Creatio Marketplace

PARTNER PROGRAM

April 1, 2022 – March 31, 2023
MARKETPLACE PARTNER PROGRAM

BENEFITS

- **Joint go-to-market** strategy tailored for the needs of your business
- **The highest commission** rates in the industry
- We make sure that **all prospects and clients are assigned to partners**
- Dedicated teams with **one single mission to make you successful**
- **Infinite Marketplace opportunities** to grow your business

**MARKETPLACE PROGRAM** is a great opportunity for our Partners to launch and scale a global product business with Creatio. The program is full of opportunities to increase the revenue from the marketplace products with a simple and transparent policy on commissions and discounts.

**Create new apps** on the Creatio platform and expand the capabilities of existing products to help thousands of companies globally to meet their business needs.

**VENDOR’S FOCUS:**

**PLATFORM**

**PARTNER’S FOCUS:**

**SOLUTIONS AND APPS**
Creatio and Partners create the best solutions for our clients together ensuring the constant growth of our partners' business.

Creatio focus is to provide the innovative no-code Creatio platform for process management and CRM, as well as elevated support to all our Partnership ecosystem.
Creatio Marketplace Partner Program provides an opportunity for partners to create solutions in different categories:

- **Templates** - ready-made solutions such as a business process or dashboard designed for various use cases.

- **Add-ons and solutions** are applications that extend Creatio Base Products with new modules, configuration settings and system elements.

- **Connectors** - applications that connect Creatio with external services and third-party applications

- **Industry solutions** - applications developed on the Creatio platform or one of the flagship products designed for a specific industry.

**CREATIO MARKETPLACE SOLUTION MAP**

Expand the capabilities of existing Creatio products in different directions.

The list of all existing applications is listed on the Creatio Marketplace Solution Map [here](#).

The map also shows which applications and solutions were published and certified by other partners, and which categories are still vacant.

The solution map is based on the analysis of Creatio’s customers/partners requests and Creatio Basic Product Roadmap. The solution map is updated and supplemented regularly.
**SOLUTIONS MAP**

**SOFTWARE SOLUTIONS, ADD-ONS, TEMPLATES**

- **MARKETING**
- **SALES**
- **SERVICE**
- **PLATFORM ADD-ONS & TEMPLATES**
- **CORPORATE SERVICES**

**CONNECTORS**

- **TELEPHONE**
- **CLOUD SERVICES**
- **EVENT PLATFORMS**
- **INTEGRATION**
- **SURVEY PLATFORMS**
- **CONTENT SERVICES**
- **EMAIL**
- **PROJECT MANAGEMENT**
- **COMMUNICATIONS**
- **ETL SYSTEMS**
- **WEBSITES**
- **PAYMENT**
- **BI & ANALYTICS**
- **SOCIAL**
- **AI & MACHINE LEARNING**
- **ERP**
- **RPA**
- **DATA**
- **MAPS & LOCATION**
- **SECURITY & AUTHENTICATION**
- **ACCOUNTING**
- **BILLING**

**INDUSTRY SOLUTIONS**

- **FINANCIAL SERVICES**
- **PROFESSIONAL SERVICES**
- **RETAIL, CPG & E-COMMERCE**
- **PHARMA & LIFE SCIENCES**
- **EDUCATION**
- **AUTOMOTIVE**
- **MANUFACTURING**
- **HOSPITALITY**
- **INSURANCE**
- **WEALTH & ASSET MGMT.**
- **WHOLESALE & DISTRIBUTION**
- **HI-TECH & IT**
- **TELECOM & MEDIA**
- **TRANSPORTATION, LOGISTICS**
- **ENERGY & RESOURCES**
- **AGRICULTURE**
- **UTILITIES**
- **REAL ESTATE**
- **HEALTHCARE**
- **PUBLIC SECTOR**
CREATIO LOW-CODE/NO-CODE PLATFORM accelerates the development of applications and allows effortlessly build custom solutions using low-code technologies. Thanks to powerful and flexible low-code tools even users without deep technical skills can build new apps and make changes to existing ones.

Get your free developer licenses and start creating a new application with Creatio today!

5 STEPS TO CREATE AN APPLICATION:

1. **Register at Creatio Marketplace** to access all the development tools and start bringing your ideas to life.

2. **Get full access now to all information** about the Creatio platform, SDK, and application development requirements. Creatio Academy and Creatio Community have all the necessary information to assist with your first steps. Get registered for training on the development on the Creatio Platform and create the best solutions and apps for companies in different industries. Test your knowledge and get your professional level using testing and certification services.

3. **Develop and test.** Create your unique apps for Creatio Marketplace using a step-by-step application development guide.

4. **Publish your application** and tell the whole world about your product by listing it on Creatio Marketplace.

5. **Certify your solution.** Certification is a special program for our Partners that develop Marketplace apps. Creatio certifies solutions that meet high-quality standards, get high scores from users, and can be recommended to all Creatio Community. Certified applications get additional advantages for the promotion on the Creatio Marketplace. Apply for the certification of your app or shoot a question via email marketplace@creatio.com.
All Creatio Partners who create and sell applications globally share our value:

CUSTOMER is #1 PRIORITY

- **Certified** Marketplace applications are supported with the standard Creatio packages - Basic, Business, Premium.
- **Paid apps** are supported with Basic and Business support technical packages, and the Premium package could be optionally offered by a partner.
- Support of **Free apps** is provided via e-mail.

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

**The 1st line** of technical support for **partners** is provided by Creatio.

**The 1st line** of technical support for **customers** is provided according to the Partner Program. If a client is assigned to a partner, the 1st and 2nd line of technical support is provided by the assigned partner (see the section “Renewal Extension” of Creatio Partner Program).

More about the technical support and updates of Marketplace applications - can be found [here](#).
Choose the business model for your application.

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

- **PAID**
  Paid apps go on a subscription basis (annual recurring revenue), like the base products of Creatio. Application subscriptions can be either on a user-based subscription or on a flat rate subscription with an unlimited number of users.

- **FREE**
  Free business model targets to attract prospects. Such applications help to raise brand awareness and increase the portfolio of customers.

The financial model of revenue distribution regulates Partner commissions on the Creatio Marketplace. Marketplace applications can be sold by:

- **VENDOR** – Creatio sales teams.
- **MARKETPLACE PARTNER** — Technology Partner who owns the application.
- **SALES PARTNER** — any Creatio partner who sells Creatio Marketplace apps.

The commission of a partner in the revenue distribution could be obtained from:

- **CREATIO BASE PRODUCTS** — Creatio products that were used as a basis of the created app.
- **ADD-ON** — an app developed by a Creatio partner.
APPLICATION PRICING AND REVENUE DISTRIBUTION

Creatio Marketplace add-on/connector

<table>
<thead>
<tr>
<th>ADD-ON</th>
<th>Vendor</th>
<th>Sales Partner</th>
<th>Marketplace Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td></td>
<td>20%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Creatio Marketplace software solutions

<table>
<thead>
<tr>
<th>CREATIO BASE</th>
<th>Vendor</th>
<th>Sales Partner</th>
<th>Marketplace Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%-PP</td>
<td></td>
<td>10%</td>
<td>PP</td>
</tr>
<tr>
<td>ADD-ON</td>
<td>20%</td>
<td>20%</td>
<td>60%</td>
</tr>
</tbody>
</table>

The renewal commission for Add-ons remains the same during the subscription renewal. The renewal of the Creatio Base products is the following:

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

DISCOUNTS

Customer discount is always split on a parity basis. Each party provides the same % from the commission.

After providing a discount, the Vendor always receives not less than 40% of the List Price for Creatio Base.

PP (Partner Program) abbreviation stands for the sales partner commission rate for Creatio Base Products according to the current partnership level of a partner.
Creatio provides elevated marketing support for our Partners and supports the marketing initiatives to promote applications on the Creatio Marketplace created by our Partners:

- **Marketing Club.** Members of the club commit to executing a set of marketing activities in a specified period while Creatio commits to support them in the execution of campaigns and provides additional MDF to run the campaigns. This initiative is open to all partners.

- **Consultations and guidelines from Creatio experts.** Regular meetings with the Creatio Marketplace team.

- **Marketplace application launch recommendations** from solution description to lead generation.

- **Joint online and offline events** to promote solutions and apps of our Marketplace Partners.

- **Campaign nominations.** Opportunity for partners to offer marketing campaigns where Creatio co-funds up to 50% of total costs.

- **Recommendations** on marketing campaign launch.

**CERTIFIED APPS LAUNCH PLAN**

**STEP 1**

- App certification
- Application promo Launch Kit: promo video, customers feedback, articles, detailed description of the app.

**STEP 2**

- Training and workshops of Creatio Sales, Presale, Customer Success teams on the app.
- Marketing App release: webinar, email campaign, or offline presentation

**STEP 3**

- Promo launch of the app: Social, SEO, PPC, mass media.
- Additional promo content: use-cases, ebooks, webinars.
WE ARE ALWAYS OPEN FOR STRONG PARTNERSHIP!

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

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

Feel free to contact Creatio Marketplace Team

marketplace@creatio.com

ADDITIONAL LINKS:

- Application release regulations
- Marketplace application certification
- Technical support and updates
- Application pricing and revenue distribution
- Legal aspects