

Partner Framework

Partnering with commercetools

By participating in the commercetools Partner Program, you will be able to leverage commercetools' sales and marketing engine to participate more actively in the ecommerce ecosystem. Partnering with commercetools creates opportunities to deliver best in class commerce solutions to customers across a range of B2C and B2B industries. With partnerships across ISVs, Systems Integrators, Digital Agencies and Consultancies, we work with our partners to create best in class, end to end commerce solutions and participate in joint go to market activities.

commercetools Value Proposition

commercetools is a next-generation software company that offers a true cloud-native, headless commerce platform that provides the building blocks for the new digital commerce age. Our leading-edge API approach helps enterprises create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future.

commercetools Partner Program and Framework

The commercetools Partner Program offers an expanding set of resources to support System Integrators, Agencies and other service providers in discovering, developing and implementing commercetools projects. It also offers the potential to create and execute bespoke, market leading joint value propositions. Through access to training, support, and an active community of commerce experts, commercetools partners can deepen their expertise and become leaders in the next generation of commerce. Upon becoming a partner, you may want to visit the [commercetools Partner Center](#). Please request access by using [this form](#).

Ranking commercetools as a Leader in 2020, according to Forrester:

“(commercetools) gives its customers a commerce platform for building visionary commerce experiences at a fraction of the cost and time it would take to build in-house.”

We may be the fastest growing commerce platform, but we rely on our partners to build next generation commerce solutions for our customers. We are, and always have been, a partner-first organisation and are excited for the journey ahead with the market-leaders that we work with.

Program Structure and Achievement Levels

commercetools' partners are organized around two main categories, Independent Software Vendors (ISVs) and System Integrators (SIs) / Full Service Agencies / Referral Partners.

ISVs provide complementary solutions that can be integrated into the commercetools platform, more information can be found at our [marketplace](#).

SIs / Agencies provide implementation and consulting services and are responsible for implementing commercetools for customers and guiding them on their digital journey.

commercetools' Partner Framework includes three tiers, providing the opportunity to achieve higher levels of partnership by meeting specific program requirements. Associated benefits (marketing, sales and enablement) are aligned to each tier.

The partnership tiers are only applicable to SIs and Agencies and are as follows:

Registered	The Registered level is for new partners as they start their relationship with commercetools. Partners at this level are required to meet a base level of program requirements and can benefit from a certain number of benefits of the partner program. All partners at this level can and are encouraged to develop the partnership further.
Select	The Select level is for existing partners as they drive their relationship with commercetools further. It enables existing partners to develop their commercetools-related activities and demonstrate industry expertise. There are a higher number of requirements and benefits that are associated with a Select partnership.
Premier	Premier level partners have demonstrated a commitment to developing a long-term relationship with commercetools and have built a substantial commercetools-related practice. Partner requirements at this level are higher than the previous level, but there are also considerable benefits. Please ask your partner manager for more information on the partner levels.



Partner Enablement

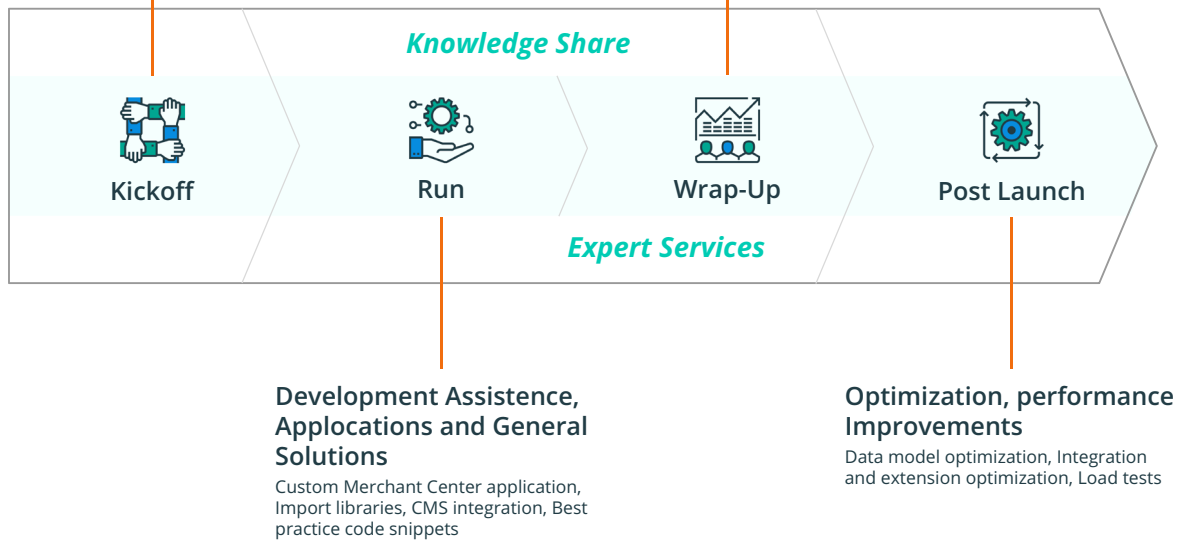
Professional Services First Aid Kit - link [here](#)

Training, Data Modeling, Architecture & Integration

Business processing modeling, Project configuration, Product data model, Checkout, Promotions, Search.

Solution Review, Load Testing Code Review

Data modeling review, Integration review, Performance review, Preflight check.



Changes To commercetools Partner Program: *commercetools reserves the right to change the requirements and benefits stated in this Partner Program Guide. We will make every effort to contact partner members before changes occur. We will also make changes and modifications available via the modified partner program guide.*