Kentico Solution Partner Program Guide

The Benefits of Partnering with Kentico

18,000 websites across 90 countries backed by over 1,100 partners

Kentico is an **integrated marketing solution** that quickly gets websites operational. It's full set of integrated solutions, including Web Content Management, Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, deliver much more out-of-the-box functionality than other CMS systems, making enterprise-grade, integrated marketing manageable and affordable for businesses of all sizes.

Kentico powers more than 18,000 websites in 90 countries. The clients include Twinings, Guinness, McDonald's, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Sony, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

Become a Kentico Partner

The Kentico Partner Program is intended for marketing and interactive agencies, Web design agencies, freelance developers and designers who create websites for their clients. We support our partners in delivering first class websites and help them grow their business with Kentico for ASP.NET.

Why Join the Kentico Solution Partner Program?

More Joint Marketing Opportunities

From tradeshows, webinars, case studies and white papers, to targeted online advertisements, we team up with our partners to generate new business.

Get the competitive advantage

Deliver high quality dynamic websites for everything - from online presence, newsletters, on-line stores and social networking to Web analytics and much more. Kentico provides you with a complete Web development platform.

Industry-leading scalable solution

Kentico solutions scale with your clients' needs to support any size deployment – whether that means higher volume traffic, more pages or more content authors.
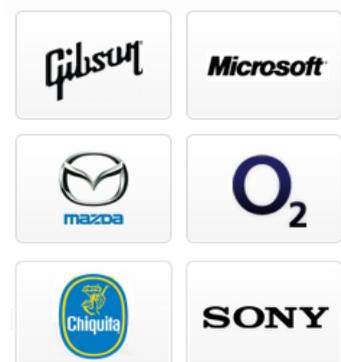
Empower and satisfy your clients

Pass savings and benefits on to your customers. Empower your clients' non-technical business users to update and maintain their own content using a user friendly WYSIWYG content editor and streamline your client training process. Further reduce the learning curve with an industry-leading seven-day bug-fixing policy.

"Kentico has given us a Enterprise Content Management Platform and Framework that we can rapidly deliver CMS Managed Web Solutions to our customers. It has opened up new revenue streams and has sets us heads and shoulders above our competitors. By using Kentico, our customers start with an Enterprise Platform that will grow with their business. As a software development and web design firm with core skills in .NET and SQL Server we can quickly customize the Kentico Framework to whatever our customers desire. With Kentico the sky is the limit! "

Vincent W. Mayfield
CEO,
Bit-Wizards, USA
Kentico Gold Partner

Who are some of the Kentico Clients?

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Partner Levels

The Kentico Solution Partner Program offers three partner levels, each with distinct requirements, as well as benefits to help you meet your business goals. As your relationship with Kentico evolves, so will the program benefits you receive.

Kentico Gold Partner

The Kentico Gold Partner status represents the highest level of Kentico Partnership. It is reserved for Kentico partners who have proven deep knowledge of the Kentico platform. They participate actively in the Kentico ecosystem and enjoy exclusive benefits such as a **30% discount**, sales leads and free not-for-resale licenses.

Requirements: at least **300 points, 3 websites** on Kentico and **1 Certified Developer**.

Kentico Silver Partner

The Certified Partner status requires a good understanding of how to sell and support Kentico. Kentico Silver Partners have extensive and deep experience in implementing Kentico and it is their platform of choice. They enjoy benefits such as a **20% discount**, free not-for-resale licenses and access to the competition comparison.

Requirements: at least **100 points**, **1 website** completed with Kentico and **1 Certified Developer**.

Kentico Bronze Partner

Kentico Bronze Partners have chosen Kentico as their platform for creating websites for their clients. They enjoy benefits such as a **10% discount** off end-user prices and access to the beta program and marketing and sales information and materials in the Partner Portal.

"We first came across the Kentico solution 3 years ago. We had been researching .net CMS & collaboration solutions for 5 months and as we assessed Kentico against the competition it became clear that we had a winner. As we started more detailed discussions and started to work with the company, we found a partner that listened and supported us. As we started to push the boundaries and work with Kentico as a platform on which to build bespoke systems we continued to be impressed. Both the platform and the support were in place.

Today, we work on Kentico projects continuously and we never regret the decision we made 3 years ago. Kentico continues to be ahead of the pack and with the exciting future plans, I believe it will continue to be so."

Simon Budd,
Managing Director,
Tellonline, United Kingdom,
Kentico Gold Partner

Competencies

Windows Azure

The Windows Azure competency is intended for Kentico Gold Partners. It identifies them as Kentico Microsoft Windows Azure experts and thus differentiates them from other partners, with the effect of them receiving more Azure-based leads and business opportunities.

Development and Integration

The Development and Integration competency is awarded to Kentico Gold Partners who have successfully launched large and demanding projects requiring integration with third-party solutions (CRMs, ERPs) or custom development. We offer competency recipients priority in lead placement for integration/custom development opportunities.

Online Marketing

The Kentico Online Marketing Competency is awarded to Kentico Gold Partners who not only pass the Kentico Online Marketing knowledge test, but who show expertise in creating websites using Kentico EMS, making use of its many enterprise marketing tools, such as Marketing Automation, Email marketing, Contact Management and Segmentation, Lead scoring, Analytics, and Reporting.

Intranet

The Intranet Competency is intended for Kentico Gold Partners who specialize in building intranet portals on Kentico and who have experience in their implementation. These partners get priority in lead placement for Kentico intranet projects.

E-commerce

The E-commerce Competency is designed to help Kentico Gold Partners get recognized as experts in delivering high-value online stores and e-commerce projects on Kentico. These partners get significant competitive advantage and are prioritized in e-commerce lead placement

Mobile

The Mobile Competency is designed to help Kentico Gold Partners get recognized as experts in building mobile enabled websites using Kentico.

Who are some of the Kentico Partners

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Enjoy incomparable benefits

The Kentico Solution Partner Program brings a lot of benefits that help you further develop your business with Kentico.

Benefits	Bronze Partner	Silver Partner	Gold Partner
Sales Benefits			
Partner Discount	10 % * (5% above 20k US$)	20 % * (5% above 20k US$)	30 % * (5% above 20k US$)
Dedicated Account Manager	✓	✓	✓
Access to phone and email sales support	✓	✓	✓
Sales leads – referring new clients to a partner	x	x	✓
Product brochures	✓	✓	✓
Access to comparisons of competitive CMS products	x	✓	✓
Sales Kit (videos, brochures, whitepapers, datasheets, presentations)	✓	✓	✓
Proposal template	✓	✓	✓
Kentico Hosted Trial request form for a partner's website	✓	✓	✓
RFP typical requirements and answers	✓	✓	✓
Free Demo license – non-expiring license for kenticocms.yourdomain.com	✓ (Kentico EMS)	✓ (Kentico EMS)	✓ (Kentico EMS)
Partner Support			
Access to the Partner Portal	✓	✓	✓
7-day bug-fixing policy	✓	✓	✓
Access to technical support hotline (toll-free in U.S.) **	✓	✓	✓
Access to phone and email support **	✓ (24/7)	✓ (24/7)	✓ (24/7)
Online technical information and FAQs	✓	✓	✓
Access to Technical Knowledge Base	✓	✓	✓
Partner Newsletter	✓	✓	✓
Deliver Now! Methodology	✓	✓	✓
Early access to Beta versions	✓	✓	✓
Free Virtual Lab - unlimited number of demo websites for your clients (expire after 2 months)	✓ (Kentico EMS)	✓ (Kentico EMS)	✓ (Kentico EMS)
Free Development licenses – localhost licenses with up to 1 year validity	✓ (Kentico EMS)	✓ (Kentico EMS)	✓ (Kentico EMS)
Complimentary license – free license for the main company domain	x	✓ (Kentico CMS, Base Edition)	✓ (Kentico EMS)
Intranet license - free license for company intranet (just for partner use)	x	✓ (Kentico EMS)	✓ (Kentico EMS)
Training and Education			
Access to Technical Documentation	✓	✓	✓
Free online product demonstration	✓	✓	✓
Free monthly Partner Webinars	✓	✓	✓
Training videos	✓	✓	✓
Paid Kentico Training (provided by Kentico and Training Partners)	✓	✓	✓
Online Kentico Certified Developer Examination	✓	✓	✓
2 free vouchers for the Kentico Certified Developer Examination	✓ (1 live Kentico implementation required)	✓	✓
Marketing			
Partner Logo	✓	✓	✓
Partner Certificate	x	✓	✓
Partner Locator - listing in the partner directory at kentico.com	✓	✓	✓
Featured as Partner of the Month in Kentico Newsletter	x	x	✓
Partner Contests and Events	✓	✓	✓
Market Development Funds	x	x	✓

* These discounts apply to the first US$20k of any deal, with anything over that US$20k (in list prices) being subject to a 5% partner discount.
Example: if you sell a US$30k license, the partner discount for a Gold Partner will be 30% x US$20,000 + 5% x US$10,000 = US$6,500. In other currencies, the amount of $20k equals to: €15k; £13k and CZK 360k.

** Active maintenance contract required

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How Does the Solution Partner Program Work?

The Kentico Solution Partner Program is based on a points system. The principle is easy – you get points for your sales and other partner activities, and the more points you get, the higher partner discount and more benefits you receive. All partner activities are submitted online through the Kentico Partner Portal.

Once you qualify for a certain level, you will automatically remain at that level for 1 year and won't be moved down if you fall behind on sales and activities. Of course, you can move up to a higher level at any time, as soon as you meet the point and website requirements.

Partner Activity	Partner Points	Expiration
Completing and publishing the partner profile (partners receive these points as soon as they become registered and complete their profile)	10	1 year (partner can update their profile and get 10 point every year)
Partner survey	10	1 year (partner can fill-out the survey and get 10 points every year)
Issuing a press release on joining the Kentico Partner Program	10	1 year (one-time-only for every partner level)
"Kentico Partner" logo on the partner site	10	1 year (partner can get points every year)
Information on Kentico published on the partner site	20 + 10 points if the page states that the partner uses only Kentico for their projects	1 year (partner can get points every year)
Reference project that uses Kentico	15	2 years
Reference project that uses Kentico and displays the "Powered by Kentico for ASP.NET" link in the footer of all pages with a link to www.kentico.com (extra points do not apply for websites created using the Free Edition)	30	2 years
Kentico Sales made by partner	1 point for every started USD 100 paid to Kentico	1 year
Kentico Sales Referred by partner	1 point for every started USD 100 paid to Kentico	1 year
Referring a new partner to Kentico (points are awarded after new partner registration)	20	1 year
Case study on Kentico project	20 + 5 extra points if the partner includes real data how Kentico has helped the client to achieve results (1-2 figures) or 10 extra points for 3+ figures (the data will be published in the Results section of the case study)	2 years
Presenting Kentico at a .NET User Group meeting or another similar event	50	1 year
End client satisfaction survey *	10	1 year, only one survey per client per year
Marketplace submission	20	1 year
Update of a Marketplace item to a higher Kentico version	10	1 year
Kentico Certified Developer	15 (for every Certified Developer)	2 years
Kentico Certified Trainer	60	2 years
Co-marketing activities or other cooperation	The points will be granted on a case-by-case basis	
Partner contests (Partner of the Year, best website, etc.)	Depends on the contest	
Kentico localization to another language	50	1 year

* These activities will be added soon

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Get More Benefits Quickly and Easily

It's so easy to upgrade your partnership to the Kentico Silver Partner level and get even more benefits such as:

- ✓ A 20 % discount
- ✓ Free Complimentary license of Kentico for your company domain
- ✓ Partner Certificate and much more…

Kentico Silver Partner = 20% discount
100 points + 1 website on Kentico + 1 Certified Developer (from Feb 1, 2013)

100

20 .... Write a case study on a Kentico Web project
20 .... Place information about Kentico on your website
15 .... Get your developer certified
15 .... Report 1 Kentico website
10 .... Add Kentico Partner logo to your website
10 .... Complete a Partner Survey in the Partner Portal
10 .... Complete your partner profile

Partner = 10 % discount

Moving Forward

Joining the Kentico Solution Partner Program is easy. If you haven't registered yet, simply visit the website at www.kentico.com/partnerwithus.aspx and complete the online partner registration.

The Kentico Partner Team will review your partner application and respond via email, typically within one business day.

We'll be happy to welcome you and your company aboard!

Contact Us

The Partner Program team is available to answer questions pertaining to the Kentico Solution Partner Program.

The Partner team can be contacted by:
Email: partners@kentico.com , or
Phone:
US & Canada: +1-866-328 8998
UK & Ireland: +44-(0)118-324-6000
EMEA: +420-511 180 923
APAC: +61-02-8006-1286