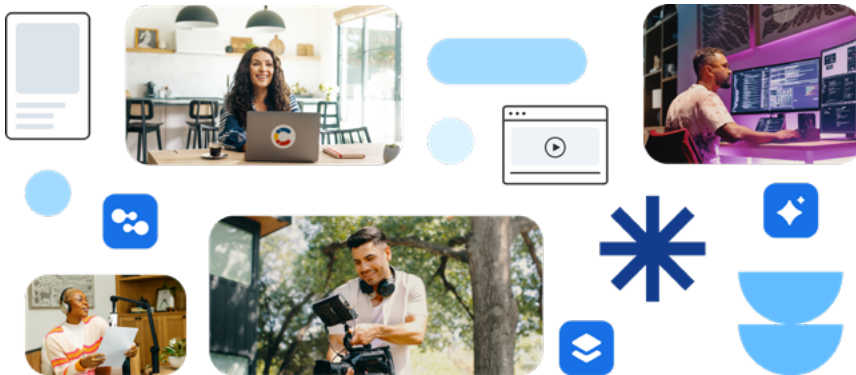


Contentful Technology Partner Program Guide

In today's digital-first world, content is the customer experience. As an individual or business, you interact through content, you differentiate using content, and you achieve your goals with content. Content is what powers every single experience throughout our day.



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Why become a Contentful Technology Partner?

Contentful Technology Partners help our joint customers win by providing essential building blocks to solve their digital problems. We believe our ability to solve customer problems at scale hinges largely on the quality of our technology partner integrations in our ecosystem, helping to extend the capabilities of the Contentful platform.

Build more innovative experiences

Partner with us to extend your technical capabilities and deliver cutting-edge content experiences and powerful integrated use cases to joint customers.

Extend your reach

Drive your market visibility to Contentful customers, which comprise nearly 30% of the Fortune 500 and thousands of companies around the world.

Integrate seamlessly

Build alongside Contentful and integrate with ease using our market-leading App Framework which gives you the tools to build apps that customize your customers' workflows with your tool or service, natively within Contentful

Market and sell

All partners are enrolled in our mutual referral fee program and receive programmatic support for approved integration launches in our Developer community and social channels.

Technology Partner Program Requirements

General Requirements

Up-to-date Contentful NDA and Tech Partner Agreement in place	✓
Contentful-approved Marketplace App or Integration	✓
Contentful customer adoption and quality of Marketplace App or Integration	Moderate to Emerging

Contentful Integration

Adhere to published Contentful App support, security, and performance guidelines	✓
Provide documentation for app or integration	✓
Offer support at least eight hours a day, five days a week in your local time zone	✓
Publish and adhere to tech partner's SLA statement	✓
Provide Contentful with 24/7 emergency technical content	By invitation
Meet manual Certification requirements	✓

Marketing / GTM

Follow Contentful brand guidelines	✓
Partner support for inclusion in Contentful marketing campaigns	By invitation
Joint case study with customer	By invitation
Provide requested enablement materials	✓

Technology Partner Program Benefits

Develop

Access to Contentful APIs/SDKs and integration documents	✓
Contentful development and/or POC Spaces	✓
Access to advance product roadmap update for partners	By invitation
Technical advice from Contentful Ecosystem team during integration development	✓
Assigned technical point of contact	By invitation

Market

Technology Partner Marketing Toolkit incl. Badging and Brand Guidelines	✓
Listed on Contentful Marketplace and/or Tech partner page	✓
Inclusion in Contentful jointed marketing activities	By invitation
Inclusion in partner quarterly blog and/or newsletter	✓
Promotion of app launch (e.g. in Discord community)	✓

Grow

Access to partner portal	✓
Lead referral program	✓
Referral fee or MDF*	10%
Inclusion in Contentful sales enablement	By invitation
Business Reviews including account mapping	By invitation

* Referral fee is mutual and based on terms in partner's Tech partner Agreement Appendix A and C (e.g. based 1st year ACV; partner must choose between. MDF and Referral)

Partner resources and checklist

Sign Technology Partner Agreement

Familiarize yourself with our [App Framework](#) and [Marketplace App Requirements](#)

Set up time with your Partner Manager and our Developer Experience team to frame your app

[Submit](#) your app to be listed in our [Marketplace](#)

Access our [partner portal](#), your one-stop-shop!

Subscribe to our monthly partner newsletter for the latest happenings

Join our [partner community](#) via LinkedIn and expand your network

[Connect](#) with us on Reveal and take your account mapping to the next level

Join the Partner Program!

The Contentful Technology Partner Program is a global community of ISVs, developers, and resources designed to enable powerful product partnerships built using the extensibility of the Contentful platform. Our partner ecosystem is enabled with support, service, and go-to-market programs that accelerate innovation and drive growth. We recognize and reward partners for building product integrations that enable powerful workflows and solve complex use cases for our customers.

It's simple! Join by completing these two steps:

- 1 Let us know you're interested in [becoming a partner](#)
- 2 **Sign our partnership agreement**
Provided by your designated Partner Manager



Additional questions?

For all inquiries, reach out to your designated Partner Manager or email us directly at techpartners@contentful.com.