



# Partner Program



# COREL Partner Program

**It's an exciting time to partner with Corel!** Our partner ecosystem continues robust growth as customers continue to consume from partners. We have many programs and benefits and through our partnership provide our partners the opportunity to capture new customers and access additional revenue streams.

Our creativity and productivity products are available around the world through a well-established network of international distributors, resellers, retailers, original equipment manufacturers, online providers and on our websites. Our reseller programs give our partners high profit margins, while providing customers with some of the world's most popular and widely recognized software brands.

Drawing upon 35 years of innovation, Corel holds a rare position as a pioneer of the digital frontier. Today, this commitment delivers technologies that remove yesterday's limitations. Collaboration tools amplify creative talent. Efficient workflows optimize timelines. Powerful productivity and virtualization solutions offer the freedom to be productive anywhere.

Corel helps millions of customers in virtually every country in the world achieve better, more meaningful results, faster. And this spirit is the driving force behind all our product teams who dedicate themselves to improving the critical technologies our customers depend on.

## Partner Program Structure

Our partner program offers three tiers with increasing benefits. Partners in each of the levels are allowed access to program resources and benefits specifically designed for that tier.

**SILVER.** Our entry-level membership in the partner program. Silver partners have access to a range of online tools and resources through our partner portal.

**GOLD.** Partners who have met our technical and sales requirements. This includes annual revenue objectives and a higher level of expertise in working with Corel solutions. Gold partner benefits also include access to NFR licenses, partner locator listing on the Corel websites, a dedicated account manager and eligibility to request market development funds (MDF).

**PLATINUM.** The highest partner membership available. Our platinum partners commit to higher revenue objectives and have a history of selling Corel solutions. In addition to all the other partner benefits, Platinum partner benefits also include lead sharing and priority website listing on Corel branded websites.

			
<b>REQUIREMENTS</b>			
Partner application and approval	✓	✓	✓
Partner agreement		✓	✓
Annual business plan	N/A	Suggested	Required
Quarterly business reviews	N/A	Suggested	Required
Sales and technical certification	N/A	2	4
Revenue goals	N/A	\$40,000 Annually	\$100,000 Annually
<b>BENEFITS</b>			
On demand webinar sales training	Free online	Free online	Free online
Live sales enablement training	Quarterly	Quarterly	Quarterly
Partner portal access	✓	✓	✓
Custom UTM code support	✓	✓	✓
Deal registration	✓	✓	✓
Pre-sales support	✓	✓	✓
Technical support	✓	✓	✓
Customer support	✓	✓	✓
Access to NFR licenses		✓	✓
Partner locator listing		✓	✓
Dedicated account manager		✓	✓
Proposal-based MDF		✓	✓
Lead sharing			✓
Priority website listing			✓

\* Contact your CAM. Eligibility varies by region.

## PROGRAM BENEFITS

### Partner Portal Access

All partners are invited to the Corel Partner Portal! You will receive access to our partner portal upon acceptance into the Corel Partner Program. This portal is an easy way to access sales and marketing resources, and much more including:

- Deal registration and lead sharing
- Training and certifications (where applicable)
- Sales and technical resources
- Marketing collateral, blogs, case studies, data sheets, and eBooks

Available 24/7, this vast selection of content is only a click away to support your success!

### Sales and Technical Certification

There are optional trainings within the Corel portfolio that allow partner sales/technical reps to access certification trainings, where applicable, and complete online tests to enhance sales and product knowledge. Technical certifications are available on certain products and badges are given upon completion.

### Sales Training

Corel has a comprehensive training curriculum to provide you the necessary skill set to sell and support Corel products. On-demand self-paced training sessions, tutorial videos and webinars are available 24 hours a day via our Partner Portal. The portal has the training curriculum to provide partners the necessary skill set to sell and support Corel's full product portfolio. We also offer multiple live training options focusing on how to sell Corel's product portfolio.

### Custom UTM Code Support

Corel provides documentation on how partners can create custom URLs to promote Corel assets and webinars. Please work with your Channel Account Manager letting them know you have created a UTM and we will provide the leads generated directly to you.

### Deal Registration

The deal registration program is designed to enhance collaboration between you, our partners, and Corel, while protecting your investment. We are committed to offering a fair, transparent program that aims to ensure we are never selling against our solution providers who are actively engaged in a sales cycle. It is advised that you register all deals for which you have made pre-sales efforts.

### Access to NFR Licenses

Corel understands the value of technical demonstrations for generating sales. Our program provides you with access to a Not-for-Resale (NFR) license of our products, to be used for demonstration purposes. This is a full version license with access to all features and capabilities. With complete access to a fully featured demo environment, you can showcase Corel products in a comprehensive and compelling way for your customers.

### Partner Locator Listing

Gold and Platinum partners are located on our website's partner locator, allowing new customers to find you! Our partner locator lists each partner, contact information, location, and products covered.

### Dedicated Account Manager

Gold and Platinum partners receive a dedicated Channel Account Manager (CAM). Our CAMs are your go to resource for all partner related activities. Their goal is to enable you to be successful and help drive business, by providing sales training, discussing MDF campaigns, sharing resources and many other activities.

### Proposal-Based MDF

Marketing Development Funds (MDF) are available to our Gold and Platinum partners. Our goal is to help you extend your reach to create new customer opportunities. With a collaborative MDF plan, Corel will provide resources to execute co-branded content and campaigns in order to build awareness and ultimately drive business through a specific partner. These activities are heavily tracked and recorded to ensure effective ROI. MDF proposals can be discussed with your Channel Account Manager.

### Lead Sharing

Lead sharing is reserved for our Platinum partners and must comply with GDPR. Please contact your Channel Account Manager for more information.

### Priority Website Listing

Priority website listing is a benefit reserved for Platinum partners. In addition to the partner locator, this is the ability to display your logo on our Corel branded website pages.

### Annual Business Plan

Together we will collaborate to create a business plan that will help grow your business through your relationship with Corel. For those striving to reach our Platinum level a business plan is required. It is highly encouraged for Gold Partners, and optional for Silver.

### Quarterly Business Reviews

In order to ensure that our partnership is meeting the expectations set out in our annual business plan, collaborative quarterly business reviews (QBR) are conducted. For partners who have approved Marketing Development Funds, Corel will also review results in these QBR sessions. Ongoing planning calls conducted regularly as well with Corel and partners.

## Contact

We look forward to working with you and your team to take your business to the next level. If you have questions or would like to engage further, please reach out to us at [partners@corel.com](mailto:partners@corel.com) or visit our [website](#).



