

# Confluent Partner Program Guide

Confluent, founded by the original creators of Apache Kafka®, pioneered the enterprise-ready event streaming platform. With Confluent, organizations benefit from the first event streaming platform built for the enterprise with the ease-of-use, scalability, security and flexibility required by the most discerning global companies to run their business in real time.

The Confluent Partner Program is designed to meet the growing requirements of our customers by building and expanding our partner ecosystem through the support of global and regional systems integrators, service providers, strategic consultancies, cloud, OEM, SaaS and technology partners.



## Growth

Create new markets and revenue opportunities to help partners promote business services and solutions to customers worldwide.



## Benefits

Offering innovative partner benefits which recognize and reward the unique competencies and achievements of each partner.



## Value

Working together, to help our customers maximize the value of data to power real-time businesses for organizations across a variety of industries.

## Join the Confluent Partner Program

### FOLLOW THESE SIMPLE STEPS:

**1** **Complete** the Confluent Partner Program Application

**2** **Sign** the Partner Agreement

**3** **Access** the Confluent Partner Portal to Manage your Program Membership

# Partner Membership Types and Tiers



## TECHNOLOGY PARTNER PROGRAM

Designed for Independent Software Vendors (ISV), Independent Hardware Vendors (IHV), Cloud, SaaS and Original Equipment Manufacturers (OEM) who integrate their technology solutions with Confluent.

Tech Registered	Tech Plus	Tech Preferred	Tech Premier
Entry-level partnership with introductory benefits	Supported technology integration partnerships verified by Confluent	Supported technology integration partnerships with go-to-market benefits	By Invitation with technology integrations, joint marketing and sales engagements



## CONSULTING & SI PARTNER PROGRAM

Global and Regional System Integrators (SI), Consulting and Value Added Resellers (VAR) leveraging Confluent Platform and Confluent Cloud to build scalable data solutions and consulting practices

CSI Registered	CSI Plus	CSI Preferred	CSIPremier
Entry-level partnership with introductory benefits	Partners with required training and certification credentials	Partners with Confluent Platform and Confluent Cloud capability specializations	By Invitation with sales specializations, joint marketing and sales engagements

**Confluent offers a collection of business, technology, marketing and sales benefits designed for partners to fully leverage the unique value and opportunities the program provides**

# Partner Authorization Requirements



## CONSULTING & SI PARTNER REQUIREMENTS

	Registration	Plus	Preferred	Premier
<b>Partnership Requirements</b>				
Partner Agreement	✓	✓	✓	✓
Current Business Profile		✓	✓	✓
Annual Business Plan		✓	✓	✓
Opportunity Registration		1	2	3
Customer Wins/ References			2	3
<b>Training and Certification Requirements</b>				
Confluent Developer Training		3	5	8
Operations Training		2	3	5
Streams & KSQL Training		2	2	5
Confluent Sales Training			2	5
Confluent Certifications		2	5	10
<b>Consulting &amp; SI Partner Fee</b>	<b>No Fee</b>	<b>\$1500</b>	<b>\$3000</b>	<b>\$5000</b> (By invitation only)



## TECHNOLOGY PARTNER REQUIREMENTS

	Registration	Plus	Preferred	Premier
<b>Partnership Requirements</b>				
Partner Agreement	✓	✓	✓	✓
Current Business Profile		✓	✓	✓
Annual Business Plan			✓	✓
Opportunity Registration		1	2	3
Customer Wins/References			2	3
Verified Product/Solution Integration		1 (Standard)	1 (Standard)	1 (Gold)
<b>Technology Partner Fee</b>	<b>No Fee</b>	<b>No Fee*</b>	<b>\$3000</b>	<b>\$5000</b> (By invitation only)

\* Technology Plus tier requires a standard solution/ product integration for 'No-Cost' terms to be applicable.



CONSULTING & SI PARTNER BENEFITS

Business Benefits	Registration	Plus	Preferred	Premier
Confluent Partner Portal	✓	✓	✓	✓
Apache Kafka Fundamentals Training	✓	✓	✓	✓
Deal Registration	✓	✓	✓	✓
Partner MDF (5% Sourced / 3% Resell)	✓	✓	✓	✓
Listing on Partner Directory	✓	✓	✓	✓
Invitation to Partner Summit Events		✓	✓	✓
Partner Badge with Priority Listing on Directory			✓	✓
Partner Advisor			✓	✓
Named Partner Advisor				✓
Executive Briefings				✓

Technical Benefits	Registration	Plus	Preferred	Premier
Basic Partner Enablement	✓	✓	✓	✓
Access to Online Technical Guidance & Community	✓	✓	✓	✓
Discount on Confluent Public Trainings		✓	✓	✓
Technical On-Demand Trainings		✓	✓	✓
Partner Connect-Product Updates		✓	✓	✓
Short-Term Demo Licenses		✓	✓	✓
Non-Public Product Roadmap			✓	✓
Technical Instructor-Led Virtual Training			✓	✓
Long-Term Demo Licenses			✓	✓
Confluent Cloud Credits (\$)				✓
Product Roadmap Briefings				✓
Demo Resources				✓



CONSULTING & SI PARTNER BENEFITS

Sales Benefits	Registration	Plus	Preferred	Premier
Basic Confluent Product/Platform Messaging	✓	✓	✓	✓
Basic Sales Training		✓	✓	✓
Basic Sales Enablement		✓	✓	✓
Access to Sales Enablement Tool (Limited)			✓	✓
Advanced Sales Training			✓	✓
Advanced Sales Enablement			✓	✓
Co-Branding with Confluent			✓	✓
Hosting Meetups/Hackathons			✓	✓
Select Joint Field Events			✓	✓
Access to Sales Enablement Tool (Advanced)				✓
Joint Account Planning				✓
Joint Sales Motions				✓
Joint Pipeline Campaigns				✓
Joint Field Events				✓
Access to Performance Incentives				✓



TECHNOLOGY PARTNER BENEFITS

Business Benefits	Registration	Plus	Preferred	Premier
Confluent Partner Portal	✓	✓	✓	✓
Basic Kafka Training	✓	✓	✓	✓
Deal Registration	✓	✓	✓	✓
Partner MDF (5% Sourced/3% Resell)	✓	✓	✓	✓
Listing in Partner Directory	✓	✓	✓	✓
Invitation to Partner Summit Events		✓	✓	✓
Partner Badge with Priority Listing on Directory			✓	✓
Partner Advisor			✓	✓
Named Partner Advisor				✓
Executive Briefings				✓

Technical Benefits	Registration	Plus	Preferred	Premier
Basic Enablement Content	✓	✓	✓	✓
Access to Online Technical Guidance & Community	✓	✓	✓	✓
Discount on Confluent Public Trainings		✓	✓	✓
Technical On-Demand Trainings		✓	✓	✓
Partner Connect-Product Updates		✓	✓	✓
Short-Term Demo Licenses		✓	✓	✓
Non-Public Product Roadmap			✓	✓
TSANet Support			✓	✓
Technical Instructor-Led Training			✓	✓
Long-Term NFR Licenses			✓	✓
Confluent Cloud Credits (\$)			✓	✓
Strategic Product Integration Alignment				✓
Partner Engineering Support				✓
Product Roadmap Briefings				✓
Demo Resources				✓



TECHNOLOGY PARTNER BENEFITS

Marketing Benefits	Registration	Plus	Preferred	Premier
Blog on Confluent.io		✓	✓	✓
Confluent Logo Usage		✓	✓	✓
Access to Sales Enablement Tool (Limited)			✓	✓
Online Talk/Webinar			✓	✓
Co-Branded Assets Creation			✓	✓
Joint Field Events* (Limited)			✓	✓
Hosting Meetups/Hackathons			✓	✓
Access to Press Release Template			✓	✓
Access to Sales Enablement Tool (Advanced)				✓
Joint Account Planning				✓
Joint Sales Motions				✓
Joint Pipeline Campaigns				✓
Joint Field Events				✓

\*Access to partner benefits are subject to partners signing the program agreement.

Confluent reserves the right to extend benefits to any partner at its discretion.

Technology plus tier requires a standard solution/product integration for 'no-cost' terms to be applicable.

Field events require partners to accrue mdf funds. All field events are subject to approval by confluent bd and field marketing teams.

# Program Requirement Details

## ALIGNMENT

<b>Partner Application/Agreement</b>	Partners will be required to complete the Confluent program online application and click-through the partner agreement via the Partner Portal.
<b>Annual Business Plan</b>	Partners at the 'Preferred' tier will be required to create an annual business plan (via the Partner Portal) which includes key partnership objectives, priorities and goals for the year.
<b>Joint Business Plan</b>	Partners at the 'Premier' tier will be required to work with Confluent to create a joint business plan. This plan will include strategic alignment and go-to-market objectives and deliverables for the year. These plans will be jointly reviewed and adjusted on a quarterly basis.
<b>Named Business Contact</b>	Partners will be required to provide a primary business and technical contact to support the partnership.

## CAPABILITIES

<b>Confluent Training – Developer/Operations/Streams &amp; KSQL</b>	Confluent/ Apache Kafka on-demand trainings (Developer, Operations, Streams & KSQL) will be available via the Confluent Partner Portal. Consulting & SI partners will be required to show the minimum required numbers to fulfill tier qualification for each of these courses as listed. Training requirements will be reviewed every 12 months.
<b>Confluent Certification</b>	Consulting & SI partners will need to show a minimum required number of Confluent Certified professionals to fulfill tier qualification. Certification requirements will be reviewed every 12 months.
<b>Opportunity Registration</b>	Partners will be required to show a minimum required number of opportunity registrations via the Confluent Partner Portal. Opportunity Registrations will be reviewed every 12 months.
<b>Sales Training</b>	Confluent sales training will be available to qualified partners via the Confluent Partner Portal. Consulting & SI partners will need to show minimum required numbers to fulfill tier qualification. Sales Training numbers will be reviewed every 12 months.
<b>Customer Wins</b>	Partners will be required to show the minimum required number of Customer Wins. Customer wins will be reviewed every 12 months.
<b>Joint Customer References</b>	Partners will need to showcase joint customer references to fulfill tier qualification and upgrade. "Premier" partners will require to show '1' publically referable customer. (For other tiers, reference need not be public showcase, however partners are requested to reference joint account(s) and use case engagements with customers).
<b>Product Integrations (Gold/Standard)</b>	Technology Partners will be required to verify their Apache Kafka/ Confluent integrations via the "Confluent Verified Integrations" program to fulfill tier qualification and upgrade. Partners with a "Gold" verified integrations status will be upgraded to "Premier" tier and partners with "Standard" verified integrations status will be upgraded to "Preferred" tier status.



# Business Benefit Details

<b>Confluent Partner Portal</b>	<p>Confluent Partner Portal is the primary online destination for all partner related content, tools and training. Partners will be provided access once the partner application and agreement steps are completed. Existing partner contacts can directly request access to the portal by visiting <a href="https://partners.confluent.io">partners.confluent.io</a></p>
<b>Apache Kafka Fundamentals Training</b>	<p>The Apache Kafka Fundamentals training is our foundational training course. Partners will gain an understanding of Apache Kafka and the Confluent platform, including an overview of Kafka's core concepts that enable it to power a highly scalable, available, resilient, real-time event streaming platform.</p>
<b>Partner MDF (5% Sourced/3% Resell)</b>	<p>Marketing Development Funds (MDF) can be used toward many activities to generate awareness, lead generation and training. Refer to the MDF Program Guide and FAQ which can be found on the Partner Portal.</p>
<b>Partner Badge</b>	<p>On attaining 'Preferred' or 'Premier' tier status, partners will be presented with a 'Partner Badge' which can be used to externally promote the partner status to customers and prospects. Partner Badge can be downloaded from the resource section of the Partner Portal.</p>
<b>Listing on Partner Directory</b>	<p>Customers can search and find Confluent partners using our online 'Partner Locator' search tool. Partners will be required to ensure their company profiles on the portal are kept up-to-date for the benefit of customers and prospects using the 'Partner Locator'.</p>
<b>Partner Advisor</b>	<p>Confluent will appoint a 'Partner Advisor' to support ongoing partner activities and priorities at the 'Premier' tier.</p>
<b>Executive Briefings</b>	<p>Confluent will look to organize 'Executive Briefings' once a quarter with 'Premier' partners supporting highly customized and customer-centric dialogue inviting key decision makers, and subject matter experts from the partner company to review business plans, results and achievements.</p>
<b>Invitation to Partner Summit Events</b>	<p>Partners will be invited to participate in-person events.</p>
<b>Preferred/Premier Listing in Confluent Hub</b>	<p>Confluent Hub is an online destination where customers and prospects can discover Kafka and Confluent connectors and integrations. Technology partners who have 'Standard' and 'Gold' status connectors and integrations will have the option to feature their verifications on the Hub.</p>

# Technical Benefit Details

<b>Confluent On-Demand Training</b>	Confluent/ Apache Kafka on-demand training (Developer, Operations, Streams & KSQL) will be available via the Confluent Partner Portal. Partners at the 'Plus', 'Preferred' and 'Premier' tiers will have access to these on-demand training materials.
<b>Confluent Public Training (Discounted)</b>	Confluent Partners can avail tiered discounts (10% Plus, 20% Preferred, 30% Premier) for Confluent public (In-person and remotely delivered, Instructor Led) training courses in all regions. (Kafka Summit event trainings are not applicable for discounts)
<b>Access to Online Technical Guidance &amp; Community</b>	Partners will be provided access to our online public community assets and technical documentation.
<b>Partner Connect-Updates</b>	Partners will be invited to "Partner Connect" events (online/ in-person events held 4-5 times a year) where Confluent will provide business and product updates.
<b>Short-Term Demo/NFR Licenses</b>	Partners can request access to not-for-resale/ demo licenses via the Partner Portal. Short-term licenses are provided for a period of 30 days.
<b>Technical Instructor-Led Virtual Training</b>	Partners at the 'Premier' and 'Preferred' tier levels will be invited to attend tailored 'Instructor-Led' online training courses held quarterly in all 3 geo's (Americas, EMEA and APAC). This is an invitation-only training event.
<b>Non-public Product Roadmap</b>	'Premier' and 'Preferred' partners will be invited to participate in quarterly Confluent and Apache Kafka product roadmap briefings, exclusively delivered by Confluent product teams tailored for technical partner audiences.
<b>Long-Term Demo/NFR Licenses</b>	Partners can request access to 'Demo Licenses' via the Partner Portal. Long-term licenses are provided for a maximum period of One Year, which can be re-issued at the end of the term.
<b>Confluent Cloud Credits (\$)/(\$\$)</b>	Confluent 'Premier' partners will be offered Confluent Cloud license credits worth \$400 and Confluent 'Preferred' partners will be offered Confluent Cloud license credits worth \$200. Partners can request access to Confluent Cloud license credits via the Partner Portal. These credits are issued on an annual basis and may not roll over the next benefit year.
<b>Partner Engineering Support</b>	'Premier' partners can request priority engineering support from the Confluent Partner Solution Engineering team. Requests can be made via the Partner Portal.
<b>Product Roadmap Briefings</b>	'Premier' partners will be invited to participate in exclusive Confluent product roadmap briefings, tailored specifically for partner audiences. Presentations will include forward looking Confluent product plans and release timelines.
<b>Demo Resources</b>	Confluent has created exclusive partner demo resources which help partners create and build customer tailored demo's and product showcases.
<b>TSANet Support</b>	Confluent has contracted with TSANet, a non-profit to help facilitate seamless collaboration between Confluent and partner support organizations that best addresses mutual customer support requests. The enrollment fee is covered by Confluent and applicable for partners who have a "Gold" verified product integration.
<b>Partner Verification Support</b>	'Premier' and 'Preferred' partners can request engineering support for product/solution verifications from Confluent Partner Solution Engineers.
<b>Strategic Product Integration Alignment</b>	Confluent will proactively provide strategic product alignment and support to 'Premier' partners for their solution integrations with Confluent Platform and Confluent Cloud.

# Sales & Go-To-Market Benefit Details

<b>Basic/Advanced Sales Training</b>	Partner training on Confluent products and solution selling. Sales content is tailored for partner audiences.
<b>Basic/ Advanced Sales Enablement</b>	Access to Confluent sales tools and enablement materials (messaging, pitch/presentation decks, reference architectures, videos, etc) via the Confluent partner portal.
<b>Access to Sales Enablement Tool</b>	Access to Confluent online sales enablement portal with a dedicated learning path created for partner sales and marketing teams.
<b>Co-Branding with Confluent</b>	Access to partner focused co-branding assets and templates which partners can use to customize their content, corporate brand and logos.
<b>Hosting Meetups/ Hackathons</b>	Ability and support for partners to host meetups and technical hackathons.
<b>Joint Field Events</b>	Joint field events help generate awareness and leads. Field events must be sponsored or supported by the business development team and regional field VP and have field resources available. Partners must have accrued MDF funds.
<b>Joint Account Planning</b>	Introductions to both partner and Confluent sales field teams to strategize and create a plan to work together and reach out to existing customers and new prospects.
<b>Joint Sales Motions</b>	Joint sales and account planning activities to generate net new opportunities.
<b>Joint Pipeline Campaigns</b>	Marketing campaigns to build awareness and generate leads along.
<b>Blog on Confluent.io</b>	Marketing on Confluent.io to the Apache Kafka and Confluent community of developers, data engineers and decision makers with a technical, educational blog. Availability is dependent on content, schedule and review resources.
<b>Confluent Logo Usage</b>	Usage of Confluent corporate logo and trademarks on web and offline assets to identify as a Confluent partner.
<b>Online Talk/Webinar</b>	Online talks or webinars gain awareness and generate leads of our joint solution. Best practice includes a customer as a guest speaker. These are posted on both our websites to generate leads. Lead sharing is required. Availability is dependent on content, schedule and review resources.
<b>Access to Press Release Template</b>	Partners may issue a press release to market the joint integration or 'Gold' connector. Consulting & SI partners may issue a release when advancement to the higher level in the Confluent Partner Program is achieved. Refer to further details on the Confluent Press Release Program for Partners on the Partner Port

# About Confluent

Confluent, founded by the original creators of Apache Kafka®, pioneered the enterprise-ready event streaming platform. With Confluent, organizations benefit from the first event streaming platform built for the enterprise with the ease-of-use, scalability, security and flexibility required by the most discerning global companies to run their business in real time.

For more information and to download, please visit [confluent.io](https://confluent.io). To contact us, visit [confluent.io/contact](https://confluent.io/contact).

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