snapLogic

# SnapLogic Partner Connect

## Provide customers with one platform to connect data, apps, APIs, & IoT

**The SnapLogic Enterprise Integration Cloud (EIC)** accelerates data and process flow across cloud and on-premises applications, as well as data warehouses, big data streams, and IoT deployments. Unlike traditional integration software requiring painstaking, handcrafted coding by teams of developers, SnapLogic makes it fast and easy to create scalable data pipelines that supply the right data to the right people at the right time. Iris, SnapLogic's AI-powered Integration Assistant, provides expert guidance to swiftly build high quality data pipelines. Plus, we have been ranked in the Leader Quadrant of Gartner's MQ for three years in a row.

## Expand business opportunities with the industry-leading iPaaS solution

**SnapLogic's Partner Connect Program** brings together a global ecosystem of leading systems integrators, consulting partners, resellers, technology companies, ISVs, and cloud platform vendors that helps our customers achieve positive business outcomes using the SnapLogic EIC. We work together to assure our customers can quickly and easily connect applications and data across the enterprise so they can improve business processes, accelerate decision-making, and drive better business outcomes.

## Partner Categories

### Go-To-Market Partner Types

**Referral Partners:** For firms that operate on a referral basis only, we offer very generous rewards for referring prospective clients to SnapLogic.

**Resellers:** For firms that resell solutions with or without implementation services, we offer a range of benefits, tools, and discounts to assist in selling the SnapLogic Enterprise Integration Cloud (EIC) directly to their clients.

**Global Systems Integrators & Consulting Partners:** For firms providing strategy, design, and implementation services to support digital transformation projects, we offer training assets and advisory services to help execute successful projects.

**Managed Services Partners:** For firms that want to provide services to manage the ongoing operations of SnapLogic integration initiatives, we offer training assets, certification, and advisory services to support their efforts.

**OEMs:** For technology providers that embed the SnapLogic EIC into their product or service offerings, we offer flexible licensing and pricing options for a seamless GTM offering.

### Technology Partner Types

**ISVs:** We work with ISVs to provide tight integration to help customers rapidly connect to applications and data sources, both in the cloud and on-prem.

**Cloud Platform Providers:** We work closely with the leading cloud platform vendors to ensure the SnapLogic EIC can run seamlessly on AWS, Azure, and GCP and empower customers to deploy a multi-cloud strategy.

# A range of benefts to help you succeed

## Comprehensive Training

Our goal is to provide our partners with business and technical education and associated certifications to enable them to successfully deliver on our customers' most pressing data and application integration initiatives. We provide:

- Comprehensive training and certification for both sales and implementation professionals

- Access to SnapLogic technical support on behalf of customers

- Access to monthly partner-enablement events

- Joint business and GTM planning

- Development and demonstration licenses

- Discounts for internal use of the SnapLogic solution

- Partner Connect Portal Access (coming in Q3 2018)

## Joint Marketing

We help you reach new customers with a host of branding, awareness, marketing, and lead-generation programs and events, including:

- Joint marketing opportunities such as webinars, conferences, and targeted customer events

- Use of the SnapLogic logo for promotional purposes

- A company listing on SnapLogic.com

- Access to SnapLogic marketing programs

- Invitations to sponsor and participate in SnapLogic conferences and other selected marketing events

## Sales Effectiveness

We provide a range of programs designed to increase your profitability and bolster the sales effectiveness of your teams.

- Dedicated partner manager for Premier Partners

- Reseller program

- Deal referral program

- Co-selling: sales and pre-sales joint account engagement

- Free Trial Program access for prospects

- Comprehensive sales tools and resources

- New product release training

For more information, contact **partner-sales@snaplogic.com**

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SnapLogic is the leader in self-service integration. The company's Enterprise Integration Cloud makes it fast and easy to connect applications, data, APIs, and things. Hundreds of Global 2000 customers – including Adobe, AstraZeneca, Box, GameStop, Verizon, and Wendy's – rely on SnapLogic to automate business processes, accelerate analytics, and drive digital transformation. SnapLogic was founded by data industry veteran Gaurav Dhillon and is backed by blue-chip investors including Andreessen Horowitz, Capital One, Ignition Partners, Microsoft, Triangle Peak Partners, and Vitruvian Partners.