



KNIME Services Partner Program Introduction

Thank you for your interest in becoming a partner of KNIME. We believe that partners are an extension of our team and hope that the programs, benefits, and expectations articulated in this program will create a mutually beneficial relationship. We have built our partner program on integrity and fairness. We seek to create an environment in which partners may build their business on KNIME but also in turn to help drive the commercial success of KNIME, so that we can continue to offer great products and features to our ecosystem, partners, and customers. If you have any questions, comments, or suggestions, please address them to partners@knime.com and we will be happy to engage further. Thanks again for your consideration of partnership with KNIME.

Partner Levels and Commissions

Tier Definitions and Requirements

Standard - Standard is the entry level partner tier for KNIME. We invite all services companies and consultants from the KNIME ecosystem who wish to have a commercial relationship with KNIME, and have experience with KNIME Software, to sign up and begin to learn how to use, sell, and build your business on KNIME software.

Trusted - Trusted partners have reached a level of proficiency with KNIME where we feel comfortable referring our customers to you. This tier is appropriate for mid-sized firms or specialists who may not have large volume of projects, but have specialization around particular use cases, verticals, or geographies that fill critical needs within our ecosystem.

Elite - Elite partners are our top partners in terms of capability, scale, and commercial impact. This is a very select group of partners where we are jointly investing to help the world's largest enterprises undergo data-driven transformation.

Partner Tier Requirements and Benefits Matrix

Tier Requirements and Benefits			
	Standard	Trusted	Elite
Technical Requirements			
“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 or case studies per year	-	-	✓
Designated KNIME expert(s) must undergo a refresher course at least every 2 years to maintain the technical requirement for this tier.	✓	✓	✓
Business Requirements			
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
Technical Benefits			
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
Business Benefits			
Dedicated KNIME Partner Manager	✓	✓	✓
Scheduled Check-ins	-	Monthly	Monthly or Bi-weekly
Permission to use KNIME Partner logo	Standard Tier	Trusted Tier	Elite Tier Logo

	Logo	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 50%
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)	✓	✓	✓

Commissions

Definitions and Requirements

Eligibility for Commissions - Partner must be in good standing at time of deal close with a current signed partner agreement, assigned partner manager, and bank account on file in order to be eligible for commissions.

Commission - The amount paid to a partner in accordance with Commission Schedule. Commissions are only available for eligible projects that are at least 1 year in term contracted directly with KNIME or through the Partner to which the Commission is due. Licenses or subscriptions purchased through cloud providers or with a term of less than one year are not eligible for commissions. Any commissions of less than 100 euros for a given opportunity will not be processed. All amounts quoted are in Euro unless otherwise stated. Commissions will be paid no later than by the end of the quarter following the one in which KNIME is paid by customer for an eligible transaction.

Alternatives to Commission - Partners may choose to forgo commissions from KNIME and instead request that KNIME keep a credit that can be redeemed for equivalent value in KNIME software, training, certification, sponsorship, or other marketing expenses as deemed eligible by KNIME. These credits expire at the end of each calendar year unless an exception is granted in writing.

Commission Schedule

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

Commission Examples

Multi Year

A three year €100k annual deal closes that is sourced, assisted, and supported by an Elite Tier partner, customer pays years 1 and 2 up front (€200k) and locks in a rate for year 3. Partner commission will be 25%+15% for year 1 + 10% renewal commission for year 2 = €50k paid upon payment by customer. At the anniversary date, partner will be paid for Tier 1 and 2 Support for the preceding year (10% = €10k). Partner Tier and partner program commissions at the point of payment for year 3 will dictate the percentage paid to the partner for year 3.

Multiple Tiers

If a deal value pushes a partner into a higher tier, the commission will be paid at the higher tier for the portion over the tier threshold.

Additional details and definitions

Training Partners

Being a KNIME Training Provider allows access to certified training curriculum developed by KNIME for use by partners. Other benefits such as promotion, administration, and promotional materials are also available to partners who adhere to the training partner guidelines established in this section.

Training partners are required to register all KNIME training course promotion or training activities with KNIME at least 60 days before training course date.

KNIME training partners must use their best effort to provide a registration list to KNIME after the event including course description and names and email addresses of attendees. Attendees may be sent a survey by KNIME and additional training offerings. Revenue (not profit) share for training completed by partner shall be 85% to partner, 15% to KNIME unless otherwise agreed. Failure to meet these requirements may result in the revocation of permission to conduct official KNIME training sessions.

Lead Source and Assist Definitions

Lead - A project for which any paid annual subscription product by KNIME may be in the consideration set.

New Lead - A lead that does not fall within Existing Business or is wholly unknown to KNIME at the time of registration.

Registered Lead - Any lead which has been submitted to KNIME via the Lead Registration Form.

Accepted Lead - Any Registered Lead for which the registering partner has received written confirmation from KNIME that the lead is either New (and eligible for New Lead commissions) or Existing (and may be eligible for Assist commission).

Lead Registration Form - Web form where a lead may be registered for acceptance by KNIME. <https://www.knime.com/partners/lead>

Source - The origin of the lead as determined by lead registration and acceptance by KNIME

Assist - Partner does not source lead but assists in closing it.

Lead Registration Rules

1. **Source** credit is only given to the first entity to register a **New Lead** in **Lead Registration Form** with the required information completed

2. Complete **Lead Registration** is required for a partner to receive Partner Sourced Lead or **Assist** credit and the related commissions.
3. In the case of multiple-partners being eligible for **Assist** credit for a given opportunity, the total **Assist** commission will be capped at 30% and distributed to eligible partners at KNIME's discretion.

Assist Credit Requirements

1. **To receive Assist credit the partner must meet two of the following criteria:**
 - Partner is incumbent in part of the account where KNIME software is being considered
 - Partner can prove definitively that they have stated a preference for our product over others under consideration
 - Partner provides meaningful intel on the account, stakeholders, or decision process during the sales process
 - Partner completes at their own expense a POC or invests other engineering or data science resources to demonstrate KNIME's applicability to the customer use case
 - Partner introduces KNIME to key stakeholders in the decision process
2. **Assist commission for KNIME-sourced projects** - KNIME sources the lead, Partner is not entitled to commissions for the initial contract term (Partner is eligible to receive Renewal or Support commissions). However, KNIME may at its sole discretion decide to pay Assist commission to Partner if significant investment is made on part of partner to secure subscription or license revenue in the sales cycle.

Partner Marketing

KNIME partners are eligible for co-marketing activities with KNIME for the purpose of awareness, enablement, and demand generation. Any requests for co-marketing, speakers, funding, promotion, or other participation may be requested through the partner manager. Partners in the Trusted and Elite Tiers should build a marketing plan to jointly execute including events, blogs, innovation notes, case studies, PR, or other activities as deemed appropriate by the partner and partner manager. Case Studies and Referenceable Clients are highly valued by KNIME and may be eligible for additional funding or commissions on a case by case basis.

Partner Enablement & Certification

Partner enablement is a key component of KNIME's partner program. KNIME believes that gaining the right competencies around KNIME Software is crucial to customer success and retention as well as proper sales and marketing approaches. Our partners are an extension of our brand and our capability, and we therefore take enablement very seriously.

All KNIME Partners are required to have at least 1 technical "KNIME Expert" resource attend training courses regarding the use of the KNIME Software (both KNIME Analytics Platform and

KNIME Server) as dictated in the Partner Tier Requirements and Benefits Matrix. These resources must take a “Refresher” course every 2 years to maintain their technical competency and fulfill tier requirements. KNIME training courses are offered periodically over the year. The list of the upcoming courses is available at the following link: <https://www.knime.com/courses>. Certified Partner training may also qualify to fulfill these requirements. KNIME may at its sole discretion require that the identified technically enabled resources pass a technical interview to verify knowledge and capability. Proof of training completion may be obtained from the course instructor, or an enrollment email will suffice. This content as well as the KNIME Forum IDs for the technical resources may be sent to the partner manager to complete the technical enablement requirement.

KNIME reserves the right to update program requirements to include certification when this program becomes available to partners.

Lead Distribution Methodology

KNIME receives inbound requests from customers and also proactively seeks to involve partners in all customer opportunities. In each of these scenarios, we seek to match partners who are best suited to address the customer need. This may include such criteria as: location preference, technical need, scale, specialization, speed (in the form of solution accelerator), existing MSA or contractual relationship, etc. In addition to meeting the customer criteria, KNIME also will distribute leads to partners on the basis of track record and Tier within the partner program.

Other Definitions

Existing Business - an organization or division within an organization whom KNIME holds a contract. A lead is considered to be covered under existing business if the client would add incrementally to an existing contract rather than establish a new contract with KNIME.

Tier 1 and 2 Support Provider - an organization who is shown to provide the support services for Tier 1 and 2 as defined:

- 1st Level Support Services cover the provision of assistance in connection with all general questions around the KNIME Software and trouble shooting such as software installations and setup, and reasonable help with all technical KNIME workflow issues.
- 2nd Level Support Services cover the provision of more advanced installation issues, such as connectivity to clusters and in-house authentication systems and preliminary bug identification.
- 3rd Level Support Services cover the provision of technical support services with respect to the KNIME Software such as advanced bug identification and bug fixing, which can often only be provided with specific technical knowledge about the KNIME Software

implementation by the KNIME development team. Partners are not expected to handle this support level.

Support Commissions will be paid in the quarter following renewal payment by customer for the preceding 12 month term.

Upsell - at time of renewal, the amount above the annual renewal amount paid by customer. Commission will be provided for this amount at the 'new lead' commission level.

Determining Partner Levels- Each partner sourced and accepted opportunity that is closed will be credited upon customer payment toward the partner level achievement at full value. (In the case of debooking, partner commission and credit toward tiers will be updated accordingly). A partner will achieve the next partner level from the moment that they meet all requirements for that level. From that moment forward until the end of that calendar year, all commissions will be paid at the higher partner level commission rate. If a particular opportunity falls between more than one partner level, the amount will be prorated such that any value over and above the amount needed to reach the higher tier will be paid at the higher commission rate. At the start of each calendar year, partners will continue at the level they held at the end of the previous year. As long as the partner is on pace throughout the year to maintain that level, no adjustments will be made. KNIME reserves the right to review year-to-date performance at any time and adjust partner level on the basis of attainment.

Renewal - Existing client of KNIME decides to repurchase KNIME at the end of their contract. Partner receives renewal credit when they proactively encourage the renewal or drove usage and adoption of KNIME that led to the renewal. Emails with the customer or other proof of this effort to drive the renewal may be required in order to process the renewal commission.

Termination, or Partner Level or Commissions Adjustment - KNIME reserves the right to adjust partner level, adjust or deny commissions, or terminate this agreement upon any violation of KNIME terms of use, licensing agreements, or other quality, ethical, or legal standards that KNIME or its customers may hold Partner to.

Partner Advisory Board - A core group of leaders at our top partners who KNIME will look to for direction on product, go-to-market, programs, strategy, and any other relevant topic. The advisory board will meet twice a year and will gain visibility into roadmap and pre-launch programs.

Marketing and Acceptable Use - Partners at all levels are encouraged to promote their relationship with KNIME through blogs, marketing, PR, their website, or other channels upon written permission from KNIME. All promotion must adhere to KNIME brand [guidelines](#).

Pitchback - Partner presents mock pitch to KNIME partner manager and team to determine proficiency in positioning KNIME for a fictitious client opportunity. KNIME offers feedback and

recommendations for how partner may improve their positioning, messaging, and presentation of KNIME in the context of a client scenario.

Co-marketing - Eligible co-marketing activities include any approved activity that promotes KNIME for the purpose of awareness, demand generation, enablement, thought leadership, or other consideration by prospective clients. Partner Manager shall have the final word on what constitutes eligible co-marketing

Technical Workshop - Technical session presented by KNIME technical resource to eligible partner to assist in the creation of a center of excellence (COE) around KNIME, onboard a team of technical resources, or advance a particular area of knowledge. In order to be free of charge to a partner, partner must guarantee an audience of at least 10 resources for the duration of the workshop to justify the investment by KNIME. Curriculum can be tailored to the audience in content, style, and duration at the discretion of the partner and technical resource from KNIME.

Customer Satisfaction - KNIME reserves the right to survey its customers to verify customer satisfaction and delivery quality from partners. Consistent poor performance may lead to tier demotion or removal from the partner program.