



ALLIANCE PROGRAM FOR VALUE-ADDED RESELLERS (VARs)

Overview

The Talend Program for Value-Added-Resellers is designed to optimize the overall success of Talend's VAR partners by enabling them to:

- Open new accounts by leveraging Talend's brand and open source model
- Grow their project margin by embedding the integration layer as a building block of projects
- Drive recurring revenue with each client, through Talend's subscription based model
- Expand their customer's share of wallet by leveraging Talend unified platform capabilities across integration domains

Highlighted Program Features

Education

Our VAR Partners receive access to our complete library of self-paced, on-demand training. Courses include hands-on practice with real software, accelerating your attainment of practical skills. We also offer partners access to certification exams that demonstrate your product expertise.

Go-to-Market Enablement

From sales training for your Sales and Pre-Sales Consultants, to marketing campaigns "In-A-Box", Talend is serious about setting partners up for success as they get started with Talend and start to deploy projects.

Software Licenses & Technical Support

VAR Partners are given access to Talend's full product suite via Not-For-Resale licenses, which can be used for demos and internal training. These software licenses also come with access to Technical Support, allowing you to answer your "How-To" questions.

Joint Opportunity Development

The mark of a truly successful partnership is one that increases business for both parties. Our generous Reseller Discount, coupled with a deep relationship with your Channel representative ensures that both companies benefit from our partnership.

	GOLD PROGRAM	PLATINUM PROGRAM
Annual Program Fee	\$6,000 USD	\$12,000 USD
	€ 5,000 EUR	€ 10,000 EUR
	£4,000 GBP	£8,000 GBP
Software Discounts & Business Commitments	Per Exhibit C	Per Exhibit C

BENEFITS:

Discounts For Training & Services

On Demand Training Credits (technical training). 2 credits = 1 day of training content	30 On-Demand Training Credits*	140 On-Demand Training Credits*
Certification Exams per year. Note: Each student may have a maximum of 3 attempts to pass each exam.	50% Discount, Unlimited Exams	50% Discount, Unlimited Exams
Discount for Additional On-Demand Training	20%	50%
Discount for Talend Consulting (for internal use by Partner only - not transferable to client engagements)	10%	20%
Free On-Demand Training on the Weekend (starts Fri 7 pm Eastern US Time until Sun Midnight Eastern US Time)	N/A	Based on Availability, Registrations are Limited
Talend Training Materials for Internal Use	N/A	Available to License

Technical Enablement

Not-For-Resale (NFR) Licenses	5	10
Technical Support for NFR Licenses	Included	Included
Access to Bi-Monthly Professional Services Tips & Tricks Webinar	Included	Included

Sales Enablement Material

Sales Playbooks	Included	Included
Partner Portal	Included	Included
Sales material and tools	Included	Included

Marketing Material

Talend Logo on Partner Website	Included	Included
Partner Logo on Talend Website	Included	Included
Marketing Events/co-Exhibiting	As Available	As Available
Corporate & Partner Newsletters	Included	Included
Success Stories Published	Included	Included
Talend Quote for Partner's Press Release	Management Discretion	Included
Joint Press Release, Issued by Talend & Partner	N/A	Management Discretion
Joint Customer Success Webinar	Management Discretion	Management Discretion

Business Development

Opportunity to Sub-Contract to Talend Professional Services	Management Discretion	Management Discretion
Partner Manager Assigned	As Available + Self Service Program	Dedicated Partner Manager
Joint Business Planning	Annual	Quarterly
Referral Fee Program**	5% Sourced, capped at \$10K USD total per opportunity	5% for Sourced deals + 5% for Assisted deals, uncapped. Assisted-only deals 5%, capped at 10K
Joint lead generation & sharing	As Available	As Available
Partner Advisory Board	N/A	Management Discretion

EXHIBIT C: VAR COMMITMENTS TO TALEND

Discounts

For new subscriptions	20% base discount + 5% training compliance discount* + 5% if Sourced Opportunity (as defined in Exhibit B)	30% base discount + 5% training compliance discount* + 5% if Sourced Opportunity (as defined in Exhibit B)
For renewal subscriptions	Same discount as what VAR received on original subscription	Same discount as what VAR received on original subscription

Commitments

Min new Annual Contract Value (ACV)	\$150K	\$400K
Marketing Initiatives to Support Revenue Goals (Emails, Webinars, Events, Case Studies) - expected to be run independantly or with Talend Support as negotiated	Minimum of 4 Annually	Minimum of 4 Annually
Minimum # of sales executives trained	2	6
Minimum # of pre-sales consultants trained	2	4
Minimum # of professional services consultants trained & Certified	2	8
Provide Support to End-Users	Level One	Level One
Personnel Trained to support Talend Products (minimum)	1	Minimum of 2

* Indicates annual number of training credits. From this total, fifty percent (50%) are valid only during the first six (6) months of this Agreement's Term. The remaining fifty percent (50%) are valid only during the last six (6) months of this Agreement's Term. At the end of each such six (6) month period, any training credits valid but not used in that period will expire and be voided.

** As detailed in Exhibit B of the VAR agreement