



Twilio Partner Program for technology partners

2023 program guide



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Go further with the Twilio Partner Program

Partners are a vital extension of Twilio's sales organization and go-to-market strategy. Our customers rely on Technology Partners to integrate with, connect to, and/or embed Twilio solutions to deliver on the promise of improving customer engagements.

Regardless of your business model, the Twilio Technology Partner Program enables partners to develop successful businesses supporting Twilio's Customer Engagement Platform. Within the Technology Program you'll receive the right mix of domain expertise, enablement and marketing resources to ensure your success, such as:

- **Becoming a certified Technology Partner –**
Partners receive the resources from Twilio needed to drive sales, deliver support, and leverage engineering teams with the skills partners need to serve customers with confidence.
- **Building a profitable business –**
Twilio gives partners the time, resources, and flexible business models designed to kickstart their success. With Twilio, partners are given the runway and commitment they need to grow their customer base and build a business.
- **Confidence of Twilio experts –**
The quality of your offering is critical to driving sales and building long-lasting customer relationships. The Twilio Technology Partner Program gives partners access to expert Twilio resources to review their solutions before they launch.



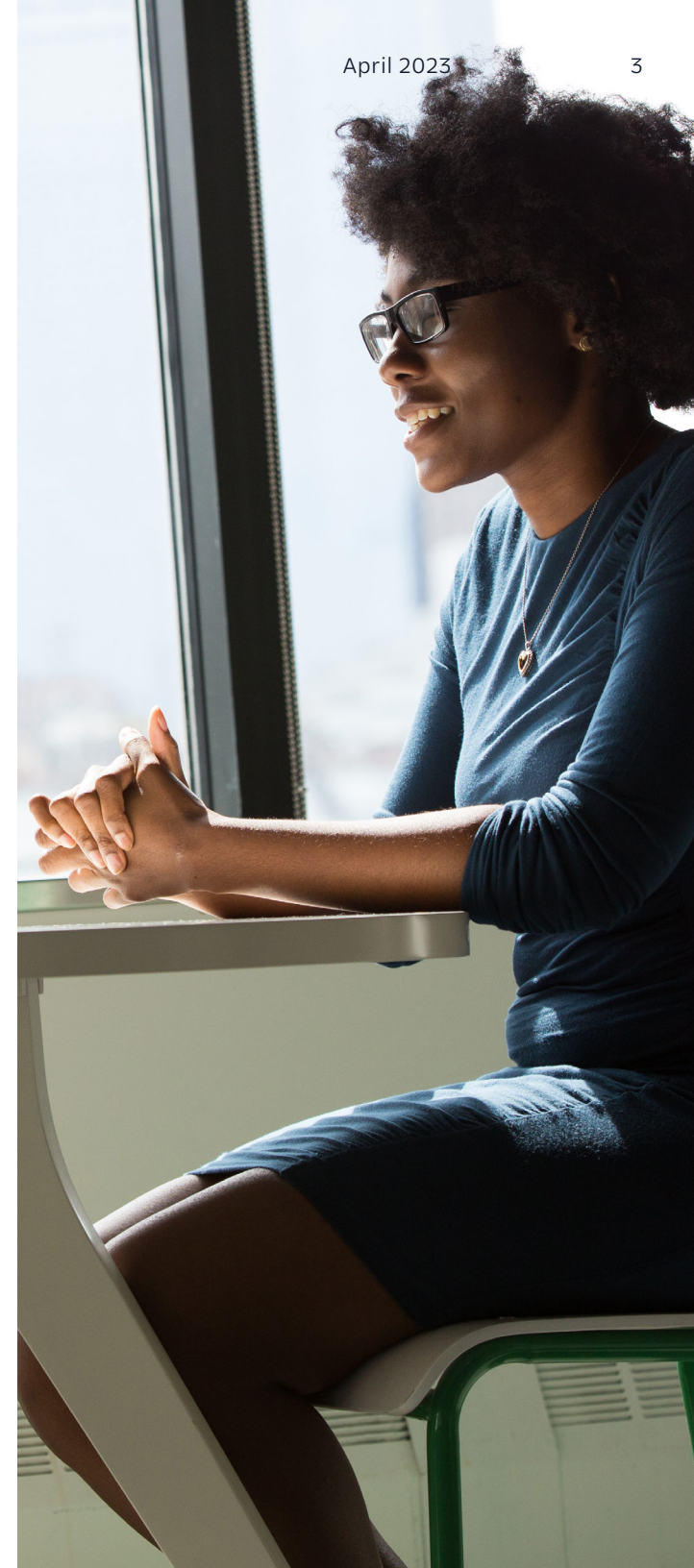
Twilio Partner Program overview

The Technology Partner Program is for all types of organizations that integrate with, connect to, and/or embed Twilio solutions within their own offerings. Organizations who leverage one of these partner motions will be known as Technology Partners.

Regardless of partner type or motion, Twilio designed this program to provide our Technology Partners the resources needed to scale their business with Twilio's Customer Engagement Platform.

The Twilio Partner Program includes:

- Twilio sales & technical training, includes optional Segment certifications
- Solution review (available for CPaaS, Segment & Flex)
- Deal registration tools (referral fee only available for Segment)
- Marketing Development Funds
- Product roadmap insights
- Access to product and technical support
- Go-to-market resources (i.e., joint business planning, value proposition assets, etc.)



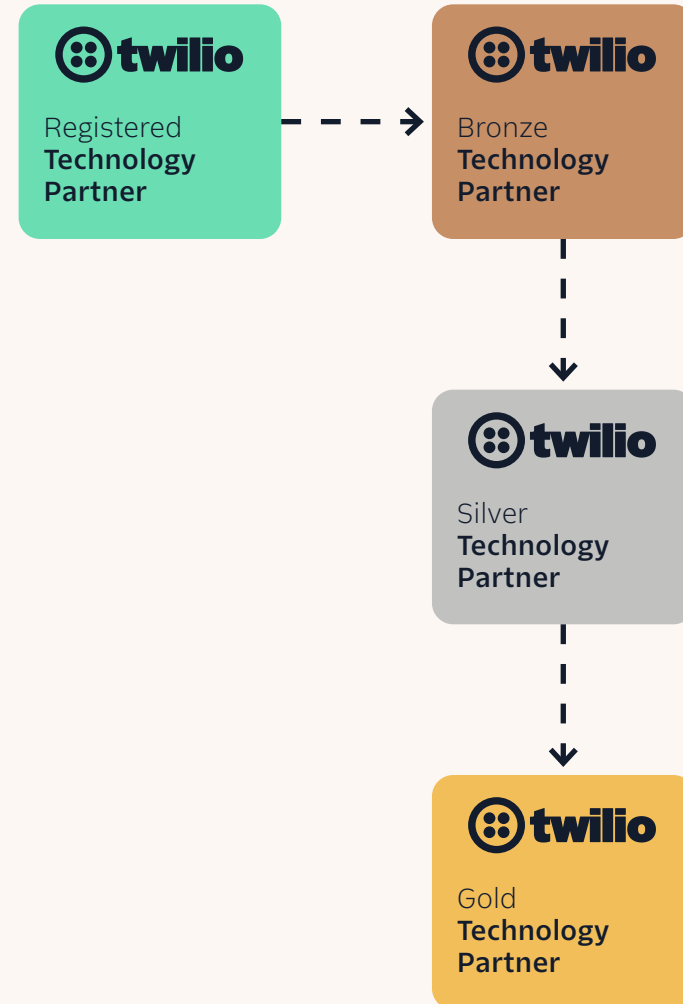
Twilio Technology Partner Program tiers

The Technology Partner Program offers a tiered structure, composed of registered, bronze, silver, and gold tiers. All partners start at the registered tier level.

Before advancing to a new tier, partners must fulfill all their current tier program requirements. Please see “Program Requirements” on page 8 for reference. Moreover, each subsequent tier unlocks additional program benefits. Please see “Program Benefits” on page 5 for reference.
































A benefit of advancing through the Technology Partner Program is earning a tiered badge. Partners meeting the bronze tier requirements have access to a Twilio-branded badge and can showcase their solution or integration from other Twilio partners through the program’s tiered badging.

Twilio Technology Partner Program Tiers



Program benefits

As a member of the Technology Partner Program, you'll have access to a wide range of benefits to help grow your business. Access to benefits is driven by a partner's tier within the program. In some instances, a benefit can only be unlocked with an invitation from Twilio's partner organization.

 Benefits	Registered	Bronze	Silver	Gold
Access to partner portal				
Referral fee (Segment Only)				
Self-serve training via portal				
Partner listing				
Partner tier badge				
Automated account mapping				
Partner solution review				
Joint marketing (MDF)				
Partner management				
Product roadmap reviews				
GTM resources				



Program benefits details



Benefits are listed via their order in the benefits table. Please see the table on page 5 of this guide to confirm tier eligibility for each benefit.

Access to the Twilio partner portal

The partner portal provides partners with the resources and tools to best navigate each stage of the partner journey. Partners from all tiers are able to access the portal.

Referral fees (Segment only)

Twilio Segment will pay the partner referral fees for qualified referrals made to Segment for net new accounts and/or upsell opportunities (requires new product to be sold) which close within a specified time period. Partners are required to sign a separate referral addendum to be eligible for associated referral fees.

Self-serve training program:

The Twilio partner portal provides Technology Partners with Twilio training courses that are self-paced. These courses provide information that help engineering, developer, and support teams deepen their understanding of the Twilio Platform.

Partner listing

Partners are invited to create a Twilio Partner listing to externally market their business offering to potential customers. All partner tiers are featured within the partner listing page.

Partner tier badge

Partners can promote their Twilio partnership by placing their tier badge on their website and other marketing assets. Partners can review the comprehensive Partner Branding Guidelines document to understand Twilio's branding practices and how to engage in marketing activities with Twilio.

Automated account mapping

Twilio leverages Crossbeam as our automated account mapping tool, which allows partners to cross reference their customer relationships with Twilio sales opportunities.

Partner solution review

Gold and silver (invite only) partners can launch applications with confidence after participating in a solution review. The review provides architectural guidance and best practices directly from Twilio Solution Engineers.

Joint marketing (via MDFs)

Market Development Funds (MDFs) are available to select partners to co-invest in marketing activities. MDFs can be used to support a range of demand generation initiatives increasing the visibility and reach of your solutions and integrations in the market. MDFs are not guaranteed for every partner; rather, partners need to formally request funds and receive approval by Twilio.

Program benefits details



Partner management

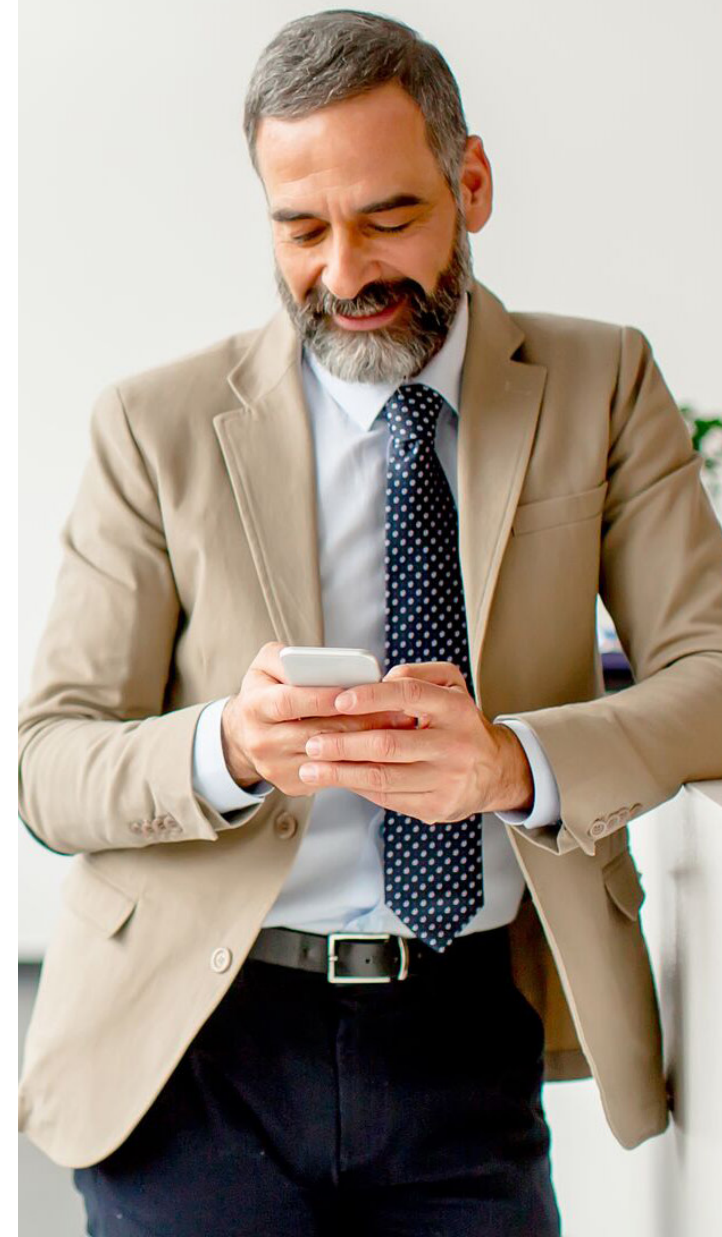
Gold and silver (invite only) tier partners work with partner management teams who support the continued growth of their Twilio offering. Partner management teams serve as Technology Partners' primary point of contact at Twilio, help to conduct business planning, and liaise with technical and marketing resources as needed.

Product roadmap reviews

Gold and silver (invite only) partners have exposure to product roadmap reviews led by Twilio product managers and partner account executives. The product roadmaps are delivered during scheduled business reviews and focus on the vision and direction of Twilio's product offerings as they relate to the partner's use case.


















Go-to-market (GTM) resources

The Twilio program offers partners a variety of GTM resources that provide select marketing services and routes to market, including but not limited to joint blogs, sales enablement, field marketing, demand generation, and content marketing. Gold and invited Silver tier partners can collaborate with Twilio's partner management teams to plan joint GTM activities.



Program requirements

The Technology Partner Program is a multi-tier program that allows partners to determine how to best commit resources. The current tier achievement is based on business and performance requirements which increase with each tier level. This tiered structure is designed to support partners with the right resource investment at each stage of the partner journey.

2023 requirements by tier	Registered	Bronze	Silver	Gold
Baseline partner agreement				
Launch a joint solution that embeds or integrates/connects with Twilio				
Complete joint solution material				
Publish customer success story		1	2	3
Complete joint GTM business plan				
Automated account mapping				
Direct revenue requirement* (Twilio embed ISV offerings)		\$250K+ Twilio spend	\$5M+ Twilio spend	\$50M+ Twilio commit**
Influence revenue requirements* (Twilio Integrate/connect offerings)		\$100K+	\$500K+	\$1M+
Partner support package (CPaaS, Flex)***				

*All revenue ARR requirements are in US dollars.

**Multi-Year Total Contract Value (TCV) Revenue Commit with Twilio

***Partner Support is Personalized with better margins for Twilio Embed ISVs

Requirements by tier

Benefits are listed via their order in the benefits table. Please see the table on page 8 of this guide to confirm tier eligibility for each benefit.

Partner agreements

Partners must sign a partner agreement that governs the overall cooperative business relationship between Twilio and their organization. To access the partner portal, partners must agree to the Twilio Terms of Service (TOS), which outlines the terms governing management of the relationship as well as other pertinent aspects of the Twilio and partner arrangement. A separate partner referral addendum is required to participate in Segment's referral program.

Joint solution materials

Technology partners that build integrations for Twilio products are required to author technical documentation prior to completing validation. Additionally, Technology Partners will need to produce internal and customer facing collateral to showcase the value of the integration. Materials will be created during the validation process and must be finalized before the integration is promoted externally.

Customer success story

Partners are required to provide customer facing publications that highlight customer wins and showcase how the product drove value. These stories do not need to include a shared customer, however, these assets are preferred. Authoring a customer story with Twilio is available to all partner tiers and will be determined on a case by-case basis. To learn more, please contact your partner management team.

GTM business plan

Select Gold and invited Silver partners have the opportunity to collaborate with Twilio on a joint GTM business plan. This plan will set forth the sales, technical, and marketing initiatives and revenue targets that will address the financial and business requirements of the partnership. The joint business plan comprises a roadmap of investments in resource planning, training and enablement to grow the partnership. The plan will be reviewed regularly and may include regional plans.

Automated account mapping

Twilio leverages Crossbeam as our automated account mapping tool, which allows partners to cross reference their customer relationships with Twilio sales opportunities. Gold and invited

Silver partners are required to implement Crossbeam to streamline account engagement

Revenue requirements

(only for embedded ISV offerings)

Partners participating in the embed ISV partner motion are required to meet revenue thresholds for eligibility. The revenue requirements for Technology Partners is calculated based on Annual Recurring Revenue (ARR) for Bronze and Silver or Total Contract Value (TCV) Commit for Gold. Revenue achievement is reviewed annually and calculated based on the previous calendar year's annual revenue, which includes revenue contribution of the embedded solution to end-customers, captured under the partner's main parent account record. Professional services revenue is not included. Partners with Twilio embedded solutions can qualify for tier eligibility by attaining the above performance measurement, single-sourcing, and/or signing a multi-year Twilio commit, while meeting remaining business requirements. For any mid-year tier changes, revenue numbers will be calculated based on a trailing 365-day calculation. To ensure revenue is accurately captured, partners should review all Twilio sales activity with partner account teams during pipeline reviews.

Influence revenue requirement

Twilio requires Technology Partner's leveraging either the connect to or integrate with partner motions to meet certain partner influenced revenue thresholds eligibility. Revenue requirements can be met by successfully assisting Twilio in winning new business. The revenue requirement is measured by the Twilio estimated annual recurring revenue (ARR) for closed sales with partner influence. This revenue is calculated annually at the start of the new program year and based on prior calendar year revenue. Professional services revenue is not included. For any mid-year tier changes, revenue numbers will be calculated

based on a trailing 365-day calculation. To ensure revenue is accurately captured, partners should review all Twilio sales activity with partner account teams during pipeline review sessions.

Partner Support Package (CPaaS & Flex)

All Bronze, Silver and Gold Technology Partners with an embed or integrate partner motion are required to have a Partner Support Plan. Twilio's Partner Support Programs allows Technology Partners to provide frontline technical support to end customers, creating high-margin high-touch opportunities. A Personalized Partner Support plan is sold

to embed ISV Technology Partners on a per customer engagement basis as a monthly flat rate as opposed to the traditional percent of spend. Twilio provides the Technology Partner with Tier 3 support and the Technology Partner provides their customer with tier 1 & 2 support. This support provides direct access to designated partner technical account managers (PTAMs) who are well versed in the specific integrations to the Twilio platform. Participation in this requirement details program requires the execution of a Partner Support Addendum to the Master Partner Agreement, which stipulates all support program requirements.



Program governance

The Twilio Technology Partner Program operates on a calendar year basis (January 1st – December 31st).

As partners meet the requirements to move up tiers, the program unlocks additional benefits that help to enhance sales, marketing and engagement opportunities. Existing partners will work with the partnership team to determine their tier status in Q1 2023. New program year calculations are determined by a partner's performance throughout the preceding calendar year. Partners may move up or down a tier at the start of the new program year or at the discretion of the partner program leadership mid-year. Mid-year tier calculations will be calculated based on a partner's performance during the trailing 365 days. As it relates to registered partners, Twilio will review activity levels on a quarterly basis and reserves the right to deactivate accounts for lack of engagement.

Promoting Segment / Engage solutions

Partners that wish to promote, integrate or connect with Twilio's Segment / Engage offerings should complete product specific training, which is available through Segment's partner portal. At the present time, Twilio and Segment's partner portals are separate as we continue the integration of our tools / processes.



Getting started

Upon acceptance of program terms and conditions and formal enrollment, qualifying partners start in their designated tier and gain access to components of the program including:

- Portal access, visit either:

build.twilio.com

partners.segment.com

- Ability to create a partner listing (Bronze and above)
- Go-to-market content and templates
- Access to training resources





Thanks for reading

Thank you for exploring the Twilio Technology Partner Program. If you have any questions, please contact us at the following:

- Segment Technology Partnerships,
email bd@segment.com
- Twilio Technology Partnerships,
email partnerships@twilio.com

