



apinity

partner programm

2023



Become an apinity partner

Let us help you deliver long-term value to your customers – at scale.

At apinity, we are focused on delivering the world's most powerful API Business Operation technology and offering our partners best-in-class software solutions to help them tap into the full potential of their clients' business. We aim to recognize, drive, and support strong and trusted partner relationships. We have designed the apinity partner program to reward our partners for their commitment and investment in apinity solutions, without the burden of heavy program requirements.

Into every partnership, we bring:

- resources
- knowledge
- transparency

all with the aim to drive mutual success.

Our model is 100% co-selling and collaboration with our partners.

We team up with you, for your and your clients' success.



Why partner with apinity?

Profitable partner program

- > No cost of entry to enter a partnership
- > Leverage existing skills and experience
- > Rewards with strong margins and competitive industry-aligned incentives
- > SaaS subscription model for recurring revenue

Partner first model

- > Partner co-selling model, work together to close the sale
- > Leads passed directly onto partners
- > Channel processes continuously strengthened by apinity
- > Recognition and rewarding of our partner's skills, experiences, and added value

Competitive differentiation

- > Rapidly growing market opportunity by connecting people, businesses, and things (IoT)
- > API Business Operations are needed to create the new digital products, business channels, and platform business models on which ecosystems are built
- > Unique and innovative: partners have a new API Business Operations category to discuss with customers



Our partnership principles guide us on our mutual journey.

Trust. Distinction. Efficiency. Acceleration.

Trust, as the first principle of the apinity partner program, aims to earn and deepen your clients' trust through an in-depth understanding of their API needs. Distinction, as the second principle, focuses to distinguish your own solution space from the competition's, through focusing on what really matters: business outcome. Efficiency, as the third principle, will deploy your expertise efficiently with your dedicated partner tool stack at hand. Acceleration, as the fourth principle, is used to accelerate your client traction by teaming up for mutual success.

Overview of the apinity partner program

At apinity, we have four different partner tiers:

1

> apinity technology partner

provides technical enrichment of the apinity platform through the synergy of our respective technologies

2

> apinity consulting partner

offers supplementary consulting offerings, such as organizational development



3

> apinity implementation partner

provides experienced developers and architects to help integrate apinity products

4

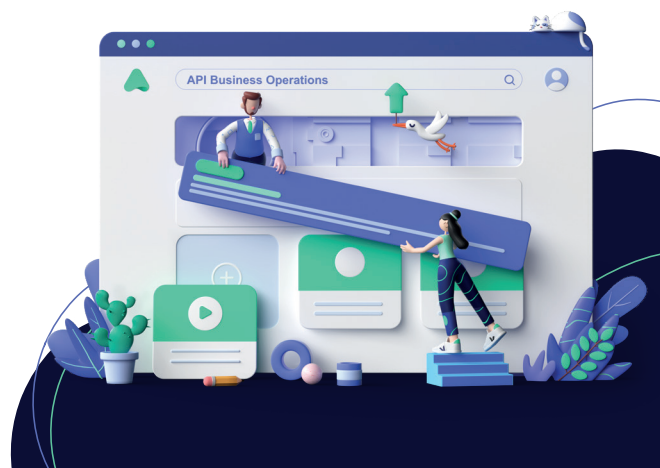
> apinity service partner

provides specific first class API-driven services through the apinity marketplace

Your clients' needs are covered, no matter if you are a

- technology,
- consulting,
- implementation, or
- service partner.

We have dedicated revenue schemes in place. The first is our reseller scheme, based on an annual subscription revenue model. Reselling partners are typically solution providers whose business models focus on reselling and potentially providing technical services. The second is a referral scheme, for partners who want to work with us on a referral basis. Both models are easy schemes that work independently or in combination with one another.



Benefits of the apinity partner program

All our apinity partner program features are created carefully to assure your and your client's success. We want to strive with you for an open society where people, businesses, and things (IoT) are connected by APIs.

Benefits included

Relationship and communication support

Channel manager



Technical integration support and guidance



Joint business/Marketing plan review



Ecosystem alignment



Access to partner workspace



Financial Incentives

Deal registration (Partner-sourced)



Activity-based referral remuneration scheme



Activity-based reseller remuneration scheme



Infinite cross- and upselling possibilities



Solution development funds



Benefits include:

Sales and marketing support

Account mapping



Sales materials and tools



Partnership logo



Demo instance



Enablement

apinity partner sales training



Apply to become an apinity partner!

Accelerate your API business with the power of the apinity platform. Our partners are expert practitioners with deep industry knowledge, experience, and insights. Each partner is carefully selected by apinity for their unique domain expertise and API offering, to give organizations world-class support throughout their journey.



- 1 Get in touch with us and complete the apinity partner program application.
- 2 Once your application has been received, we will review it to determine if the three main criteria for membership have been met:
 - Technical alignment with apinity solution and strategy
 - Business synergy and matching go-to-market model
 - Mutual value and revenue potential of the relationship
- 3 When accepted, you will receive the apinity partner agreement for your signature.

For additional information
on the apinity partner program:

Program email: partner@apinity.io

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