Partner Program Guide

A Program Outline and Guide for
Partnering with Camunda

Contents

Market Opportunity

The process automation market opportunity is huge! With market estimates in excess of $10 billion for software alone, almost all enterprise IT decision makers (97%) agree that process automation is vital to their digital transformation initiative. Process automation is cited as the key driver of innovation and the most important factor to achieve business outcomes.

The current process automation market is comprised of several automation-related categories. Within this market space, Camunda's proven technology is uniquely positioned as a leading process orchestration platform. Camunda has a ripe opportunity to deliver our solution to tens of thousands of organizations that need to automate their business processes as they seek gains through digital transformation.

The anticipated growth in process automation will continue to drive investment in areas that Camunda supports, i.e. process automation and BPMN, decision automation and DMN, process orchestration, microservices orchestration, process monitoring, etc. This investment translates to increased opportunities for Camunda and our Partners to serve the explosive growth in this market, and most importantly, to work together to solve meaningful problems for our customers.

Camunda's goals are simple:

- Become the global leader for process automation software.
- Drive at least 50% of Camunda's business with and through Partners.

Camunda believes strongly in the power of Partnerships to create increased value for our clients and the markets we serve. In turn, we want to be your #1 choice when considering Partnerships for process automation.

Only with strong Partnerships to implement and deploy customers, accelerate adoption and awareness of Camunda, and co-innovate new solutions, can we seize this market opportunity together.

This guide provides you with background to understand how Camunda supports, rewards and enables you to succeed as a Partner. Discover how to accelerate your enablement, shrink time to capability, grow your business and guide your customers on their automation journeys.

Providing Value to Camunda Partners

We commit to deliver the value you want and expect from a strategic software Partner.

Value to Your Clients

Camunda solves business problems. Our process automation software solution, along with your expertise, can help clients:

- Build better employee and customer experiences
- Go to market faster
- Increase business agility
- Drive operational cost savings

End-to-End Orchestration
Drive open, flexible and scalable orchestration across any endpoint, person or system

Standards-based Collaboration
Use the power of BPMN and DMN as a common language for Business and IT throughout the entire lifecycle of your process automation initiative

Developer-Friendly
Open technology, designed for excellent developer experience, fits into dev environments, 100,000+ global developer community

Open Architecture
Lightweight and highly scalable, easily integrated with any architecture or framework, optimized for high volume and complex processes

Cost-Effective
Easy to get started, no proprietary expertise needed, get to results quickly, easy to change and maintain

Camunda provides a comprehensive end-to-end process automation platform underpinned by open, industry-standard technology.

Capability-Centric Program

Camunda has an open, transparent, and customer-centric culture. We view Partners as an extension of our organization and take Partner inclusion seriously when it comes to building success for not only our Partners, but for the customers we jointly serve.

The cornerstone of the Camunda Partner Program focuses on building your capabilities as quickly as possible so you can move from building a practice to achieving profitability as fast as possible.

We offer extensive training, available live online, in person (when possible) and in the near future, on-demand that accelerates your ability to deliver effective, profitable engagements that drive significant customer value. In addition to in-depth technical product training, we provide current sales and delivery enablement tools and marketing collateral to help you target, build pipeline, and support client engagements.

Camunda Partners promote, sell and help customers deploy the Camunda Enterprise Edition. Our Partner program strategy offers the training, enablement tools and non-production subscription (NPS) of the Camunda Enterprise Edition to our Partners. Our Camunda Enterprise Edition NPS helps our Partners to build capabilities with the software rapidly, develop proofs of concepts, support sales cycles with prospective customers and facilitate our customer's understanding of Camunda's capabilities to solve their automation needs.

Partnership Benefits

General Benefits

We Invest in Our Partners

Camunda has made recent and significant investments in its Camunda Connect Global Partner program that are designed to provide unparalleled support for our Partners. Camunda has also devised a new, standardized tiering program for our Partners that provides transparent benefits and requirements for the Partner Program. Partners now have clarity on program benefits and requirements across three tier levels, Silver, Gold and Platinum.

All of Camunda's Partners will benefit through the new investments and offerings, and a summary of the key investments includes:

- New Enablement curriculums & programs for Partners.
- Skilled resources dedicated to working with Partners to deliver technical training and support to Partners.

- New Partner portal to automate Partner support.
- Access to funding and support for co-marketing initiatives.
- New and streamlined deal registration with protections for Partner investment.

These enhancements will make it easier to access the enablement, information and tools needed for success. And in the future, Camunda will continuously enhance the self-service tools and assets available in the Partner Portal to include on-demand learning, and ready-to-go marketing campaign and event kits.

Partner Management Team

Maximize your participation in the Partner Program with an experienced Partner management team. Together you can build business plans and develop go-to-market strategies to achieve joint goals.

Camunda Partner Portal

Camunda currently provides a Partner Portal that allows Partners to download their Partner non-production software subscriptions, submit deal registrations, review customer references and more. In the near future, Camunda will roll out a new and far more comprehensive Partner Portal that expands your abilities to get sales assets and tools, training information and more. The Portal will become your one-stop shop to get the tools and information you need for accelerated productivity.

NPS Software

Camunda provides every Partner with a non-production use subscription (NPS) to the Camunda Enterprise Edition platform, which is for exclusive use by the Partner only. The NPS benefit allows all eligible Silver, Gold and Platinum Partners to have a renewable, 1-year term subscription of non-production licenses for building out on-site for needs such as:

- Demonstration environments
- Build & develop proof of concepts
- Training, testing purposes

Upon closure of your Partner contract with Camunda, every Partner will receive access to the license key as a part of their onboarding as a Camunda Partner. The non-production use subscription is not transferable, non-resalable, and is not intended for internal use or to be used at a customer site. NPS licenses will be automatically terminated once the Partner is no longer part of the Camunda Partner Program. For more details, please refer to your Partner contract.

Marketing Benefits

Market Development Funds
Improve your opportunity to capture a significant share of the Process Automation market and take advantage of our proposal-based market development funds to support activities that grow your Camunda business. We'll consider proposals for marketing campaigns and initiatives that drive demand generation, or solution and go-to-market initiatives that help you be successful with customer opportunities. We want to invest in the most effective opportunities, so work with your Partner Manager and/or Partner Marketing Manager to develop proposals that align with the goals in our joint business plans.

Marketing Resources
Camunda will soon provide an array of enhancements for co-marketing including:

- One-to-one marketing support with select Partners to plan and execute effective multi-channel marketing campaigns that drive demand and deliver qualified leads for your sales team.

- Access to marketing assets available to co-brand. Please note, all materials created by a Partner must be approved by Camunda marketing prior to publication and must be compliant with our guidelines.

- Pre-built marketing kits that allow any Partner to co-host and run a Camunda event or execute a co-branded email marketing campaign with ease. Our marketing kits contain compelling assets that can be co-branded and tailored to meet your needs along with a program overview and suggested guidelines to optimize results. These are just a few of the marketing assets available for use:
  - Co-brandable emails, invitation and agenda templates
  - Co-brandable Camunda presentation deck
  - Social media kit
  - Artwork for signage/banners
  - Call-to-Action and additional follow-up assets

Camunda Website Visibility
All active Silver, Gold and Platinum Partners in the Camunda Partner Program can take advantage of added visibility on the Camunda website. For Partners that meet certification goals, they can further distinguish their credentials with a certified designation, prominently posted on the Camunda website. For all tier levels, Partners can obtain newly-updated logos to promote your business Partnership on your own company website. Add your Camunda Partner logo and certified logos to your site to showcase your commitment to sell, support and/or deploy Camunda solutions with your customers. All placements of the Camunda logo and any accompanying copy must follow Camunda published Partner branding guidelines.

Camunda Events
Gather with the Partner and customer communities to learn more about trends and opportunities in the Process Automation market from a Partner perspective, including news on Partnership strategy and tools, updates to the product roadmap, customer success stories, exclusive keynotes and more.

At select events, Camunda offers Partner-exclusive opportunities for event sponsorship, speaking engagements and unique opportunities to showcase your experience and expertise in the market.

Sales Benefits

Deal Registration
Deal Registration with Camunda is a commitment backed and supported by your Camunda Partner Agreement. We take your investment in our business seriously. Deal registration recognizes your investment in customer development, reduces channel conflict and enhances open communication to accelerate the sales cycle. Every deal that you enter initiates a review process for the Partner teams to engage.

Partners can register opportunities for two situations:

1. A **Referral** Lead, where the client engages in a direct contract with Camunda for the Camunda Enterprise Edition platform, and the Partner co-engages.
2. A **Reselling** Lead, where the Partner resells the Camunda Enterprise Edition platform to the prospective customer.

What you can expect from Camunda:

- No competition. We will not compete to resell Camunda solutions directly for a customer opportunity when deal registration has been accepted.

- Resources for success. We will provide enablement and support to help you succeed.

- Confidentiality. We will not exchange data which may represent commercially sensitive information (whether the Partner's pricing or our prices to other Partners/customers, proprietary technology innovations, etc.) with actual/potential competitors and will not share customer and/or deal registration information between Partners.

- Responsiveness. We will provide our best effort to accept or decline a deal registration request within 5 business days.

- Communication. We will maintain open communication with the Partner on matters pertaining to joint opportunities.

For formal customer RFP situations and where regulations require it, Camunda may accept deal registration from more than one Partner. In event of this situation Camunda will communicate these situations with involved Partners.

In return for this commitment, Camunda will approve Referral & Reseller Lead registrations with Partners that demonstrate the following:

• Valid opportunity with an end-customer contact name provided for the customer along with confirmation that Camunda may contact the client directly.

• Valid opportunity that is not already being worked by Camunda, as documented in the Camunda opportunity pipeline in our systems of record.

• The opportunity has a clear project definition, budget, and a timeline to purchase within 9 months or less from the time of registration.

• Commitment to lead with a Camunda solution upon registration approval.

• Active co-participation in developing the opportunity.

• Proactive and ongoing communication to keep the Camunda team fully apprised of developments in the registered opportunity.

To be considered for approval, a deal registration also requires the following information:

• Contact Information
  • Your contact information (with valid business email address).
  • Customer Contact: First & Last Name, Title, Phone, Email address.

• Account Information
  • Location
  • Company Size (Number of employees)
  • Industry
  • Current user of Camunda

• Lead Qualification
  • Need — explanation of pain points and challenges to address
  • Budget
  • Authority — of the customer contact (budget holder, department head, approver)
  • Timeline for purchase
  • Delivery method (co-sell/Camunda direct, Partner resell, or other i.e.integrated solution)

For more information on how to register deals, please contact your Partner manager or Partners-Global@camunda.com.

Referral Fees for Referral Leads
In cases where the Partner may want to refer potential customers, where a contractual relationship will be established directly between Camunda and the potential customer, you can refer these opportunities to Camunda by filling in the lead registration form and if applicable for your business model, Camunda will provide a referral fee equivalent to a portion of the year 1 subscription amount booked and collected from the client. Further details are outlined in your Camunda Partner agreement.

Sales Partner Margins for Reseller Opportunities
Sales Partners at Camunda resell Camunda Enterprise Edition. This is a new program introduced to Camunda Partners. Under this program Partners can now program-matically sell Camunda to clients. Camunda provides resale margins to our Partners across all tiers and offers accelerators in the form of incremental margins for Partners at certain revenue thresholds on an annual basis. Note as well that Camunda distinguishes between referral fees and resell margins. In a single opportunity transaction the Partner collects either the referral fee or the reseller margin, but in the case of reseller opportunities, the referral fees will not apply.

Summary Sales Partners Terms

Standard Margin	One-time, 20% margin for Year 1 of a new subscription
Margin Accelerators	+ 5% — Exceeding € 1 M Annual Recurring Revenue with ongoing subscriptions within a contractual year + 5% — Exceeding € 2 M Annual Recurring Revenue with ongoing subscriptions within a contractual year
Renewal Margin	5% of Annual Recurring Revenue regarding an ongoing subscription
Upsell Margin	10% of Annual Recurring Revenue regarding the ongoing subscription (applicable only for the delta amount/ARR)
Lead Protection	9-months, for approved registrations Extensions for valid opportunity situations

Technical & Training Benefits
Camunda's training program offers enablement for Partners delivered by product and solution experts with extensive experience in the Camunda solutions and the Process Automation marketspace. Camunda differentiates its training with a focus on role-based curriculums, all devised to train the key roles that work with Camunda in sales, presales and implementation functions. Our program offers multiple ways to consume training, including in-person, live-online, public and private courses and in the near future, on-demand.

- **Training Courses** – We offer a complete product training curriculum delivered exclusively for Partners, in both public and private venues. To get familiar with our training content, please see our [Event Pack](#).

- **Advisory and Solution Support** – After you have trained, continue your learning through active collaboration with our team of Camunda experts. Get support for building your proofs of concept, to validate architectures or to deploy your first automation project under the supervision of the Camunda training team. Camunda offers advisory hours on an annual basis for Partners that have completed training.

- **Solution Workshops** — Camunda provides targeted support for Partners currently involved in customer projects on topics that are specific to their current scenario. For this, Camunda Partner Consulting offers solution workshops, ranging from one to multiple days in duration.

- **Certification Programs** — Our training curriculums are devised to help empower and prepare your Developer roles for certification. Distinguish your skills and capabilities with a **Camunda developer certification**. The Certificate attests to your in-depth knowledge about the solution components, features, and technology. Please visit our [Training Request page](#) for more information.

In addition, join our themed webinars to gain in-depth knowledge about Camunda technology and solutions, participate in our webinars and get direct support from our pool of experts. Our Partner- specific webinars help you to get familiar with new product releases, delivery approaches, and more. Talk to your Partner manager to get more information on all of our training offerings.

Camunda Developer Community

We provide ready access to our Developer community for Partners and customers globally through the [Camunda Developer Community](#). We believe in the power of innovation and speed that is driven through our community to fuel evolution and share knowledge and best practices and encourage Partner involvement.

Pre- and Post-Sales Enablement

- **Enablement Guide** — Tap into training, products, tools, collateral, event details, and more. The guide also includes a checklist to give you a head start at being a successful Camunda Partner.

- **Sales Presentation** — Confidently pitch to prospective customers with our sales presentation that contains valuable information on Camunda, our value proposition, roadmap and key differentiators.

- **Presales Training** — Learn how to demonstrate Camunda and position the product at a technical level. Address and understand common questions related to the product and technology. At advanced levels build the skills to develop proof of concepts.

All these resources and more can be found [here](#).

Partnership Requirements

Eligibility Guidance

Minimum Requirements by Tier Level
Camunda Partners can achieve Silver, Gold or Platinum Partner status. The minimum requirements for resources are defined below. To determine which elements may be necessary to support your Camunda business, it is recommended that you work with your Partner Manager to determine actual requirements based on your business goals and document them in your Business plan.

Training Course Mapping for Partner Competency
Training competency is based on achievement determined by the total number of individuals training, regardless of location. Camunda has adopted a geographic and industry specification in their Partner contracts to help Partners define where and how to focus the training and development of specific resources aligned to building their practices. Today Camunda Partners can satisfy their tier level training requirements at the company/aggregate level regardless of location; however Camunda strongly recommends that resources reside in local geographies and or industries aligned to their Partner business plans.

Developer resources do not have to be located in a specific country or sales territory. Developer resources can be located anywhere globally and can be counted towards a company's competency.

Partners are not required to certify, unless they want to further advance their credentials with certified accreditation. Note this applies to Partners in Silver tiers. All Gold & Platinum tier Partners meet both training and certification minimum requirements for their Partner type and size of practice.

Below are the current core requirements for Partner tier designations and program participation. As previously stated all Gold and Platinum Partners meet minimum requirements for a number of certified resources.

	Global Services Partner			Regional Service Partner			Sales Partners *		
	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum
Requirements									
# Trained Employees in 12 Months	✔	20	30	✔	7	12	✔	7	12
# of certified resources (Developer)	—	10	15	—	5	8	—	5	8
Developer Resources	✔	✔	✔	✔	✔	✔	✔	✔	✔
Established Non-Production Subscription (NPS)	✔	✔	✔	✔	✔	✔	✔	✔	✔
Community Edition (CE)-Projects Notification (new sales + support)	✔	✔	✔	✔	✔	✔	✔	✔	✔
Business Review (Qtrly/Bi or Annual) (Including CE-Projects)	✔	✔	✔	✔	✔	✔	✔	✔	✔

— indicates optional, recommended

*Sales Partners criteria regional, Globals must satisfy global minimum #'s to meet requirements

Sales Territory Management

Current Sales Partners may operate under this Partner Program in a sales territory that is defined in their Partner contracts. Sales Partners may not sell outside of their defined territories without prior consent and approval from Camunda. For all other types of Partners, such as Global or Regional consulting, Camunda defines their territories in their business plans and both Camunda and the Partner will strive to operate in the named defined territories outlined in these plans.

Business Plan

Camunda will work together with our Partners to develop an annual business plan that outlines your go to market plans to promote, sell, co-sell and deliver Camunda Enterprise Edition platform.

These go-to-market plans will include but not be limited to the following:

- The geographies, industries and market segments that you are prepared to support.
- Co-defined goals — customer acquisition, revenue, etc.
- Demand generation and marketing plans to deliver and manage your pipeline of opportunities.
- Resources focused on building the business along with required training, certification and related goals.

Camunda will engage with you in regular reviews to ensure you have the needed support to execute successfully. Your Partner Manager will work with you to define a mutually-agreeable frequency and cadence of reviews.

Camunda will review your business results on an annual basis. Your Partner tier may be adjusted based on the findings of this performance review. If you are inactive for 12 months, you may be terminated from the Camunda Connect Partner Program. Notification of a change in Partner status will be communicated in writing via email.

Camunda Community Edition

Camunda has a legacy and history in the Open Source community and today boasts a vibrant, global Camunda Developer Community with 100,000+ members. Camunda sees tremendous value in the speed of innovation driven through the open source community and aims to preserve this. Our clients that require enterprise-level product functionality, scale, support and service run on Camunda Enterprise Edition (EE), and our Camunda Connect Partner program likewise works with Partners that exclusively promote, sell, implement and deploy our EE offering.

Along these lines, Camunda requires our Partners to provide prior written notification via email to make us aware of situations (either sales or support/consulting) where the client will use Community Edition. Our aim is to create a business alignment with our Partners so that we are ensuring the client has the appropriate solution for their needs and second that we are informed. To comply with this requirement, Camunda requests notification and will review these situations together with you during regular and annual business reviews.

Partner Profile

Camunda publishes your company profile and logos with your Partner designation on our website. Please keep your company profile accurate and up to date at all times. We also require you to provide the key contacts within your organization for different functions such as technical, training, sales and marketing so that we can communicate with you on key topics. You can update your Partner profile and or update Partner contacts through your Partner Manager, or contact us at Partners-Global@camunda.com.

Code of Conduct

Camunda operates under a code of conduct that recognizes national and/or international standards and appropriate codes of practice. While our Partners are independent entities, their business practices and actions may impact upon Camunda's reputation. For this reason, our Partners are expected to work in accordance with the applicable

laws, regulatory provisions and all contractual obligations agreed between Camunda and our Partners as outlined in our Partner agreements, in particular the Code of Conduct for Camunda Partners.

Camunda operates with transparency and if you would like to request a copy of our Code of Conduct or have questions please contact our legal team at legal@camunda.com.

Partner Resources

Partner Portal
Camunda Partners have access to our Partner Portal. Through this site you can access our marketing references, register sales opportunities and download your software. Camunda is soon moving to a new and Partner Portal that offers expansive content, tools and resources for our Partners. Camunda will make this platform available to Partners of all types and levels to ensure we make it as easy as possible for you to access the training, product information, tools, and Partner information you need.

When the migration is complete Camunda will offer Partners full access to the site and you will be notified via Partner communication emails with more information on how to access the new system.

The current Camunda Partner Portal can be accessed here at Camunda Partner Portal.

Partner Listing
As a general practice, Camunda lists all Partner organizations in the website listings on Camunda Partners. Partners agree that Camunda may publish your organization name and country location in a listing of program members, may reference you as a member of the program, and may publish your Camunda Connect Partner qualifications, and in each case use your logo, subject to any company-specific trademark and logo usage guidelines you provide.

Product Pricing
Camunda offers standard pricing to all Partners. Please contact your Partner Manager for the most recent price list and to access recorded pricing enablement content.

Partner Terms

Partner Agreement
All Camunda Partners will agree to a Partner Agreement with Camunda that authorizes their participation in the Camunda Connect Partner Program. The Partner Agreement sets forth terms, conditions, and operating expectations for you and for Camunda to follow and provides legal and financial protection to both you and Camunda.

Cancellation
Cancellation timelines and terms are defined within the Partner Agreement.

Notice of Change
Camunda reserves the right to revise, update or change this program guide. Changes will be made within 30 days of providing notice of change to our Partners. Notification of a change in Partner status will be communicated in writing via email or posted mail.

Contact
Should you have any questions regarding the program, please email us at Partners-Global@camunda.com.

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