



Partner Program Guide

2021 VERSION

Introduction

About Ultra Commerce

Ultra Commerce is an enterprise eCommerce platform for B2B, B2C and Marketplaces. Its fully integrated platform features built-in Commerce, Marketplace, OMS, CMS, PIM, and Product Data Management providing a seamless end to end customer experience to help organizations grow their online business. The Ultra Commerce solution is enterprise scale, suited for the complexities of the modern digital business. With teams worldwide, Ultra Commerce offers more than just a platform but a partner for their customers as they grow.

Partner Program

The Ultra Commerce Partner Program has been developed to leverage the combined capabilities of Ultra Commerce's solution and your services, to create value for customers.

By joining the program, you will enhance your overall value proposition to customers by combining any of Ultra Commerce's solutions with your own services, and offer a more complete, full-stack digital solution.

To join the program, you will need to:

1. Apply to the Program – <https://www.ultracommerce.co/become-a-partner/>
 - Select either "Technology Partner" or "Digital Agency (Solution) Partner"
2. Sign the Mutual NDA in place with Ultra Commerce,
3. Agree and sign the Partner Agreement with Ultra Commerce,
4. Complete Ultra Commerce Onboarding and Partner Workshops

Partner Program Benefits

Ultra Commerce partners have access to a wide range of benefits for each partnership level. There are no Partner Program Fees planned through June 30, 2022.

Ultra Commerce Partner Program Benefits

Benefits	Authorised	Advanced	Premium *
Onboarding Training (base)	✓	✓	✓
Partner Portal Access	✓	✓	✓
24x7 Helpdesk	✓	✓	✓
Quarterly Webinar	✓	✓	✓
Use of Ultra Commerce Logo	✓	✓	✓
Onboarding Training (advanced)		Online	F2F
Partner Listing on UltraCommerce.co		✓	✓
Business Review Meetings		Annual	Quarterly
Exclusive Partner Events		By Invitation	✓
Access to Ultra Commerce Sandbox		✓	✓
Ultra Commerce Executive Sponsor			✓
Market Development Funds			Eligible

Eligibility	Authorised	Advanced	Premium
Signed Agreement and Mutual NDA	✓	✓	✓
Accreditation		✓	✓
Volume [# of closed deals per annum]	0	2	5

Commercials	Authorised	Advanced	Premium
Partner Rebate (% of MRR)			
- 36 mth term or greater	10.0%	15.0%	17.5%
- 24 – 36 mth term	7.5%	12.5%	15.0%
- <24 mth term	5.0%	10.0%	12.5%
Additional Rebate:			
- >10 closed deals per annum			+2.5%
- >15 closed deals per annum			+5.0%

* Premium partners are by invitation only

Partner Program Details

Benefit	Description
Onboarding Training (base)	<p>Ultra Commerce partners will have access to all key training material required to onboard your staff to position Ultra Commerce solutions to customers.</p> <p>This includes all relevant product and technical information as well as specific training content such as video and data sheets.</p>
Partner Portal Access	<p>The Ultra Commerce Partner Portal contains all of the materials you need to become experts in the Ultra Commerce solutions.</p> <p>This includes brand guidelines, sales and marketing collateral, product and technical information, training materials, support processes and other helpful information.</p>
24x7 Helpdesk	<p>All Ultra Commerce partners have access to our premium service and support offering, including a 24x7 helpdesk for any partner service queries.</p>
Webinars	<p>Ultra Commerce hosts frequent webinars for all partners to get an update on market trends and activity, key achievements and wins, product and service updates, and exclusive view of the latest roadmap.</p> <p>These webinars are free to join, and open to all of your employees / staff. We also invite our Premium partners to co-host webinars.</p>
Use of Ultra Commerce Logo	<p>All Ultra Commerce partners are eligible to use Ultra Commerce's brand logo to present solutions to customers.</p>

Benefit	Description
Onboarding Training (advanced)	<p>All partners receive dedicated training for your teams, to ensure they are well equipped to represent Ultra Commerce solutions in the market.</p> <p>We will schedule these sessions either online or as face-to-face training, at a time convenient to you.</p>
Partner Listing on Ultra Commerce.co	<p>Ultra Commerce Advanced and Premium partners are featured and listed on the Ultra Commerce website, including logos and company description.</p> <p>www.UltraCommerce.co/partners</p>
Business Review Meetings	<p>Ultra Commerce will conduct Business Review Meetings with all Advanced and Premium partners.</p> <p>This review will be an opportunity for Ultra Commerce and the partner to track sales and pipeline and discuss any tactical or strategic opportunities and challenges as required.</p>
Exclusive Partner Events	<p>Ultra Commerce will hold periodic exclusive events for its Advanced and Premium partners.</p> <p>These events are an important opportunity to network with other industry players, as well as hear from guest speakers on relevant, interesting topics.</p>
Access to Ultra Commerce Sandbox	<p>Advanced and Premium partners get access to Ultra Commerce's Sandbox offering. We offer two (2) SANDBOX versions:</p> <ol style="list-style-type: none"> 1) AWS Environment - It is the most updated code release we have for the product. Great to keep current and for demonstrations. Open item: Partners will need to whitelist their IPs. 2) LOCAL Environment - Partners download this Sandbox to their Local machine. It allows Partner to install, test, and build Ultra Commerce sites for development and testing.

Workshops – <ul style="list-style-type: none"> • Basics • Intermediate • Expert 	Technical and Sales & Marketing Workshops will be held monthly to introduce Partners to critical elements required for the successful set-up, configuration, implementation and launch of the Platform.
Benefit	Description
Ultra Commerce Executive Sponsor	<p>For Premium partners, Ultra Commerce will assign an Executive Sponsor from its CEO Leadership team.</p> <p>This Executive Sponsor will be your single point of escalation and help drive an aligned strategy between Ultra Commerce and your organisation.</p>
Market Development Funds & Co-Marketing Support	<p>Ultra Commerce's Premium partners can earn Market Development Funds, to be invested in demand generation activity.</p> <p>Use of the funds will be jointly approved at the Business Review Meetings. The funds will be deployed for specific, co-branded pipeline building activities including advertising, EDM, tradeshow/conferences, promotional materials etc.</p> <p>All Partners can apply for Co-Marketing Support via the Partner Portal under the Marketing Support Tab: https://www.ultracommerce.co/partner-portal/ > Marketing Support</p> <p>Co-Marketing Support is approved on a case-by-case basis and a well thought out Plan is expected. Plan > Content > Audience > Calendar of Activity > Results > Follow-up</p>

As an onboarded partner, we will then jointly develop a Business Plan, including GTM planning, marketing initiatives, account mapping etc.

Want to chat or have questions? Contact:

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