

# MARKETPLACE PARTNER PROGRAM

AUGUST 2023 – MARCH 2024

## MARKETPLACE PARTNER PROGRAM BENEFITS

**MARKETPLACE PROGRAM** presents an incredible opportunity for companies to establish and grow their global product business with Creatio. This program offers numerous possibilities to enhance revenue through Marketplace products, while adhering to a straightforward and transparent policy on commissions and discounts.

By creating innovative solutions for the Creatio platform and expanding the capabilities of existing products, you can make a significant impact in assisting countless companies worldwide in fulfilling their business requirements.

The main benefits of becoming a Creatio Marketplace Partner are:

- 1. Infinite possibilities** to create products utilising the Creatio no-code platform
- 2. The launch of the product business** in a matter of days
- 3. The highest commission rates** in the industry
- 4. No special skills** are required to develop complex business solutions
- 5. Dedicated teams** with one single mission to make you successful

## JOINT PRODUCT BUSINESS

Creatio and its Partners create the ultimate solutions for clients together, ensuring the constant growth of Partners' businesses. Creatio is focused on expanding the capabilities of its innovative no-code platform and implementing the strategy of composable architecture, as well as strengthening the support for the entire Partner ecosystem.

### Technical benefits

- Marketplace Console for developers
- E-learning & Guided learning
- Free developer environment(s)
- Access to the Creatio Product Roadmap
- Technology Consultations

### Marketing support

- Creatio Internal & External webinars
- Dedicated product marketing campaigns
- Joint events
- PR pieces (Social posting, News, etc)

### Sales support

- Limitless possibilities to sell through the entire Creatio partner network
- Creatio sales teams' engagement
- Sales through the Creatio Marketplace
- Consultations on pricing and sales

### Technical Support & Customer Success

- Success Portal tickets processing
- Dedicated Partner Success Manager
- Expert recommendations
- Net Promoter score (NPS)

## CREATIO MARKETPLACE LISTINGS CATEGORIES

Creatio Marketplace Partner Program provides an opportunity for partners to create solutions in different categories:

- **Component** - a fundamental building block in the composable no-code architecture of the Creatio Platform. It represents a small, modular element of the user interface that performs basic functions and can be combined with other components to create any desired user interface.
  - Examples of components include buttons, drop-downs, and calendars.
- **Applications** - a business solution on the Creatio Platform that automates processes, provides versatile functionality and integrations and ensures a seamless user journey.
  - Examples: [Customer 360](#), [Case Management](#), [Cisco Finesse connector](#).
- **Products** – a collection of interconnected applications that work together smoothly. This set of applications provide a unified and integrated solution. Products may encompass Creatio components and applications. For instance, a Partner could create a Product for document automation, incorporating Creatio's Knowledge Management and Case Management apps, along with a Document Management app developed by a Marketplace partner.
  - Examples: [Pharma Creatio](#), [Financial Services Creatio](#)

## MARKETPLACE LISTINGS PRICING

The business model will align your goals and target market expectations so that you can get the maximum benefits from your solution on the Creatio Marketplace.

- **PAID**  
Paid solutions go on a subscription basis (annual recurring revenue), like the base apps and products of Creatio.
- **FREE**  
Free business model targets to attract prospects. Such solutions help to raise brand awareness and increase the portfolio of customers.

## TECHNICAL SUPPORT OF MARKETPLACE SOLUTIONS

All Creatio Partners who develop and sell solutions globally share our core value: Customer is the #1 priority.

- **Paid** solutions are supported with **Basic** and **Business** technical support packages, and the Premium package could be optionally offered by a partner.
- Support for **Free** solutions is provided via **e-mail**.

For more information about the Creatio technical support packages, please click [here](#).

## REVENUE DISTRIBUTION MODEL

One of the key advantages of the Creatio Marketplace Program is the ability for any Marketplace partner to sell their products through three distinct channels:

- **Creatio Sales Team:** Our sales team actively promotes and sells your product, ensuring maximum visibility and reach in the market.
- Any **Creatio Partner** who sells the product: Partners within the Creatio ecosystem also have the opportunity to sell your product, expanding its distribution network and tapping into their established customer base.
- **Marketplace Partner:** As the owner of the app, you have the freedom to sell your product directly through the Marketplace, providing you with complete control over its sales and distribution.

To ensure a fair and transparent **revenue distribution**, the financial model implemented in the program governs partner commissions on the Creatio Marketplace.

PARTNER COMPONENT/APPLICATION/PRODUCT		
20%	20%	60%
CREATIO COMPONENT/APPLICATION/PRODUCT		
90%-PP	PP	10%
Creatio	Sales Partner	Marketplace Partner

**The renewal commission for partner solutions** remains the same during the subscription renewal within the contract.

**The renewal commission for the Creatio part of the product** is as follows:

- **10% remains** with the Marketplace Partner.
- **PP commission** is calculated according to the regulations of the Partner Program.

**Service partner** receives 10% of the Marketplace product amount, but not less than 5% after discounts. Its commission is calculated on the amount of payment, like a discount. The remaining amount is divided between Creatio and Marketplace Partner 40/60.

Marketplace partners cannot have service partner status for their products.

**Consultant partner** receives a commission for the sale of a Marketplace product for the first year the same as the Sales Partner..

### DISCOUNTS

- **The customer discount** is always split on a parity basis. Each party provides the same % from the commission.
- **Quotes, Offers and Orders** can be prepared by Creatio or the Sales Partner or Marketplace Partner.
- **All discounts and special conditions must be approved by the Marketplace Partner.**
- After providing a discount, Creatio always receives **not less than 40% of the List Price for Creatio Products.**

For more information about the Creatio Marketplace revenue distribution model, please click [here](#).

**PP (Partner Program)** abbreviation stands for the sales partner commission rate for Creatio Base Products according to the current partnership level of a partner.

**Service Partner** – Creatio partner, who was invited into an opportunity by the Creatio sales team to deliver high-quality implementation services that meet customer expectations.

**Consultant Partner** – Creatio partner who brings in leads for opportunities but does not take an active role in the sales cycle beyond that.

## JOINT MARKETING AND LEAD GENERATION

Creatio provides elevated marketing support for our Partners to promote Marketplace applications and is also open to Partners' initiatives for joint promotions.

### MARKETPLACE LISTING PUBLICATION

- Creatio provides you with the opportunity to publish your app on Creatio Marketplace and leverage various strategies to enhance its visibility. This presents an excellent opportunity to establish an extra lead generation avenue and generate additional revenue.

### CREATIO INTERNAL PROMO ACTIVITIES

- **GLOBAL SALES MEETINGS**  
Weekly sales meeting for all Creatio Sales teams from all offices. It's a great opportunity for a partner to present its company and briefly introduce a product.
- **MARKETPLACE DEMO HOUR**  
Monthly meeting for Presales and Customer Success teams. The Partner has the possibility to show a technical demo of his product specifying the use cases for leveraging it by showing core features.
- **WORKPLACE POSTING**  
We want to ensure our employee community is aware of the new solution available on the Marketplace, therefore, we will include a post about the solution in our internal social network.

### CREATIO EXTERNAL PROMO ACTIVITIES

- **MARKETPLACE CIRCLES**  
Online monthly webinar for Creatio's partner network and employees from all over the world. Speaking opportunity for Marketplace partners to present their company and product.
- **PARTNER DIGEST**  
Weekly newsletter to the entire Creatio partner network. As soon as the partner's solution is published on the Marketplace, a brief description of the solution will be included in the regular digest.
- **PARTNER'S INITIATIVES**  
We are always open to joint marketing initiatives such as press releases, e-books, use-cases etc. If you already have some ideas, please do not hesitate to share them with us [marketplace@creatio.com](mailto:marketplace@creatio.com).

## WE ARE ALWAYS OPEN FOR A STRONG PARTNERSHIP!

We appreciate your interest in Creatio Marketplace Partner Program and look forward to a long-term cooperation.

Please feel free to get more information from our website: <https://marketplace.creatio.com/>

Feel free to contact the Creatio Marketplace Team: [marketplace@creatio.com](mailto:marketplace@creatio.com)

### ADDITIONAL LINKS:

- [Marketplace app development documentation](#)
- [Integrations & API](#)
- [Application pricing and revenue distribution](#)
- [Legal aspects](#)

## MARKETPLACE PARTNER PROGRAM GLOSSARY

- 1. Marketplace Partner Program** is a formalized program that is designed by Creatio to build and support relationships with Creatio Marketplace partners. The main goal of this program is to create a win-win scenario in which both Creatio and its partners can grow their product business through a mutually beneficial relationship.
- 2. Marketplace Partner** is an individual or organization registered on the Marketplace with the purpose of developing new Creatio components, applications, and solutions to provide their clients with quality and reliable solutions on the marketplace.
- 3. Creatio Marketplace Console** is a powerful tool for Creatio partners that allows them to effectively manage their products on the marketplace. This tool gives partners the ability to publish and update applications and receive brief listing analytics.
- 4. Partner Solutions** are components, applications and products developed and published by the Marketplace Partner.
- 5. Component** – a fundamental building block in the composable no-code architecture of the Creatio Platform. It represents a small, modular element of the user interface that performs basic functions and can be combined with other components to create any desired user interface.
- 6. Applications** – a business solution on the Creatio Platform that automates processes, provides versatile functionality, and ensures seamless user journeys.
- 7. Products** – a collection of interconnected applications that work together seamlessly.
- 8. Marketplace Team** provides guidance for the successful use of Creatio technology. The mission of the Marketplace Team is to constantly maintain communications with the partner and to ensure that Creatio platform and its applications are used according to the best practice.
- 9. Creatio Partner Program** is a formalized program that is designed by Creatio to build and support relationships with partners.
- 10. Sales Partner** refers to an active partner of Creatio who has sourced and registered a lead for a specific opportunity within the Success Portal or was provided with the lead by Creatio on the initial stages of the lead. Sales partners are running the opportunity bringing their own resources and capabilities to bear in pursuit of the opportunity, while also leveraging the resources and support provided by Creatio.
- 11. Partner Levels** are tiers or classifications within a partner program that are based on the performance of a partner in closing new deals and renewing the existing clients.
- 12. Service Partner** refers to a registered partner of Creatio who is invited into an opportunity by the Creatio sales team and contributes to the successful win of the deal by providing their expertise in service delivery. Service Partners are accountable for delivering high-quality implementation services that meet customer expectations while also maintaining the integrity of the partner and the Creatio brand.
- 13. Consultant** refers to a registered partner who brings in leads for opportunities but does not take an active role in the sales cycle beyond that. Consultants use their industry knowledge and expertise to identify potential customers who may benefit from the Creatio platform and then refer those leads to Creatio or other partners to drive the sales cycle forward.