



# Partner Program Guide

# Introduction

## About Ultra Commerce

Ultra Commerce is a global software provider, simplifying and automating the deployment and management of digital commerce in the cloud. Ultra Commerce provides an end to end digital commerce solution. This includes commerce applications such as catalog, cart, offers and promotions, as well as a software platform designed to ensure that customers' digital commerce sites are always available to transact business and perform at scale, in a safe and secure way.

With over 15 years of experience in designing, implementing and managing digital commerce solutions for some of the world's leading brands including Amway, Novartis, Johnson and Johnson, Royal Caribbean and Razer, Ultra Commerce has the expertise and experience to deliver against the most challenging and complex requirements at any stage of a customer's digital commerce journey.

## Partner Program

The Ultra Commerce Partner Program has been developed to leverage the combined capabilities of Ultra Commerce's solution and your services, to create value for customers.

By joining the program, you will enhance your overall value proposition to customers by combining any of Ultra Commerce's solutions with your own services, and offer a more complete, full-stack digital solution.

In order to join the program, you will need to have:

1. Signed Mutual NDA in place with Ultra Commerce,
2. Agreed and signed Partner Agreement with Ultra Commerce.

## Partner Program Benefits

Ultra Commerce partners have access to a wide range of benefits, that are tailored for each partnership level.

Ultra Commerce Partner Program Benefits			
Benefits	Authorised	Advanced	Premium *
Onboarding Training (base)	✓	✓	✓
Partner Portal Access	✓	✓	✓
24x7 Support	✓	✓	✓
Quarterly Webinar	✓	✓	✓
Use of Ultra Commerce Logo	✓	✓	✓
Onboarding Training (advanced)		Online	F2F
Partner Listing on ultracommerce.co		✓	✓
Business Review Meetings		Annual	Quarterly
Exclusive Partner Events		By Invitation	✓
Access to DevStack sandbox		✓	✓
Ultra Commerce Executive Sponsor			✓
Market Development Funds			Eligible
Eligibility	Authorised	Advanced	Premium
Signed Agreement and Mutual NDA	✓	✓	✓
Volume [# of closed deals per annum]	0	2	5
Commercials	Authorised	Advanced	Premium
Partner Fees (% of MRR)			
- 36 mth term or greater	10.0%	15.0%	17.5%
- 24 – 36 mth term	7.5%	12.5%	15.0%
- <24 mth term	5.0%	10.0%	12.5%
Additional Rebate:			
- >10 closed deals per annum			+2.5%
- >15 closed deals per annum			+5.0%

\* Premium partners are by invitation only

## Partner Program Details

Benefit	Description
<b>Onboarding Training (base)</b>	<p>Ultra Commerce partners will have access to all key training material required to onboard your staff to position Ultra Commerce solutions to customers.</p> <p>This includes all relevant product and technical information as well as specific training content such as video and data sheets.</p>
<b>Partner Portal Access</b>	<p>The Ultra Commerce Partner Portal contains all of the materials you need to become experts in the Ultra Commerce solutions.</p> <p>This includes brand guidelines, sales and marketing collateral, product and technical information, training materials, support processes and other helpful information.</p>
<b>24x7 Support</b>	<p>All Ultra Commerce partners have access to our premium service and support offering, including 24x7 support for any partner service queries.</p> <p>Support can be accessed via our Ultra Commerce Support Portal at <a href="https://ultraserve.samanage.com/">https://ultraserve.samanage.com/</a></p>
<b>Quarterly Webinar</b>	<p>Ultra Commerce hosts a series of quarterly webinars for all partners to get an update on market trends and activity, key achievements and wins, product and service updates, and exclusive view of the latest roadmap.</p> <p>These webinars are free to join, and open to all of your employees / staff. We also invite our Premium partners to co-host webinars.</p>
<b>Use of Ultra Commerce Logo</b>	<p>All of Ultra Commerce's partners are eligible to use Ultra Commerce's brand logo to present solutions to customers.</p>

Benefit	Description
<b>Onboarding Training (advanced)</b>	<p>As an Advanced or Premium Ultra Commerce partner we will run dedicated training for your teams, to ensure they are well equipped to represent Ultra Commerce solutions in the market.</p> <p>We will schedule these sessions either online or as face-to-face training, at a time convenient to you.</p>
<b>Partner Listing on ultracommerce.co</b>	<p>Ultra Commerce Advanced and Premium partners are featured and listed on the Ultra Commerce website, including logos and company description.</p> <p><a href="http://www.ultracommerce.co/partners/">www.ultracommerce.co/partners/</a></p>
<b>Business Review Meetings</b>	<p>Ultra Commerce will conduct Business Review Meetings with all Advanced and Premium partners.</p> <p>This review will be an opportunity for Ultra Commerce and the partner to track sales and pipeline, and discuss any tactical or strategic opportunities and challenges as required.</p>
<b>Exclusive Partner Events</b>	<p>Ultra Commerce will hold periodic exclusive events for its Advanced and Premium partners.</p> <p>These events are an important opportunity to network with other industry players, as well as hear from guest speakers on relevant, interesting topics.</p>
<b>Access to DevStack</b>	<p>Advanced and Premium partners get access to Ultra Commerce's DevStack offering.</p> <p>DevStack allows you to install, test, and build Ultra Commerce sites locally on your Mac for development and testing via Docker and the AWS-CLI.</p>

Benefit	Description
<b>Ultra Commerce Executive Sponsor</b>	<p>For Premium partners, Ultra Commerce will assign an Executive Sponsor from its CEO Leadership team.</p> <p>This Executive Sponsor will be your single point of escalation and help drive an aligned strategy between Ultra Commerce and your organisation.</p>
<b>Market Development Funds</b>	<p>Ultra Commerce's Premium partners can earn Market Development Funds, to be invested in demand generation activity.</p> <p>Use of the funds will be jointly approved at the Business Review Meetings. The funds will be deployed for specific, co-branded pipeline building activities including advertising, EDM, tradeshow/conferences, promotional materials etc.</p>

## Getting Started

To become an Ultra Commerce partner, simply visit the partner section at our website [www.ultracommerce.co](http://www.ultracommerce.co) and complete the webform.

Once this is submitted, one of our Ultra Commerce team will contact you to arrange:

- Mutual NDA / Confidentiality agreement
- Partner agreement
- Partner point of contact
- Access to Partner Portal
- Access to Ultra Commerce Support Portal
- Ultra Commerce training

As an onboarded partner, we will then jointly develop a Business Plan, including GTM planning, marketing initiatives, account mapping etc.

We look forward to working with you!

Ultra Commerce Team