

The official TYPO3 partner program



Table of contents

Partner Program	4
Separate Yourself From The Competition	4
Be Successful - Together	4
Unique Benefits	6
Partner Ranking In A Nutshell	7
Partner Classes And Tiers	8
Partner Classes	8
Requirements	9
Mandatory Items On All Offers	10
Pricing	11
Agency Partners	11
Development Partners	11
TYPO3 Membership Credits	11

Partner Program

The market for web agencies is bigger than ever before. To tackle today's challenges, nearly every business on the planet needs some sort of online representation. Paired with the increasing scenarios in which digital business plays a significant role, this led to a rise of web agencies all over the world. Potential clients are overwhelmed by the offers - from simple website builders to custom web applications, from shops to marketing automation, from the freelancer next door to the global digital agency. The client must find a way to navigate and choose what makes sense for them and their specific business challenges. As we believe TYPO3 offers fitting solutions for a lot of these use cases we created a partner program with a two-fold purpose: To showcase what TYPO3 can do for the customer and to help them find you - the best agency for implementing their solution.

TYPO3 would not be successful without great partners. Agencies, Development Partners and Freelancers work towards a common goal: Delivering the best-in-class content management solution. The official TYPO3 partner program formalizes qualifications and experience and creates comparability for everyone.

Separate Yourself From The Competition

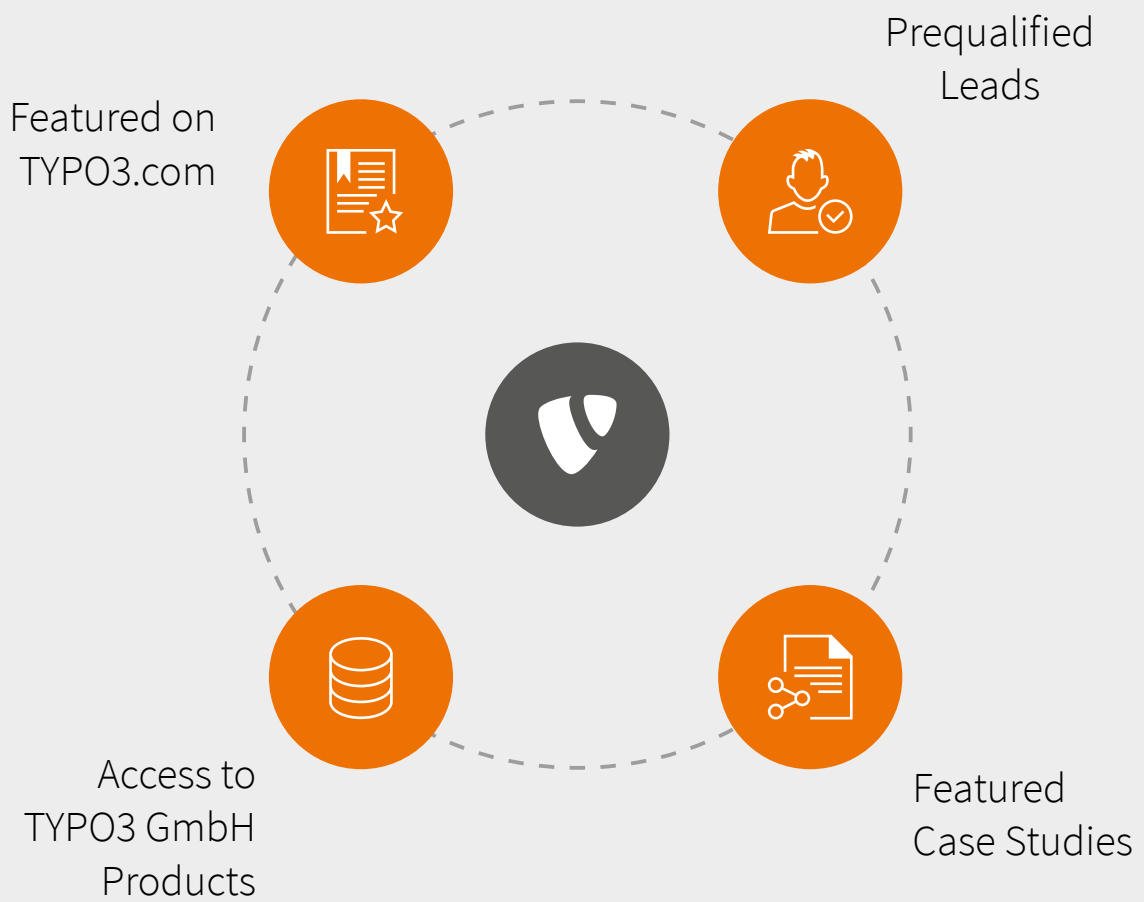
As a partner you fulfill a pretty hefty list of requirements. Most of the time you match these standards anyways, you just didn't have the chance to officially show them anywhere. Prove you deliver the high quality others only claim, give your customers the security of a peer-reviewed project and be involved in an active community. By going through a regular screening process you prove time and time again you deliver high-quality projects, keep up-to-date with the development and work diligently to stay the top choice for your customers. **This will result in both a higher quality of TYPO3 projects and increasing the positive reputation of TYPO3 in general - which in turn results in more TYPO3 projects.**

Be Successful - Together

As a TYPO3 partner you work on the front-line of customer success. You deliver state-of-the-art consulting, design and technological implementations to customers and make sure projects turn out to be successful. With a strong knowledge of digital technologies in general and TYPO3 in particular your team is the basis of any great project. Pick the tier that fits your company best today, and grow into higher tiers with the help of our partner team.

Unique benefits

Being a partner comes with various benefits that will separate you from the rest of the industry.



Unique Benefits



Prominent placement on typo3.com

Your partner page on typo3.com will become your business card when it comes to selling TYPO3. It will automatically show your expertise by extracting data from the case studies you hand in. Promote your latest projects by adding case studies to your portfolio which will then attract new customers. Case studies and success stories will directly link back to both your website and your partner page on typo3.com, providing you with valuable links and promotional space. Being active in the TYPO3 community will be reflected on your partner page, finally turning your community activities into a usable sales asset. Anyone can just state they deliver high-quality TYPO3 projects - **you can prove it!**



Stay up to date

As a partner you get exclusive early access to new products that TYPO3 GmbH develops. We value your opinion and strive to shape our products in close partnership with you so they create the best value for you. This not only means you can influence our products but also that you have a direct line of communication - we are always just a call, mail or Slack message away. Apart from that you can get priority access to TYPO3 GmbH extensions that can help you boost your advantage over the competition. By working together, we can create high-class extensions which we then jointly release.



Access to pre-qualified leads

Ever spent time on talking to a potential customer trying to figure out what he wants only to realize after some time that you weren't the right fit? Leads generated through typo3.com will be pre-qualified by us and handed to you only if the project fits you. Our sales team will qualify the lead by finding out things like budget, timing, technical requirements, in what proximity the client wants to have the partner, size and pricing of the partner etc.

Armed with that information our team will get in contact with you to see whether you are interested in working with the client - based on your statements which types of clients are **your** type of client. Finally, we will present a list of potential partners to the client and introduce the chosen partners. Together, we will have a retrospective at the end of a project to ensure our matching process works and is continuously refined.



Featured Case Studies / Success Stories

Case studies are the number one section on typo3.com being viewed right now. Visitors have the ability to filter for case studies on projects in their industry, project size and country. With the partner program you will have the opportunity to claim a case study as yours, linking it to your partner landing page and giving potential customers the ability to contact you directly. Information like industry and services provided will be extracted from the case study and highlighted on your partner page, proving you truly have experience in these areas.

We plan to make cases even more prominent with the next releases of typo3.com, bringing in "Success Stories". These will boost the visibility of you as a partner - simultaneously showcasing the possibilities TYPO3 has for building every type of web application. Success Stories will be distributed via our newsletter and press releases as an additional benefit.

Partner Ranking In A Nutshell

How exactly we rank partners on typo3.com is confidential, but we can give you some pointers of things that influence the ranking. Obviously your partner tier influences the initial ranking but as clients filter down to find partners they intend to work with the tier becomes less relevant. In general: The more good you do for TYPO3, the higher you get ranked.

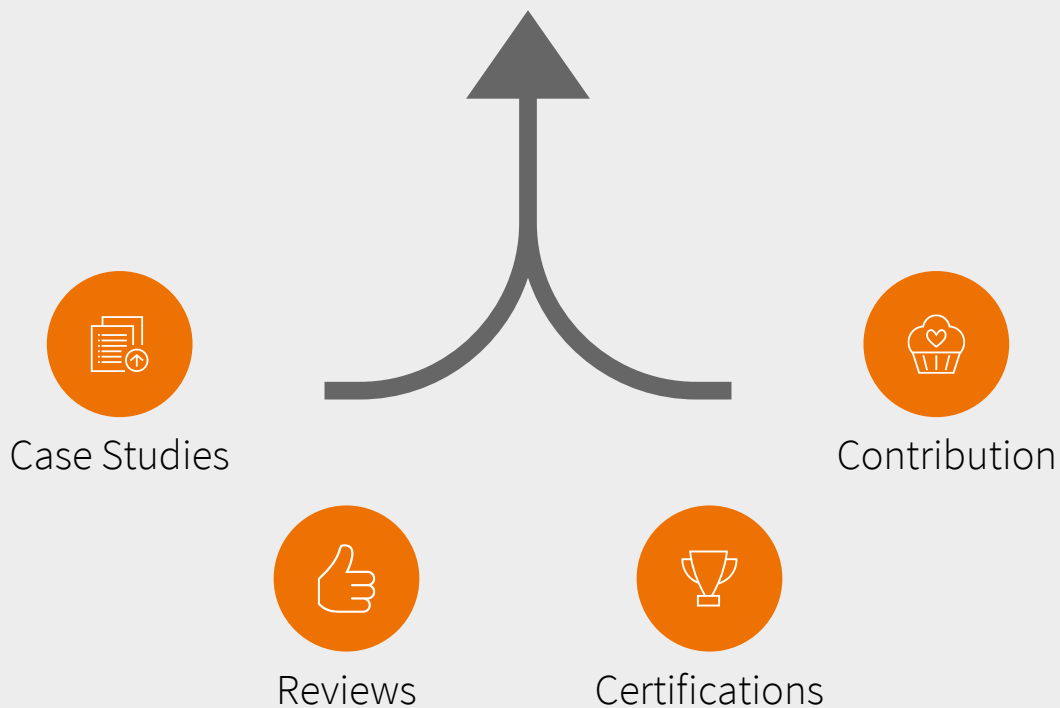
Have a lot of certified people in your company? That's good.

Created cases or, even better, success stories to boost TYPO3's visibility? Great.

You provide high-quality, reviewed projects or extensions to your clients? Awesome.

Your employees help out in different teams or on TYPO3's core? Even better.

You see, there are multiple ways to support the project, all of which influence your ranking one way or another.



What happens if I'm not a partner?

Well, likely not much will happen. But you might find yourself losing pitches to listed partners mid-term. To maintain a high-quality standard in TYPO3 we are not able to endorse working with non-official partners being a good or even feasible idea. Our entire communication strategy will focus on promoting official, validated partners.

Partner Classes And Tiers

Our partner program offers different classes, each of them with different tiers. Each tier involves a certain level of skill, commitment and workforce as well as a membership in the TYPO3 Association to ensure our ongoing efforts in Open Source Software. Even if you are not able to qualify for the highest partnership tier today, our team will help you transition into higher tiers so you can grow with us.

The class and tier system helps the client identify partners that work in the desired range of the industry and being in a lower tier does not mean you miss out compared to other partners. You simply get other clients - those that want to work with partners in your segment of the market.

Partner Classes

Agency Partner

As an agency partner you maintain the client's project every step of the way. Starting at an early stage of identifying demands, through defining requirements and supplying the conceptual work to delivering the technical implementation, leading up to long-term maintenance in production.

You provide visual designs and usability experts to create value for the client and ensure a successful project. Your portfolio includes additional services like Marketing, SEO or Social Media Services.

Development Partner

As a development partner you support projects through their technical stages. You have thorough knowledge of TYPO3 internals and consult clients to create successful projects. The goal of a development partner is to build sustainable solutions that not only solve, but also add value to the clients' challenges. Your team consists of experts in PHP, databases, Javascript and CSS, as well as in TYPO3's technology stack of Typoscript, Fluid and YAML.

Freelancer & Hoster

Freelancer-class partnerships and certified hosting partners will be added in the near future.

Sign up for Freelancer Information here:

<https://typo3.com/nl-freelancers/>

Sign up for Hosters Information here:

<https://typo3.com/nl-hosters/>

Requirements

	Agency Partner			Development Partner		
	Solution	Business	Enterprise	Solution	Business	Enterprise
# of Employees involved in TYPO3		>= 10	>= 15	<= 5		>= 10
Certifications¹						
Integrator	10%	20%	50%		20%	50%
Editor	10%	10%	20%			
Consultant						
Developer		10%	50%	100%	100%	100%
Requirements						
Assoc Membership	Silver	Silver	Gold	Bronze	Silver	Gold
Case Studies / Year	1	2	3	1	2	3
Success Stories / Year ²			1			1
Project Reviews		5 % (min. 1)	50% (min. 3)			50% (min. 3)
Extension Reviews		10% (min. 3)	30% (min. 5)	5% (min. 1)	10% (min. 3)	50% (min. 5)
TYPO3 Share of total Revenue ³	2%	10%	30% or > 1m €	2%	10%	30%
Event Participation ⁴	1	2	2	1	2	2
Regular Partner Meetings ⁵		1	2		1	2
Partner Satisfaction Surveys ⁶	1	2	4	1	2	4
SLAs on Projects ⁷		1	3			2
Community Commitment ⁸	1%	1,5%	2%	1%	1,5%	2%

1. **Certification percentages**
 Certification percentages are calculated depending on the number of total employees you have in an area. To match you with leads, you will have to state how many employees per area you have. Certification percentage is calculated based on that statement. For example: If you have 10 editors and aim for the Solution Agency tier, you need 1 editor to be certified.
2. **Success Stories**
 These are fully designed papers available for download as either PDF or Powerpoint.
 Depending on the current market demand these can be clipped in print media, which in return will boost the visibility of both TYPO3 and the partner. Make sure to get the clearance of your client first, so that success stories can be published in print media.
3. **Share on revenue**
 The yearly percentage of your total company revenue being generated by TYPO3 projects and supporting services such as design and consulting (for those TYPO3 projects).
4. **Event participation**
 This includes unofficial TYPO3 events like TYPO3 bar camps, Meet TYPO3 and alike.
 Attending non-TYPO3 events is a big plus to evangelize and spread the word.
 Partners are expected to do high-quality talks and sessions in order to educate and inspire members of the community and clients alike.
5. **Partner Meetings**
 Partner meetings are either in-person or via webinars. Their purpose is for partners to get informed about latest developments, discuss ideas for the product or to generally network.
6. **Partner Satisfaction Surveys**
 These are surveys asking the Partner for feedback on the partner program and TYPO3 GmbH services.
7. **SLAs on Projects**
 The amount of TYPO3 GmbH Core SLAs the Partner has running on projects. The type of SLA does not matter, all SLA plans count towards this number.
8. **Community Commitment**
 Community Commitment means that for every TYPO3 employee you have, you have to offer at least this percentage of work force to the TYPO3 Project.
 This does not only mean Core Development but also participation in Press, Marketing, Server or other teams or maintaining a useful Extension also counts as community commitment.
 A buy-out on this commitment is possible.

Example:

Your development company has 10 people working on TYPO3 projects and you aim for the Business tier.

Your community commitment is 8 hours/week.

10 people x 40h/week = 400hrs.

2% of 400 hours = 8 hours.

Mandatory Items On All Offers

- **Agency Partners** of all tiers **must** offer SLAs
- **Development Partners** of Business or higher tiers **must** offer SLAs
- All **Enterprise tier partners must** offer project reviews
- All partners of any tier **must** include 2% Open Source Support on their offers

These positions are **optional** for the client to choose, but **mandatory** on all offers.

Pricing

Agency Partners

	Solution	Business	Enterprise
Monthly Payment	€ 300,00	€ 1.000,00	€ 2.500,00
Yearly Payment (5% off)	€ 3.420,00	€ 11.400,00	€ 28.500,00

Development Partners

	Solution	Business	Enterprise
Monthly Payment	€ 240,00	€ 800,00	€ 2.000,00
Yearly Payment (5% off)	€ 2.736,00	€ 9.120,00	€ 22.800,00

TYPO3 Membership Credits

TYPO3 Association membership will be credited towards annually paid fees. These credit-percentages are the same for both Agency Partners and Development Partners.

	Solution	Business	Enterprise
Bronze	€ 125,00 (100%)	-	-
Silver	€ 400,00 (40%)	€ 1.000,00 (100%)	-
Gold	€ 687,50 (25%)	€ 2.062,50 (75%)	€ 2.750,00 (100%)
Platinum	€ 1.250,00 (10%)	€ 6.250,00 (50%)	€ 12.500,00 (100%)



TYPO3 GmbH

Am Wehrhahn 41
D-40211 Düsseldorf
Germany

+49 (0)211 20 54 36 0

info@typo3.com