

INFUSIONSOFT PARTNER NETWORK

Partner Success Program

You want small businesses to succeed. We want small businesses to succeed.

You want to grow your business. We want you to grow your business.

Together we can make it all happen, creating opportunities for everyone.

**Grow your business by driving small business success —
with a straight forward program designed to empower you.**

Multiple opportunities for you to grow your business

Simple & transparent with clear roles and incentives

Empowerment via program tools and resources

Clear & relevant two-way communication

Tailored & timely support



Multiple Opportunities to Grow

Three unique tracks — participate in 1, 2 or all 3.

<p>VALUE ADDED RESELLERS</p> <p>Expand your product lineup by reselling Infusionsoft to empower your clients.</p>	<p>SERVICE PARTNERS</p> <p>Grow your business by delivering amazing service & support to small businesses.</p>	<p>APP DEVELOPERS</p> <p>Extend the Infusionsoft platform to meet the unique needs of small businesses.</p>
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Designed for Partners by Partners

To shape the 2017 Partner Success Program, we've listened to hundreds of partners, analyzed feedback from PartnerCon and received guidance from the Partner Advisory Group.

The feedback was clear.

Simplify and create a transparent program to empower all partners	Reward all partners for the unique value they bring	Provide better education & support for all partners
Focus the program on enabling partners to grow their business	Connect more customers with partners and partner solutions	Continue to improve the product and platform



TRACK #1

Value Added Resellers

Expand your product lineup by reselling Infusionsoft to empower your clients.

By expanding your product offerings to include Infusionsoft, you will have an opportunity to grow your customer base, build a new recurring revenue channel, share your marketing and business knowledge and earn recurring commissions.

PROGRAM BENEFITS

	Value Added Resellers	Pro
<i>Certification Required</i>	✓	✓
<i>Pro Requirements</i>		25+ Customers OR \$5000+ MRR
Commissions	20% Recurring	20% to 30% Recurring
Eligible to Earn 30% Commission		✓
Partner Sales Manager		✓
Partner Success Coach	✓	✓
Premium Partner Technical Support	✓	✓
Partner Onboarding	✓	✓
Small Business Success Method	✓	✓
Connection Marketing Assets	✓	✓
Marketplace Listing	✓	✓
Partner Content Publishing	✓	✓
SBSM Campaigns & Action Plans	✓	✓
ICON Discount	✓	✓
PartnerCon Discount		✓
Elite Partner Growth Plan		✓
MDF Eligibility		✓
Quarterly Business Review		✓
Beta Programs for Partners		✓

Please refer to the comprehensive Partner Success Program Guide for more details.



TRACK #2

Service Partners

Grow your business by delivering amazing service to small businesses

Multiply small business success by playing an instrumental role in helping to provide exceptional service & support to Infusionsoft customers.

PROGRAM BENEFITS

	Service Partners	Pro
<i>Certification Required</i>	✓	✓
<i>Pro Requirements</i>		10+ Managed Customers AND Meet Customer Health Target
Partner Success Coach	✓	✓
Premium Partner Technical Support	✓	✓
Partner Onboarding	✓	✓
Small Business Success Method	✓	✓
Connection Marketing Assets	✓	✓
Marketplace Listing	✓	✓
Customer Marketing Opportunities	✓	✓
Partner Content Publishing	✓	✓
SBSM Campaigns & Action Plans	✓	✓
ICON Discount	✓	✓
PartnerCon Discount		✓
Elite Partner Growth Plan		✓
Fulfill On Behalf of Infusionsoft		✓
Quarterly Business Review		✓
Beta Programs for Partners		✓

Please refer to the comprehensive Partner Success Program Guide for more details.



TRACK #3

App Developers

Extend the Infusionsoft platform to expand your market

Build and distribute apps and integrations to over 100,000 small business users that rely on Infusionsoft to grow their business.

PROGRAM BENEFITS

	App Developers	Pro
<i>App Review</i>	✓	✓
<i>Marketplace Listing</i>	✓	✓
<i>Pro Requirements</i>		250+ App Customers
Partner Success Coach	✓	✓
Premium Partner Technical Support	✓	✓
API & Developer Support	✓	✓
Small Business Success Method	✓	✓
App Planning & Solutioning	✓	✓
Developer Enablement Resources	✓	✓
Marketplace Listing	✓	✓
Customer Marketing Opportunities	✓	✓
ICON Discount	✓	✓
PartnerCon Discount		✓
Quarterly Business Review		✓
Beta Programs for Partners		✓

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Available January 1, 2017

The 2017 Partner Success Program is available to all partners January 1, 2017.

Bonus incentive for Value Added Resellers

Value Added Resellers earn a special 20% commission rate for all qualifying sales in December 2016.

Look for communications as we roll out the new program

1. Opportunities to learn more about the partner program
2. Introduction to your Partner Success Coach
3. Information on tier assignments for all partners
4. Customer Health Score reports for partners actively serving customers
5. Opt in to new communications relevant to your engagement in the program

Want more details about the program?

Please refer to the comprehensive Partner Success Program Guide.

Be at the center of Infusionsoft's strategy

Being a member the Infusionsoft Partner Network means you are at the center of our strategy and you are supported by a Partner Success Team with one goal — empowering partners to grow their business by multiplying small business success.

