



# Services Partner Program Update

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# Why are we here?

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- Greater commercial opportunity (\$)
  - Drive exposure
  - Opportunity referral
  - Differentiate our respective offerings
    - Be cost competitive
    - Address a variety of customer challenges, use cases, industries, and personas
- Grow KNIME adoption
  - Growth of the ecosystem benefits everyone
- Drive quality of delivery
  - Happy/successful customers lead to more customers

# Challenges / Opportunities

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- Large, fast growing market
- KNIME well positioned as a Leader
- KNIME is very price competitive
- Low penetration of KNIME Server
- Partners delivering KNIME Server also low
- New logos referred by partners lower than our inbound
- KNIME referral more \$ to partners than the other way around

# New Partner Program Goals

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- Increase our collective focus on joint revenue
- Help partners sell and deliver more effectively
- Lower the barrier to entry to be more inclusive
- Increase our investment in the most committed partners
- Raise our profile in the market
- Reward partner effort
- Allow diverse partner types to work with KNIME

# What are the major changes?

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- New Partner Program Tiers (starting Dec. 31)
- Expanded marketing, sales, and technical benefits
- Updated commissions
  - Determined by tier, not revenue
  - Separate for Source, Assist, Support, Renewal
- Simple online signature for the Partner Agreement (new signature needed by Dec. 31)
- Lead Registration
- Partner Awards

# What are the benefits / requirements at each tier

Tier Requirements and Benefits			
	Standard	Trusted	Elite
<b>Technical Requirements</b>			
“KNIME Expert” user trained on KNIME Analytics Platform and KNIME Server and signed up for KNIME Forum	1	2	5
Able to provide Support Tier 1 and 2	-		
Named contact responsible for technical capability			
Active quarterly in technical content creation (Forum posts, blog posts, innovation notes, etc.)	-		
Contribute content to at least 2 innovation notes per year	-	-	
Designated KNIME expert(s) must undergo a refresher course at least every 2 years to maintain the technical requirement for this tier.			

# What are the benefits / requirements at each tier

Tier Requirements and Benefits			
	Standard	Trusted	Elite
<b>Business Requirements</b>			
Signed current partner agreement			
New Sourced Business	Source and register 1 net new KNIME Server lead annually that is accepted by sales	Source to KNIME and close at least €25k net new KNIME Server license revenue annually	Source to KNIME and close at least €100k net new KNIME Server license revenue annually
Co-marketing activities annually (see definition)	1	2	4
Resources that have completed KNIME sales training	1	1	2
Named contact to manage partnership with KNIME			
Minimum partnership check-ins	-	quarterly	monthly
Maintain a high level of customer satisfaction			
Provide permission to include include logo on KNIME.com and mention in promotional materials			
One sales pitchback (see definition)	-		
Host and organize KNIME learnathon, meetup, or similar community event annually	-	at least 1	at least 2
Send a representative to KNIME Summit	-	-	
Completed case studies annually (Innovation Notes qualify if customer is named and business results are provided)	-	at least 1	at least 2

# What are the benefits / requirements at each tier

Tier Requirements and Benefits			
	Standard	Trusted	Elite
<b>Technical Benefits</b>			
Access to free self-service training			
Access to free annual technical workshop (excluding travel costs)	-	remote	remote or in-person
Free Training passes for KNIME Summit	-	1	3
50% discount on training at KNIME Summit			
Access to KNIME technical resources during sales cycle			
Support available through client license (ticket submission) and forum			
Workflow consulting or support escalation benefit - hourly entitlements per month (hours expire each month)	-	1 hour	2 hours
Ability to escalate support or client requests via partner manager	-	-	
Dedicated technical resource for ad hoc requests	-	-	
KNIME assistance in vetting of technical candidates			
Support for building a KNIME COE (center of excellence)	-		
Participation in beta programs and roadmap briefings	-	eligible	invited



# What are the benefits / requirements at each tier

Tier Requirements and Benefits			
	Standard	Trusted	Elite
<b>Business Benefits</b>			
Dedicated KNIME Partner Manager			
Scheduled Check-ins	-	Monthly	Monthly or Bi-weekly
Permission to use KNIME Partner logo	Standard Tier Logo	Trusted Tier Logo	Elite Tier Logo
Customer opportunity referral from KNIME	eligible	preferred	preferred
Access to co-selling materials and pitch decks			
Eligible for joint PR			
Eligible for promotion of joint solutions to address use case or vertical need			
Listing as a partner on KNIME website		Detailed	Highlighted
Eligible for partner awards			
Eligible for letter of endorsement from KNIME executive to customer upon request	-		
Commissions (year one including support - commission by tier)	Up to 25%	Up to 35%	Up to 45%
Eligible for invitation to Partner Advisory Board			
Number of free KNIME Summit passes per geography where partner has actively referred business	-	1	2
Free booth at KNIME Summit (if applicable)	-		
Matching investment in approved co-marketing activities (up to 10% of license revenue sourced to KNIME)			

# Commission Comparison

Aggregate annual KNIME License sales generated by KNIME Partner for KNIME	First year commission (in % of the annual new KNIME License sales)	Subsequent year commission (in % of the annual KNIME License renewal sales)
Up to € 50'000	25	10
Over € 50'000 up to € 125'000	30	15
Over € 125'000 up to € 180'000	35	18
Over € 180'000 up to € 250'000	40	20
Over € 250'000	50	25

		Standard	Trusted	Elite
<b>New Lead (or upsell)</b>				
	Lead Source	+10%	+15%	+25%
	Assist	+5%	+10%	+15%
<b>Support</b>				
	Tier 1 and 2 Support Provider	+10%	+10%	+10%
<b>Renewal</b>				
	Renewal	5%	8%	10%

# FAQ Overview

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[www.knime.com/partners/program-faq](http://www.knime.com/partners/program-faq)

# Lead Registration

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[www.knime.com/lead](http://www.knime.com/lead)

- Now mandatory to receive commissions
- First registration of a given lead/project will receive source credit (that includes KNIME internal)
- We will NOT reach out to your newly registered contact without getting your permission first

# Where can I find the resources to learn more?

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- Everything Partners – [www.knime.com/partners](http://www.knime.com/partners)
- Partner Program - [www.knime.com/partners/program](http://www.knime.com/partners/program)
- FAQ – [www.knime.com/partners/program-faq](http://www.knime.com/partners/program-faq)
- Partner Agreement – [www.knime.com/partners/new](http://www.knime.com/partners/new)
- Lead Registration – [www.knime.com/lead](http://www.knime.com/lead)

# Call to Action

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- Review the new tiers and program details
- Sign the new partner agreement (receive certification benefits!)
- Register your first lead
- Submit an innovation note or case study for Partner Awards
- Let us know about potential case studies or innovation notes
- Set up a meeting with your partner manager in order to set goals and milestones to achieve your desired tier by Jan 1.

Our commitment to you: everyone in this room will receive the support they need to get to Elite Tier by year end.

# What is coming?

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- Partner technical certification (full program)
- Sales training and selling/marketing materials
- Partner advisory board
- Technology partner program

# Thank You!

