



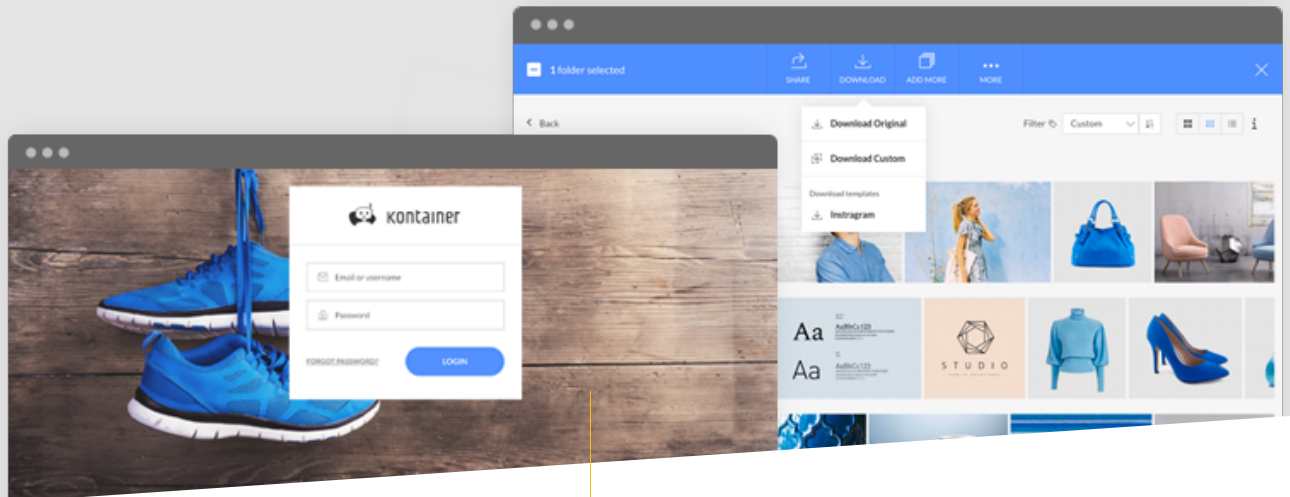
★★★★★ (5 / 5)



★★★★☆ (4,7 / 5)

## SUBSCRIPTION REVENUE

# Partner program



## Become a retailer of the market's most modern and professional DAM platform Kontainer

Offer your customers a product that completes their digital infrastructure with a Digital Asset Management system. With a professional DAM solution, your customers will experience measurable time savings and optimization of difficult and manual processes when their digital assets such as images,

video, product data and product files are processed, shared and integrated internally between departments and externally for resellers, webshops, PIM etc.

Become a reseller and receive monthly subscription revenue from the first month.



**Book a non-binding meeting**

Call +45 3311 2003 and hear what we have to offer



**kontainer**

# Partner program

Expand your product portfolio with the market's most modern and user-friendly Digital Asset Management system and help your clients get professionalized management of their images and digital media.

## Become part of Kontainer's partner program

More than 250+ brands worldwide already use Kontainer's popular DAM software. Book a meeting and learn how Kontainer can be integrated into your customers' solutions including Webshops, CMS, Email marketing, CRM, PIM etc. Kontainer can be sold by one of the following 3 partner programs:

1

Solution Partners

2

Premium Partners

3

Reference Partner

## Certification Program

To obtain partner certification, you are required to have the specific competencies needed to present Kontainer and onboard a customer. There are different certifications that fit our partner programs.

A partner who, for example, already implements CMS, ERP, CRM or similar for customers has the skills to be able to obtain certification as a "Premium Partner". If, on the other hand, you have primarily sales skills, you can become a "Solution Partner" or a "Reference partner".

Examples of customers



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PFERDGARTEN

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# Solution Partner

An agreement for partners who want to sell Kontainer directly to their own customers including sales, support and customer invoicing. Partners who sell Kontainer directly to their own customers receive a discount on the Kontainer license shown below:

- ◆ 15% discount on license up to USD 9,000 annually
- ◆ 25% discount on license up to USD 45,000 annually
- ◆ 35% discount on license over USD 45,000 annually
- ◆ 10% kick back on implementation revenue generated by Kontainer \*

\* Implementation revenue covers any revenue related to onboarding, setting up migration scripts, developing customized features and integration into systems such as CRM, ERP, CMS, AD etc.

## As a Solution Partner you get:

- ✓ Discount on Kontainers license prices
- ✓ Access to support and sales advice
- ✓ Exposure of logo and link on Kontainer's websites and online platforms
- ✓ Access to partner help desk platform and customer onboarding platform
- ✓ Team training (Webinars)
- ✓ Partner portal where development roadmaps and releases are presented before customers gain access
- ✓ Certification certificates and badges
- ✓ Access to language versioned sales material, product sheets, SoMe content and articles

## Requirements for a Solution Partner are:

- ✓ 1 Basic Product Training (Webinar B1-B3)
- ✓ 1 DAM / PIM usecases (Webinar U1-U3)
- ✓ 1 Sales Certification (Online meeting)

*Final certification certificate will only be received once the Solution Partner has completed the initiation of 2 customers validated by Kontainer.*

# Premium Partner

An agreement where the technical implementation partner earns 100% on the preparation of customer implementation such as, for example, strategy tasks, onboarding, technical development and implementation of 3 party software eg SSO, PIM, CMS, CRM, intranet, mail and automation systems.

## **The Premium Partner is responsible for sales, implementation, billing and support.**

Premium partners who sell Kontainer directly to customers receive a discount on the Kontainer license shown below to:

- ◆ 15% discount on license up to USD 9,000 annually
- ◆ 25% discount on license up to USD 45,000 annually
- ◆ 35% discount on license over USD 45,000 annually

## **As a Premium Partner you get:**

- ✓ Income related to consultant assistance and implementation
- ✓ Discount on Kontainers license prices
- ✓ Access to support and sales advice
- ✓ Access to technical support and advice
- ✓ Kontainers can attend customer meetings
- ✓ Exposure of logo and link on Kontainer's websites and online platforms
- ✓ Access to partner help desk platform and customer onboarding platform
- ✓ Team training (Webinars)
- ✓ Partner portal where development roadmaps and releases are presented before customers gain access
- ✓ Certification certificates and badges
- ✓ Access to language versioned sales material, product sheets, SoMe content and articles

## **Requirements for a Premium Partner are:**

- ✓ 1 Basic Product Training (Webinar B1-B3)
- ✓ 1 DAM / PIM use cases (Webinar U1-U3)
- ✓ 1 Integration / API Certification (Webinar I1-I2)
- ✓ 1 Sales Certification (Online meeting)

*Final certification is only received when the Premium Partner has completed initiation of 2 customers validated by Kontainer.*

# Reference Partner

A program for partners who refer customers who are subsequently handled 100% by the Kontainer team in relation to onboarding, implementation, support, invoicing etc.

A referral partner receives kick-back equal to 100% of the license revenue for the first 3 months of sign-up period.

## As a Reference partner you get:

- ✓ Access to support and sales advice
- ✓ Access to partner help desk platform and customer onboarding platform
- ✓ Access to language versioned sales material, product sheets, SoMe content and articles

## Requirements for becoming a Reseller are:

- ✓ 1 Basic Product Training (Webinar B1-B3)
- ✓ 1 Sales Certification (Online meeting)

Learn more on  
[www.kontainer.com/partner](http://www.kontainer.com/partner)

Contact us for a non-binding talk about our partner program and how we can help you get started



Call +45 3311 2003

**Nanna Bentel / Strategic director, Kontainer**

- ✉ [nb@kontainer.com](mailto:nb@kontainer.com)
- 🌐 [www.kontainer.com/become-a-partner](http://www.kontainer.com/become-a-partner)
- in [www.linkedin.com/in/nannabentel](https://www.linkedin.com/in/nannabentel)