

## Integrate with Cherwell to drive business and gain mindshare.

Cherwell's Technology Alliance Partner (TAP) Program is focused on meeting the digital transformation needs of customers to make their delivery of services more effective and use of resources more efficient. Through the TAP ecosystem, Cherwell provides more value to current customers, increases mindshare and drives business for Cherwell and its TAPs through best-in-class technology integrations.

A leader in the Forrester Wave for Enterprise Service Management and challenger in the Gartner 2018 ITSM Magic Quadrant, Cherwell's enterprise solutions provide measurable digital service transformation, delivered faster and at a higher total value.

### Cherwell Technology Alliance Partners Receive:

1. Not-for-resale license key for Cherwell Service Management (CSM) or another required product;
2. Product documentation and limited product support;
3. Access to joint marketing assets and initiatives; and
4. Additional benefits, including compensation for referrals, based on partnership level: Associate, Premier, or Elite.

*For complete list of benefits, turn the page over.*



TAP Requirements	Associate	Premier	Elite (by invitation only)
Commit to a timeline to build an integration or have a generally available integration through Cherwell's mApp Exchange or partner's own app store or integration directory	✓	✓	Invitation only
Complete Cherwell's go-to-market intake form	✓	✓	
At least two publicly referenceable customers of the joint solution		✓	
Develop a joint go-to-market plan		✓	
A minimum of one technical resource who has completed the Cherwell Accredited Alliance Partner Professional Path within 60 days of signing the TAP agreement		✓	

Benefits	Associate	Premier	Elite
Use of Cherwell Brand and Partner Badge at Current Partner Level	✓	✓	✓
Access to Cherwell's API and Product Documentation	✓	✓	✓
Listing on Cherwell's Technology Alliances Page (once GA integration is in place)	✓	✓	✓
Not-for-Resale (NFR) Software Licenses	✓	✓	✓
Joint Solution Co-Branded Marketing Assets (may include partner-dedicated web page, brief, data sheet, demo video, customer case study)	✓	✓	✓
Clear Conference Series Sponsorship Opportunities	✓	✓	✓
Visibility into Product Roadmap	✓	✓	✓
Referral Fee Opportunities	✓	✓	✓
Incorporated into Cherwell Corporate Communication Outreach (may include earned media, social media, etc.)		✓	✓
Participation in Cherwell Customer Facing Outreach (may include newsletters, events, user groups, webinars)		✓	✓
Deployment of Partner Solutions in Cherwell Demo Environment		✓	✓
Eligible to Participate in Beta Programs		✓	✓
Executive Leadership Exposure		✓	✓
Access to Sales Meeting Presentations and Sales Enablement Materials		✓	✓
Referral Fee Opportunities with Market Development Fund (MDF)		✓	✓
Dedicated Solutions Page on Cherwell Website			✓
Dedicated Joint Solution Lead Generation Campaign			✓
Dedicated Partner Account Manager			✓

## Referral Fee Opportunities

Partner Tier	\$100,000 - \$350,000 (ACV of Cherwell sale)	More than \$350,000 (ACV of Cherwell sale)
Elite and Premier	5% (3% referral fee + 2% for MDF)	7% (5% referral fee + 2% for MDF)
Associate	3%	5%

<https://cherwell.force.com/partners/>

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