

Confluent Partner Program FAQ

Partners are essential to Confluent’s business strategy and growth. Confluent is committed to our partner ecosystem success and customer satisfaction. The Confluent Partner Program aims to foster collaboration between our companies by introducing a new program structure and added benefits.

To enhance and simplify our partner experience, we are creating the following responses to some frequently asked questions. Please reach out to partnerportal@confluent.io should you need any additional information.

- Q:** What is the new Confluent Partner Program? 2
- Q:** What are the new Confluent Partner Program tiers? . 2
- Q:** Has Confluent added new partner benefits?
Where can I find them? 3
- Q:** What are the requirements for a partner company
looking to join the Confluent Partner Program? 5
- Q:** Is there a fee to join the Confluent Partner Program? . 5
- Q:** When is the program fee payable and how can I
pay the required fees? 6
- Q:** We are an existing partner. When does my fee
period start and end? 6
- Q:** Can partners use their earned MDF funds to pay
program fees? 6
- Q:** What is the fee payment term? 6
- Q:** What is the Confluent Partner program fee
reimbursable?. 6
- Q:** When will the new program tier, requirements
and fee structure go into effect? 6
- Q:** What is the Confluent Partner Portal and how
can I get access to it? 6
- Q:** We are a technology company interested in
integrating our products and solutions with
Apache Kafka® and Confluent. Which partner
program should we apply to? 6
- Q:** We are a consulting service provider interested
in offering Confluent products to our existing and
potential customers. Which partner program
should we apply to? 7
- Q:** We are a company interested in embedding
Confluent products into our products and solutions.
Which partner program should we apply to? 7
- Q:** We are a cloud services/platform provider interested
in offering Confluent products to our existing and
potential customers. Which partner program should
we apply to?. 7
- Q:** How can I become a Confluent reseller? 7
- Q:** What are the steps to build a Verified Integration
for the Confluent Platform? 7
- Q:** How long does it take to build a Confluent Platform
Integration? 7
- Q:** Does Confluent provide training on Kafka and
Confluent Platform for partners? 7
- Q:** Does Confluent offer group on-site and
instructor-led training rates for partners? 7
- Q:** Does Confluent offer on-demand training
for partners? 7
- Q:** Does Confluent offer certification? 7
- Q:** Can we become a training partner and
offer Confluent training courses? 8
- Q:** I have more questions about the Confluent
Partner Program and Confluent products.
Who can I reach out to on the Confluent team? 8

General FAQs

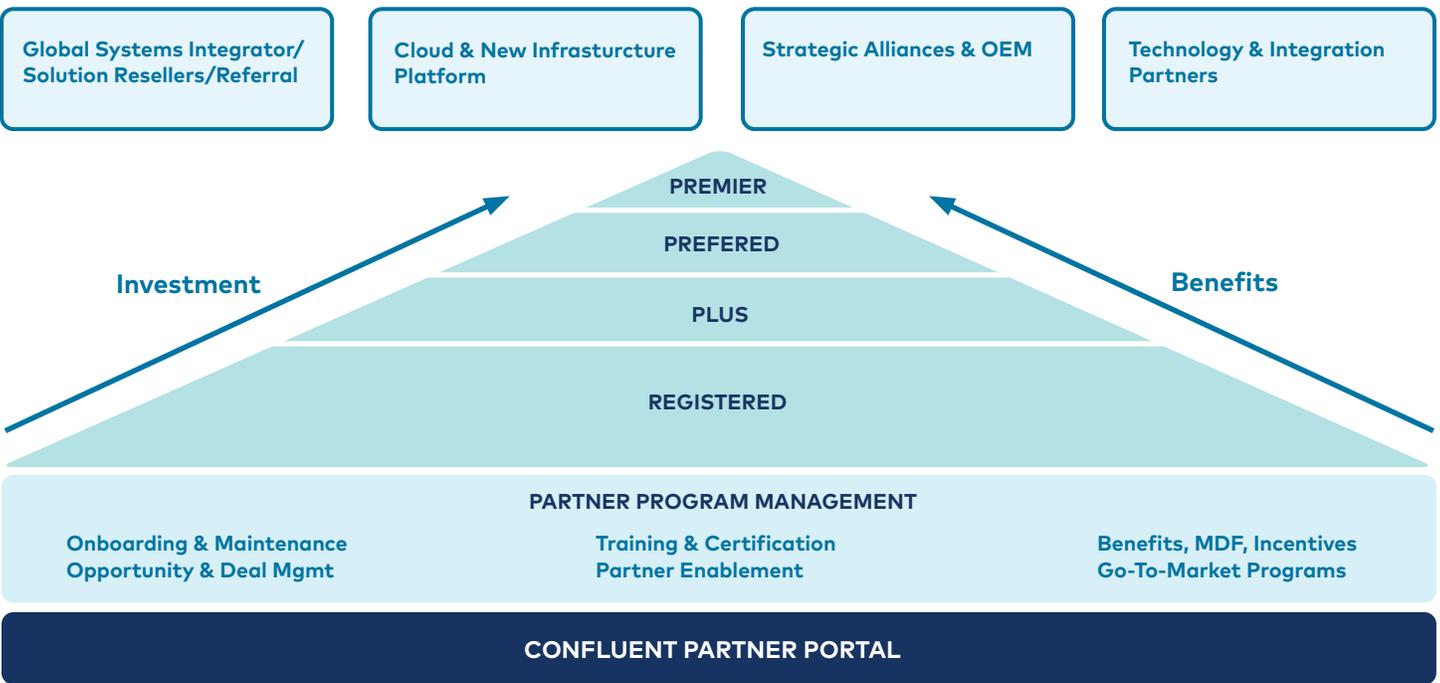
Q: WHAT IS THE NEW CONFLUENT PARTNER PROGRAM?

A: Confluent is evolving its existing partnership program to include a new membership tier with requirements and enhanced benefits at each of the tiering levels. You can find more information about the new tiering structure and benefits by accessing our recent program webinar presentation and webinar recording.

Q: WHAT ARE THE NEW CONFLUENT PARTNER PROGRAM TIERS?

A: Confluent is introducing a new tier to the existing program—"Plus" in addition to the existing partner tiers—Registered, Preferred and Premier. The "Plus" tier level will fit between the existing Registered and Preferred tier levels.

PARTNER MANAGEMENT STRUCTURE



Q: HAS CONFLUENT ADDED NEW PARTNER BENEFITS? WHERE CAN I FIND THEM?

A: Yes, Confluent has introduced a host of new business, technical, marketing and sales benefits. You can find a detailed list of these benefits by accessing our recently updated [partner program guide](#).

NEW PROGRAM: C/SI PARTNER REQUIREMENTS & BENEFITS

	Registration	Plus	Preferred	Premier
Requirements	Program Agreement	+ # Confluent Training # Confluent Certification	+ #Opportunity Registration #Sales Training # Customer Wins	+ Joint Strategic Alignment Joint Customer References Strategic Go-to-market
Business Benefits	Confluent Partner Portal Apache Kafka Fundamentals Training Deal/Opportunity Registration Partner MDF (5% Sourced/3% Resell)	+ Invitation to Partner Summit events	+ Partner Badge Preferred listing in Partner Directory Partner Advisor	+ Premier listing in Partner Directory Named Partner Advisor Executive Briefings
Technical Benefits	Confluent Partner Portal Access to Online Technical Guidance & Community	Technical On-Demand Trainings Discount on Confluent Public Trainings Partner Connect-Product Updates Short-Term Demo Licenses	Non-public Product Roadmap Technical Instructor-Led Virtual Training	Partner Engineering Support Product Roadmap Briefings Demo Resources Confluent Cloud Credits (\$\$)
Sales Benefits	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 Joint Account Planning Joint Sales Field Events Access to Performance Incentives
Fee	No Cost	\$1500	\$3000	By Invitation

NEW PROGRAM: TECH PARTNER REQUIREMENTS & BENEFITS

	Registration	Plus	Preferred	Premier
Requirements	Program Agreement	Supported Technology Integration (Standard/Gold Level)	+ #Opportunity Registration #Sales Training # Customer Wins	+ Joint Strategic Alignment Joint Customer References Strategic Go-to-market
Business Benefits	Confluent Partner Portal Apache Kafka Fundamentals Training Deal/Opportunity Registration Partner MDF (5% Sourced/3% Resell)	+ Invitation to Partner Summit events Listing in Confluent Hub	+ Partner Badge Preferred listing in Confluent Hub Preferred listing in Partner Directory Partner Advisor	+ Premier listing in Partner Directory Named Partner Advisor Executive Briefings
Technical Benefits	Basic Enablement Content Access to Online Technical Guidance & Community	Technical On-Demand Trainings Discount on Confluent Public Trainings Partner Connect-Product Updates Short-Term Demo/NFR Licenses	Non-public Product Roadmap TSANet Support Partner Verification Support Technical Instructor-Led Training Long-Term NFR Licenses Confluent Cloud Credits (\$)	Strategic Product Integration Alignment Partner Engineering Support Product Roadmap Briefings Demo Resources Confluent Cloud Credits (\$\$)
Marketing Benefits	N/A	Blog on Confluent.io Confluent Logo Usage	Access to Sales Enablement Tool (Limited) Online Talk/Webinar Co-branding Assets Creation Joint Field Events* (Limited) Hosting Meetups/Hackathons Access to Press Release template	Access to Sales Enablement Tool Joint Account Planning Joint Pipeline Campaigns Joint Sales Field Events
Fee	No Cost	No Cost	\$3000	By Invitation

Q: WHAT ARE THE REQUIREMENTS FOR A PARTNER COMPANY LOOKING TO JOIN THE CONFLUENT PARTNER PROGRAM?

A: Yes, You can find our detailed requirements for each membership tier by accessing our our recently updated [partner program guide](#).

NEW PROGRAM: PARTNER AUTHORIZATION REQUIREMENTS

		Sell	Consult	Integrate
PLUS	Alignment	Current Business Profile/Partner Agreement		
	Capability	Confluent Training-3 Developer 2 Operations 2 Streams & KSQL Confluent Certification -2 Opportunity Registration-1		1 Product Integration (Standard)
PREFERRED	Alignment	Current Business Profile/Partner Agreement Annual Business Plan		
	Capability	Confluent Training-5 Developer 3 Operations 3 Streams & KSQL Sales Traing-2 Confluent Certification-5 Opportunity Registration-2 Custoemr Wins Reference-2		1 Product Integration (Gold)
PREMIER	Alignment	Current Business Profile Partner Agreement Joint Business Plan Named Alliance Manager		
	Capability	Confluent Training-8 Developer 5 Operations 5 Streams & KSQL Sales Traing-5 Confluent Certification-10 Opportunity Registration-3 Custoemr Wins Reference-3		1 Product Integration (Gold)

Q: IS THERE A FEE TO JOIN THE CONFLUENT PARTNER PROGRAM?

A: Confluent partner program has recently updated its fee structure.

Tier Level	Consulting/SI Partners	Technnology Partners
Registered	Free	Free
PLUS	\$1,500	\$1,500*
PREFERRED	\$3,000	\$3,000
PRIEMIER (By Invitation Only)	\$5,000	\$5,000

*Fee waiver for technology partners at "Plus Tier"who have one active connector.

Q: WHEN IS THE PROGRAM FEE PAYABLE AND HOW CAN I PAY THE REQUIRED FEES?

A: The Confluent partner program fee is payable when a partner elects to join the program at the "Plus" tier after meeting the program requirements. For partner promotions to Preferred level (after meeting the program requirements), fees will be applicable. Partners will need to meet the program requirements and receive an invitation from the Confluent partner team to be promoted to the "Premier" tier.

Partners will receive a communication initiating the payment process with a copy of invoice from Confluent.

Q: WE ARE AN EXISTING PARTNER. WHEN DOES MY FEE PERIOD START AND END?

A: Confluent Partner Program team will reach out to you in June 2020 to confirm your membership tier. Partners have till 15th July 2020 to confirm their tier preference. The program fee Payment Process will start from July 2020. The fees will be applicable for a 12 month term.

Q: CAN PARTNERS USE THEIR EARNED MDF FUNDS TO PAY PROGRAM FEES?

A: Yes, partners can use their available MDF funds to pay their program fee. Partners can check their MDF balance in the MDF section of the portal ('MDF Dashboard' under the 'Marketing Tab') and request the [partner portal team](#) to use the balance towards program fees.

Q: WHAT IS THE FEE PAYMENT TERM?

A: Confluent partner program fee term will be Net 30 days, from creation Invoice date

Q: IS THE CONFLUENT PARTNER PROGRAM FEE REIMBURSABLE?

A: Confluent partner program fee will be applicable for a 12 month period. Fees once paid cannot be reimbursed. However, when a partner decides to upgrade tiers (e.g. From "Plus" to "Preferred"), Confluent will prorate the fee for the period completed and the partner will only be required to pay the balance.

Q: WHEN WILL THE NEW PROGRAM TIER, REQUIREMENTS AND FEE STRUCTURE GO INTO EFFECT?

A: The new program tier, requirements and fee structure will go into effect at the end of July 2020.

Q: WHAT IS THE CONFLUENT PARTNER PORTAL AND HOW CAN I GET ACCESS TO IT?

A: The Confluent Partner Portal is an exclusive online portal dedicated to partners to service the requirements and needs of our growing partner ecosystem. Partners can manage their relationship with Confluent and get access to exclusive partner resources and tools. You must be an approved partner with Confluent to get access to the Confluent Partner Portal. If you are an approved partner, you can gain access by asking your organization Administrator to add you to the portal, or simply go to <https://partners.confluent.io> and use the "Existing Partner, Add Contact" under the login section.

Q: WE ARE A TECHNOLOGY COMPANY INTERESTED IN INTEGRATING OUR PRODUCTS AND SOLUTIONS WITH APACHE KAFKA AND CONFLUENT. WHICH PARTNER PROGRAM SHOULD WE APPLY TO?

A: Complete the [online partner application](#) and select the "Technology" partner category. Learn more about our Partner Programs [here](#)

Q: WE ARE A CONSULTING SERVICE PROVIDER INTERESTED IN OFFERING CONFLUENT PRODUCTS TO OUR EXISTING AND POTENTIAL CUSTOMERS. WHICH PARTNER PROGRAM SHOULD WE APPLY TO?

A: Complete the [online partner application](#) and select the "Consulting & SI" partner category. Learn more about our Partner Programs [here](#)

Q: WE ARE A COMPANY INTERESTED IN EMBEDDING CONFLUENT PRODUCTS INTO OUR PRODUCTS AND SOLUTIONS. WHICH PARTNER PROGRAM SHOULD WE APPLY TO?

A: Complete the [online partner application](#) and explore the [Verified Integrations Program](#).

Q: WE ARE A CLOUD SERVICES/PLATFORM PROVIDER INTERESTED IN OFFERING CONFLUENT PRODUCTS TO OUR EXISTING AND POTENTIAL CUSTOMERS. WHICH PARTNER PROGRAM SHOULD WE APPLY TO?

A: Complete the [online partner application](#) and select the "Technology" partner category. Learn more about our Partner Program [here](#).

Q: HOW CAN I BECOME A CONFLUENT RESELLER?

A: Complete the online partner application and select the "Technology" or "Consulting & SI" partner category, and on the form, Confluent Programs of Interest, select "Reseller". Learn more about our Partner Programs [here](#).

Q: WHAT ARE THE STEPS TO BUILD A VERIFIED INTEGRATION FOR THE CONFLUENT PLATFORM?

A: Technology (ISV/IHV) Partners seeking to build a verified integration for the Confluent Platform can join our Confluent Verified Integrations Program. You can find our Verification Guide and other program details [here](#).

Q: HOW LONG DOES IT TAKE TO BUILD A CONFLUENT PLATFORM INTEGRATION?

A: Our Technology Partners usually build integrations using the Kafka Connect framework. The time taken varies based on the complexity and level of detail—anywhere from a few days to a few months. Please complete our [online partner application](#) to get started.

Q: DOES CONFLUENT PROVIDE TRAINING ON KAFKA AND CONFLUENT PLATFORM FOR PARTNERS?

A: Yes. Confluent is constantly building and enhancing a rich set of resources for the training needs of our partners. Training details can be accessed from the [Confluent Partner Portal](#).

Q: DOES CONFLUENT OFFER GROUP ON-SITE AND INSTRUCTOR-LED TRAINING RATES FOR PARTNERS?

A: Yes. Partners will receive a discount on training. We have flexible options for on-site and instructor-led training. For full details of the discounts available, please see our [Confluent Partner Portal](#).

Q: DOES CONFLUENT OFFER ON-DEMAND TRAINING FOR PARTNERS?

A: Yes. For details, please see the [Confluent Partner Portal](#).

Q: DOES CONFLUENT OFFER CERTIFICATION?

A: Yes. For details, please see the [Confluent Partner Portal](#).

Q: CAN WE BECOME A TRAINING PARTNER AND OFFER CONFLUENT TRAINING COURSES?

A: Please contact us at partners@confluent.io. One of our partner managers will respond to your inquiry.

Q: I HAVE MORE QUESTIONS ABOUT THE CONFLUENT PARTNER PROGRAM AND CONFLUENT PRODUCTS. WHO CAN I REACH OUT TO ON THE CONFLUENT TEAM?

A: Please write to us at Partnerportal@confluent.io. One of our partner managers will respond to address your queries.