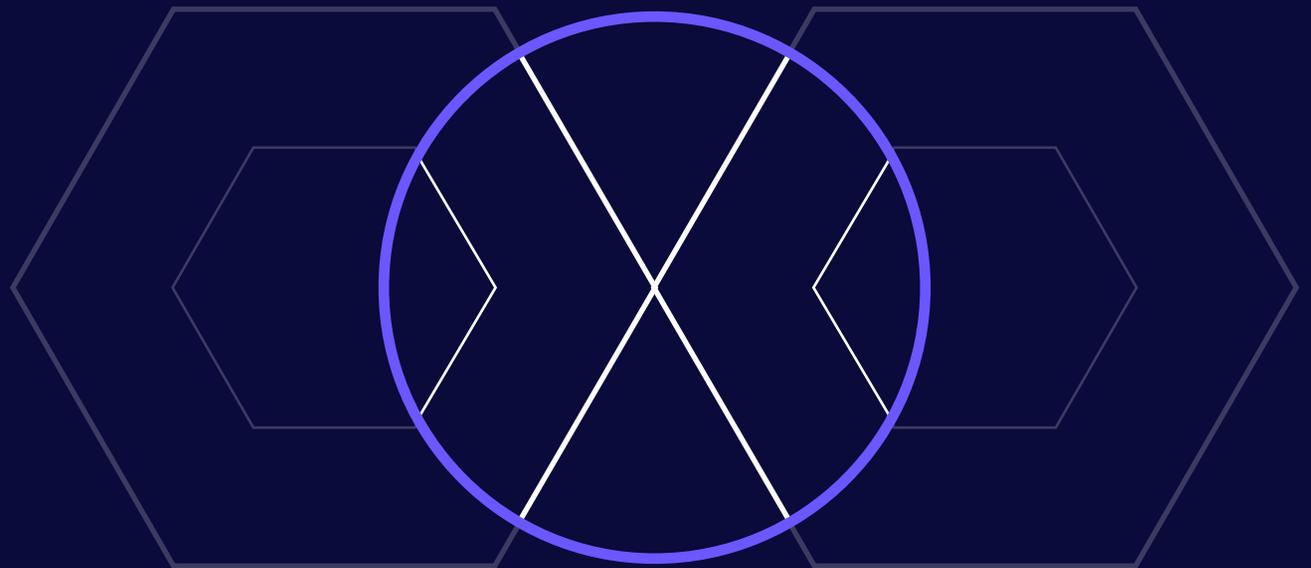


# The OpenMarket Partner Program

5 important questions answered





Thanks for digging a little deeper into the details of the OpenMarket Partner Program. This guide should tell you what you need to know about our unique offering and how you can take advantage of it.

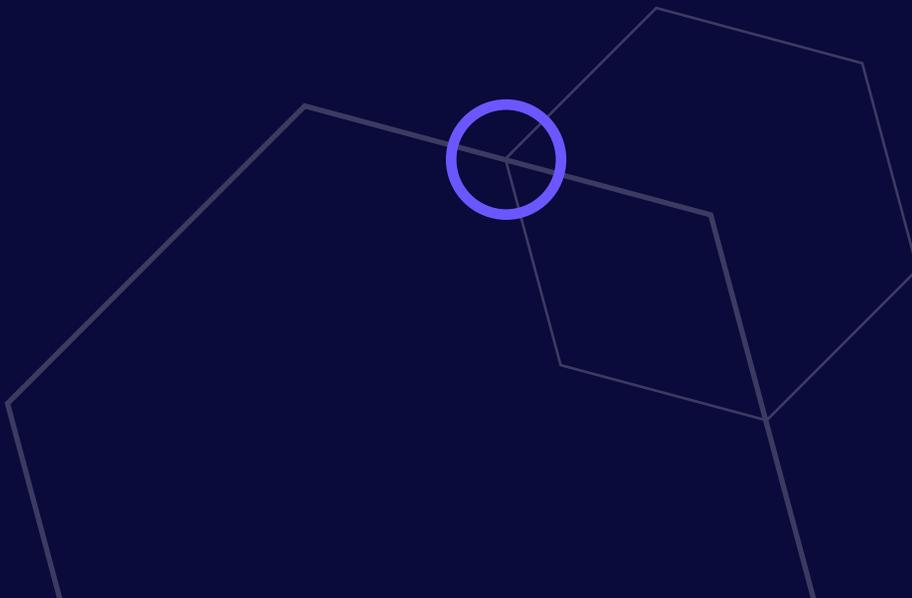
The OpenMarket Partner Program team believes an effective partnership is about more than providing technology or making vague promises about adding value.

Our collaboration is ultimately about combining forces to build stronger businesses. So we always try to be as specific as possible about how we'll work together.

We created this guide to answer five important questions:

1. What is the OpenMarket Partner Program?
2. What's in it for me?
3. How will we work together?
4. Can we partner up?
5. How do I get started?

Let's go.



# 1.

## What is the OpenMarket Partner Program?

The OpenMarket Partner Program is here to help you grow. This is an exclusive opportunity for your business to benefit from a combination of tailored service, expertise, resources and business opportunities.

The exact combination of benefits is dependent on your business model, partner type and messaging output. In other words, the program is different for every partner – but the goal is the same: **to grow and succeed together.**

The OpenMarket Partner Program gives you access to time, resources, and people to help you maximize the value you and your customers get from mobile messaging.

The OpenMarket Partner Program is underpinned by our core belief that **when our partners win, we win.**



# 2.

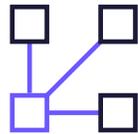
## What's in it for me?

Here's where the four pillars of our program come in.



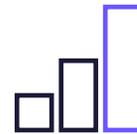
### 1. Expand

Partners can expand their sales capabilities through access to training, best-practice guidance, and sales & marketing resources. Enabling partner success and growing revenue together are the program's guiding principles.



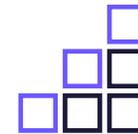
### 2. Reach

Partners have the opportunity of reaching more customers through referrals. The OM Partner Program team passes on leads when it can – especially if a potential client can benefit from a more specialized service offered by a partner.



### 3. Create

We and our partners can create new revenue opportunities together in many ways – from leveraging our library of customizable marketing campaign content, to teaming up to build demand-gen campaigns.



### 4. Build

Our team of experts work with partners to build account plans and develop mutually beneficial, long-term business opportunities.



Our partners can take advantage of OpenMarket's excellent carrier relationships – increasing the chances of messaging campaigns running smoothly, and problems being avoided or dealt with quickly. Partners also enjoy priority access to our messaging consultants, and technical and operational teams. In other words, when you need support, it's there for you.



### Access a leading global network

OpenMarket has 20 years of messaging experience, helping 1000+ businesses connect with customers and employees via SMS, MMS, RCS (and soon Apple Business Chat) in more than 200 countries across the world.

We currently handle more than 4 billion interactions a month. Our success is underpinned by our world-class multi-channel network, infrastructure and compliance credentials.

### Technical summary

- 99.99% uptime SLA
- Highly available, active infrastructure
- Enterprise-grade capacity (TPS)
- Comprehensive global coverage
- Service-oriented architecture
- 100% carrier compliant
- 24/7/365 English-speaking support

### Connection types

- RESTful web service APIs
- SMPP
- MM7
- Industry standard protocols

### Security compliance

- ISO 27001 (2013) standard
- Certified by BSI (British Standards Institute)
- GDPR addressed

### Data center locations

- Seattle, WA
- Sterling, VA
- London, UK
- Amsterdam, NL
- Public Cloud

# 3. How will we work together?

Again, this depends on your own unique situation and growth potential. We have a tiered partner system to help us deliver the right resources, based on certain qualifications and performance criteria.

Every six months, we assess SMS traffic levels and the growth potential with our partners, to make sure you're always in the right tier.

## Starter

Minimum requirement of 500k messages per month

## Strategic

Minimum requirement of 10 million messages per month

## Exclusive

Minimum requirement of 20 million messages per month

## Select

Minimum requirement of 100 million messages per month

Before we look at the different tiers of partnership you can expect, let's look at how a typical partnership is likely to progress. There are three distinct phases of progression:

### Build Phase

This is the very beginning of the partnership. There are two parts to it:

- 1) Partners build and add OpenMarket-enabled functionality to their mobile offering.
- 2) Sales team members are offered training about OpenMarket products and services.

Partners in the Build phase are typically those that recently signed with OpenMarket, or current partners that are adding a new OpenMarket product to their offerings.

### Launch Phase

This stage aims to accelerate the partner's time to market and support top-of-the-funnel objectives – through various marketing, business-development, and demand-generation initiatives.

### Elevate Phase

Partners in the Elevate Phase have typically had a business relationship with OpenMarket for at least two years. At this point they're ready to take their business growth to the next level.

# Partner Program benefits

Throughout the process you can access resources and benefits according to your partner tier. Two benefits can be claimed per eligibility period (every six months).

Phase	Benefit	Standard	Starter	Strategic	Exclusive	Select
<b>Build Phase</b> – Product Track	Professional Services					•
	Unique URL shortener / tracker					•
	Technical support (Ongoing throughout Partner Lifecycle)	•	•	•	•	•
<b>Build Phase</b> – Internal Sales Enablement Track	Mobile Messaging 101 Sales Playbook		•	•	•	•
	Mobile Messaging 101 Pitch Deck				•	•
	Battlecard		•	•	•	•
	Mobile Messaging 101 in-person Workshop					•
	Mobile Messaging 101 Recorded Training		•	•	•	•
<b>Launch Phase</b>	Kick-off / Onboarding workshop	•	•	•	•	•
	Account Planning Day		•	•	•	•
	Data collection to build audience			•	•	•
	Facilitated Activation			•	•	•
	Content access via self-service functionality	•	•	•	•	•
	Joint client-facing webinars			•	•	•
	Partner listing on OpenMarket marketing collateral		•	•	•	•
	Dedicated Account Management and Customer Success support to provide guidance on compliance, security, and other requirements		•	•	•	•
<b>Elevate Phase</b>	Partner Communications	•	•	•	•	•
	Market Development Funds (MDF) Eligible				•	•
	Dedicated Partner Marketing Advisor				•	•
	Subject-Matter Expert Advisory / Consulting					•
	Quarterly Business Reviews				•	•

# 4. Can we partner up?

If you've read this far, there's a good chance you're partner material. We work with all kinds of re-sellers and service providers, including:

- Value-added resellers
- Independent software vendors
- System integrators
- Managed service providers

But we do require that certain criteria are met – like the messaging traffic numbers we mentioned under each of our four partner categories.

We can discuss all the benefits and requirements to make sure the program is right for you. It's a two-way street in terms of time investment and teamwork. We know a partnership's working when we're both winning.

## VoiceSage – A partner success story

VoiceSage offers a customer communication platform that includes voice, email and messaging solutions.

Our two businesses saw an opportunity to work together on business development – sharing resources to help VoiceSage convert more prospects.

Our partnership now helps VoiceSage draw on a larger marketing budget and new lead-generation capabilities. We've also collaborated on a multichannel solution.

"We are proud to be in partnership with OpenMarket. They help us connect with our customers and together we are increasing awareness of the importance of optichannel communications in all industries."

**Paul Cogan**, Chief Operating Officer, VoiceSage

# 5. How do I get started?

If you're new to OpenMarket and would like to learn more about joining the OpenMarket Partner Program, let's talk.

Get in touch

Or if you're already an OpenMarket customer, drop your account manager a line. They'll talk you through the requirements and help you take your first steps towards becoming a partner.

We hope you're as excited about this program as we are. It's a great opportunity to grow our businesses together.

## About OpenMarket

OpenMarket helps seven of the ten biggest brands in the world use mobile messaging to connect with customers in the moments that count. When they need to be there and be responsive in real time. When customer experience isn't just a buzzword, it's an obsession.