltio provided training tenant. Eligible partners can use your credits to train your teams quickly.

## **Partner Tenant for Discovery and Practice**

The best way to learn is to get “hands-on.” With the partner tenant you’re able to load, configure, build, and test as you would on an actual implementation.

## **Partner Portal Access**

Be in the know on all that is happening at Reltio with partner specific news and content. This is the the one stop shop for partners to publish solutions, gain access to key systems, and register leads.

## **Community and Documentation Access**

Gain access to the latest thought leadership from customers and other partners through community shows and ongoing Q&A discussions. Deepen your knowledge in the Docs Portal. Become a go-to thought leader.

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# Questions?

Email: [partners@relio.com](mailto:partners@relio.com)

[Want to become a partner?](#)

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