



**//** **Magento will transform the Open Source eCommerce market. Our partners are at the core of our strategy to create the leading eCommerce product on the market.**

**Roy Rubin**  
CEO, Varien

The Global Network of Magento Partners consists of system integrators and infrastructure companies which deploy large-scale, enterprise eCommerce projects based on Magento.

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Magento is the fastest growing eCommerce platform on the market and the demand for it is overwhelming. Magento partners are already enjoying new business and revenue driven by the popularity of the Magento eCommerce Platform.

Our enhanced comprehensive Partnership Program now offers our partners exclusive product and marketing resources, complementary Professional Support (Silver subscription), sales incentives, discounts and many more benefits geared towards helping them win new business and deliver top quality solutions.

## PARTNERSHIP BENEFIT HIGHLIGHTS

### » **Discounts**

As a Partner, you benefit from special discounts on training, certification, publication and professional services provided by Varien.

### » **Additional Revenue**

Upon completion of the Magento training and certification, you will be able to provide professional services around Magento solutions — a major source of additional revenue.

### » **Lead Generation**

Varien is committed to generating and qualifying leads for its partners. Through acquisition marketing programs, Varien captures the relevant data to qualify and most accurately route each lead to the appropriate partner. Platinum Partners benefit from priority lead assignments.

### » **Training and Certification**

Magento offers extensive training and certification to ensure that you are prepared technically to troubleshoot or address any questions from your customers.

### » **Marketing Resources**

Varien provides marketing support ranging from pre-sale assistance to joint marketing activities and collateral.

### » **Support**

Magento Partners enjoy complementary Professional Support (To use on Partner Environment) and discounts on Premium Support Subscriptions (To use on Partner Environment).

### » **Sales Tools**

Having access to the right tools and material is critical to ensure success. Certified Magento Network Partners have access to resources that help them drive and close business deals.

### » **Marketing Support**

Varien provides marketing support ranging from joint marketing activities to lead generation as opportunities arise.

### » **Commissions**

Partners receive a percentage on any sale of a Varien service offering, such as Support Subscription or Consulting Packages.

|   | ASSOCIATE | SILVER     | GOLD       | PLATINUM   |
|---|-----------|------------|------------|------------|
| (Annual Payment)                                    | \$800     | \$1,400    | \$2,900    | \$3,800    |
| <b>SUPPORT SERVICES</b>                             |           |            |            |            |
| Silver support subscription (8 incidents)           | INC       | INC        | INC        | INC        |
| GOLD support subscription (Partner Environment)     | 5% OFF    | 15% OFF    | 20% OFF    | 25% OFF    |
| PLATINUM support subscription (Partner Environment) | 5% OFF    | 15% OFF    | 20% OFF    | 25% OFF    |
| <b>PARTNER COMMISSIONS</b>                          |           |            |            |            |
| GOLD support subscription                           | 5%        | 10%        | 15%        | 20%        |
| PLATINUM support subscription                       | 5%        | 10%        | 15%        | 20%        |
| Additional Support incidents packages               | 5%        | 10%        | 15%        | 20%        |
| Varien Consulting packages (5, 10 & 15 hours)       | 5%        | 10%        | 15%        | 20%        |
| <b>PARTNER DISCOUNTS</b>                            |           |            |            |            |
| Varien Consulting packages (5, 10 & 15 hours)       |           | 5%         | 10%        | 20%        |
| Additional Support incidents packages               | 5%        | 5%         | 10%        | 20%        |
| Training and Certification                          |           | 5%         | 10%        | 20%        |
| Publications  |           | 5%         | 10%        | 20%        |
| <b>PARTNER'S REQUIREMENTS</b>                       |           |            |            |            |
| Minimum Sales quota per year                        |           | Contact Us | Contact Us | Contact Us |
| Minimum number of subscription sales                |           | 1          | 3          | 5          |
| Minimum number of referenceable customers           |           | 1          | 3          | 5          |
| Minimum number of certified staff                   |           | 1          | 2          | 5          |
| Mention Magento on Partner's website                |           | Y          | Y          | Y          |
| Issue Partnership Press Release                     |           |            | Y          | Y          |

**Initial participation in the Magento Partner Network requires:**

- » Signed Partner Agreement
- » Initial fee payment
- » Completion of Magento certification (90-day grace period)

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|---|----------------|---------------|---------------|---------------|
| (Annual Payment)  | \$800          | \$1,400       | \$2,900       | \$3,800       |
| <b>SELLING RESOURCES</b>                                      |                |               |               |               |
| RFP assistance  |                |               | Y             | Y             |
| Pre-sales support   |                |               |               | Y             |
| <b>INFORMATION RESOURCES</b>                                  |                |               |               |               |
| Subscription to Magento Partner Newsletter                    | Y              | Y             | Y             | Y             |
| Step-by-Step Partner Onboarding                               |                | Y             | Y             | Y             |
| Partner Dedicated Blog  |                | Y             | Y             | Y             |
| Partner Dedicated Forum                                       |                | Y             | Y             | Y             |
| Partner Webinars  |                | Y             | Y             | Y             |
| Sales Orientation Training                                    |                | Y             | Y             | Y             |
| Number of Contact   | 1              | 2             | 3             | 5             |
| <b>PRODUCT RESOURCES</b>                                      |                |               |               |               |
| Partner Advisory Board Participation                          |                |               |               | Y             |
| <b>MARKETING RESOURCES</b>                                    |                |               |               |               |
| Magento Partner Logo  | Associate Logo | Silver Logo   | Gold Logo     | Platinum Logo |
| Listing in Partner directory                                  | Y              | Y             | Y             | Y             |
| 50 Word Description and Priority Listing in Partner Directory |                | Y             | Y             | Y             |
| Listing in Partner Showcase                                   |                |               | Y             | Y             |
| Joint Collaterals   |                |               |               | Y             |
| Joint Marketing Activities                                    |                |               |               | Y             |
| Lead Priority   |                | 3             | 2             | 1             |
| Press Release Support   |                | By Invitation | By Invitation | Y             |
| Free User Group Passes  |                | 1             | 1             | 2             |
| Discount on Magento event sponsoring                          |                | 5%            | 10%           | 20%           |
| Participation in Marketing Development Fund (MDF)             |                |               | 2%            | 4%            |