



# The Hyland Global Partner Program guide



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 **Join our first-class community**

We only work with the best

# Welcome to the Hyland Global Partner Program

With more than 14,000 customers, 20 office locations around the globe and more than 4,000 employees, Hyland has come a long way from where we started more than 30 years ago. One thing that has not changed is our love for the customer! Continuously improving the customer experience is our focus at Hyland. Customers need more capabilities, simplified user experiences and faster deployed solutions. The approach we choose to take is the best one for our entire customer base.

Hyland is fully committed to our 450+ active global partners. We value transparency and two-way communication, encourage collaborative problem solving and are devoted to providing you with the strongest resources possible to further your efforts. Our partner community contains some of the most successful business software and hardware providers in the market, and we're proud to play a role in their success.

Consider joining us to explore new ways of delivering value through **intelligent, future-ready content solutions**, powered by Hyland's innovation-first approach and robust partner ecosystem.

As we embark on the exciting year ahead: Thank you for all you do,  
from the entire Hyland community!



# Why Hyland?

With easy, secure access to complete information — anytime, anywhere on any device — Hyland helps your organization modernize and facilitate more responsive, meaningful interactions. We manage content from inception all the way through the information lifecycle until final archival and destruction.

One of Hyland's offering is the **Content Innovation Cloud** — a powerful, AI-enabled platform that modernizes enterprise content management, fuels automation, and accelerates digital transformation across industries.

Hyland achieves market-leading growth year after year, and is recognized by industry analyst firms for our product strengths and satisfied customer base.



**Gartner Market Guide for  
Content Services Platforms,  
2023 — Representative vendor**



**IDC MarketScape for Worldwide  
Intelligent Document Processing  
(IDP) Software 2023-2024 Vendor  
Assessment — Leader**



**The Forrester Wave™: Digital  
Process Automation Software,  
Q4 2023 — Strong performer**

## What our partners are saying

Grow your business with support from a community dedicated to your success.



Hyland listens to how I want to engage my customers. They come up with innovative solutions to complement our thoughts, plans and strategies, and our customer needs. Hyland develops approaches that align perfectly with what we want to offer our customers.

### **Mike Sole**

Director, Content Services,  
LBMC Technology Solutions, Hyland partner since 2000



The impact [the partnership] has on our business is huge. I think we have grown, since 2008, over 50% in staff and revenue, implementing the Hyland approach and portfolio.

### **Patrick van Vulpen**

Manager, Business Development,  
Docspro B.V., Hyland partner since 2008





# Hyland Global Partner Program

## Program overview

Hyland brings more than 30 years of experience to solving our customers' toughest problems. Our innovative **Content Innovation Cloud** platform and content solutions portfolio, coupled with our global network of partner expertise, empowers our customers to solve today's challenges and uncover tomorrow's potential. Together we're enabling our customers to modernize, automate and transform their business processes.

Our commitment to customer satisfaction means we only collaborate with partners who are leaders in their industries. This innovation-first approach enables our partners to create **scalable, tailored and profitable solutions** that drive long-term growth and customer success.

## Expectations

- Focus on your addressable market and establish successful relationships between your clients, prospects and Hyland sales teams.
- Engage Hyland sales teams with prospects and current clients as soon as you identify opportunities, enabling us to set appropriate expectations for both software and service delivery.
- Direct Hyland account-owned teams, whether direct or value-added reseller (VAR), to future software and service opportunities.
- Demonstrate how Hyland solutions complement your offerings to create optimal solutions and a better customer experience.
- Match Hyland's commitment to deliver exceptional value to our mutual customers.
- Recognize, develop and promote solutions Hyland and your organization can deliver. Simple product integration does not equal customer success.
- Participate in and contribute to Hyland events and activities such as CommunityLIVE sponsorships and local or regional user groups.

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➔ To learn more, email us at [Partners@Hyland.com](mailto:Partners@Hyland.com).



## How we partner

Regardless of the partnership type, Hyland empowers organizations with **intelligent content and process solutions** that integrate seamlessly with existing business systems — supported by a versatile platform built for continuous innovation.

1

### **Value-added reseller**

Value-added resellers sell and deliver end-to-end solutions, often including both software and hardware. After implementation, the VAR will train and support its clients.

2

### **Strategic alliance partner**

Hyland partners with leading independent software vendors and service delivery providers to develop complementary offerings.

3

### **Business process outsourcing companies**

Business process outsourcing (BPO) companies use Hyland's content and document management solutions to better manage customers' business activities, such as payroll, accounts payable and accounts receivable, human resources and more.

4

### **OEM partner**

Hyland technology quietly powers the solutions offered by some of the largest names in technology. These partners utilize one of our technologies from an SDK, video platform or content solution platform to enhance their solutions.

5

### **Technology partner**

Hyland aligns with technology solution providers that enhance the value of joint solutions. Hyland recognizes the need to expand its product suite functionality through solutions offered by other successful companies.

6

### **Systems integrator partner**

Hyland's global network of systems integrator partners bring unique insight and experience in delivering a total and enterprise solution to our customers. These partners play a critical role in helping our customers maximize value from their Hyland investments.



## Value-added reseller program benefits

	Authorized	Core	Premier	Description
<b>Go-to-market</b>				
Partner portal resources	×	×	×	Hyland offers partners resources via the partner portal that include sales, marketing and technical documents.
Internal use system	×	×	×	Hyland offers partners a Hyland solution specifically for internal use.
Hosted internal use system			×	Hyland offers partners a hosted Hyland solution specifically for internal use.
Product demo access	×	×	×*	Hyland offers partners access to preconfigured product demos. *Premier partners can also have access to hosted preconfigured product demos.
Development environment	×	×	×*	Hyland offers partners access to development environments. *Premier partners can also have access to hosted development environments.
Assigned relationship contact	×*	×**	×**	Hyland offers partners the following: • Authorized partners are provided a dedicated relationship contact. • Core and Premier partners are provided dedicated channel team (sales, presales and marketing).
Event support		×	×	Hyland offers partners consultative support for the partners' marketing organization to assist with marketing resources, guidance and planning.
Potential partner and development advisory council programs		×	×	Hyland offers partners an invitation to the Development Advisory Council Programs.
Partner promotion by Hyland			×	Hyland offers partners assistance to draft, edit and promote partner's award status achievement.
CommunityLIVE pass program			×	Hyland offers partners passes to Hyland's annual user conference, CommunityLIVE.
<b>Support</b>				
Access to Hyland Technical Support team	×	×	×	Hyland offers partners direct lines of communication to Hyland Technical Support team.
Support leadership meetings		×	×	Hyland offers partners an opportunity to meet with support leadership.
Ancillary support personnel			×	Hyland offers partners a dedicated ancillary support personnel.
<b>Enablement</b>				
Partner discount on customer training		×	×	Hyland offers discounts for partners' customers for training in a classroom setting, in a live online classroom or self-paced e-learning.
Additional discount on Premium subscription and training		×	×	Hyland offers partners an additional discount for both Premium subscription and training.
Partner sales/Hyland Summit		×	×	Hyland offers partners an invitation to participate at the Hyland Partner Summit.
Partner-hosted training option			×	Hyland offers partners the option to host their own training to their customers.
Annual customer training workshop for partner			×	Hyland offers partners a workshop annually for training partners' customers.





## Benefits

### Value-added reseller

Innovate your product offerings to drive revenue

#### Highlights:

- Develop and deliver differentiated AI-enhanced solutions using the Content Innovation Cloud
- Deliver scalable, long-term offerings on a future-proof content platform
- Tap into real-time analytics and embedded intelligence to enhance customer outcomes
- Access to Hyland Community and Hyland Connect
- Co-branded marketing (joint marketing / co-marketing)
- Access to marketing programs and services
- Development environment
- Dedicated account liaison
- Sales enablement training
- Technical training
- Marketing enablement training
- Partner Advisory Council membership

#### How to join:

- ▶ [Complete our online application to get started.](#)





## Value-added reseller application requirements

	Description
<b>Partnership</b>	
Complete application process	Complete the application profile by providing information for Hyland to evaluate if partner meets qualifications.
Agree on Hyland partner expectations	Agree on Hyland partner expectations on page five of the partner program guide.
Establish a primary Hyland contact	Assign a primary contact to Hyland.
<b>Sales enablement</b>	
Pipeline and opportunity updates	Pipeline and opportunity updates Conduct pipeline and opportunity updates regularly. A Hyland account executive and account manager work with partners to drive business.
Joint business planning/business reviews	Collaborate with Hyland to create a joint business plan that includes revenue goals, marketing initiatives and enablement activities aligned to partners' business goals and Hyland Content Innovation Cloud™ opportunities. The plan is reviewed regularly.
Develop mutual account plans	Develop an account plan targeting strategic mutual customers.
Lead/opportunity registration	Submit and register leads and opportunities online.
Revenue thresholds	Maintain a cumulative license fee revenue and/or growth over a rolling 12-month period.
Provide a complete demonstration system	Provide a complete demonstration system including all hardware and software necessary to effectively show prospects the capabilities of products.
<b>Marketing</b>	
Include Hyland partner logo and product information on partners' website	Include Hyland partner logo and product information on partners' website to promote partnership and values that the partner and Hyland bring to customers.
Joint marketing planning/reviews	Collaborate with Hyland to create a joint marketing plan and implement marketing initiatives. The plan is reviewed regularly.
<b>Training</b>	
Complete technical certification trainings	Complete appropriate product training and certification courses.
Maintain at least two OnBase Certification Installers	Maintain at least two employees who meet the certification requirements pertaining to installation of the products across Hyland's intelligent content solutions.
<b>Support</b>	
Employ at least two technical support	Employ at least two individuals capable of providing support of the system.
Provide end user customers support	Provide end user customer support and serve as the first line of communication with customers.
<b>Services</b>	
Retain resources to design and implement best practice solutions	Retain resources with sufficient skills and expertise to professionally perform all services for design, installation, implementation and training of the solutions.



# Is this the right type of partnership?

Contact us at [Partners@Hyland.com](mailto:Partners@Hyland.com) to explore how we can grow together - through intelligent content solutions, AI-powered innovation, and the scalability of Hyland offerings including **Content Innovation Cloud**.

## Get started

- 1** Submit partner application
- 2** Initial qualification
- 3** Sign NDA
- 4** Technical qualifications
- 5** Profile partner
- 6** Sign partner agreement

## Program policies

### Re-leveling

At each contract renewal year, a partner may be advanced to a higher level or moved to a lower level in the program based on the requirements a partner has met.

### Program change

We reserve the right to alter the Hyland Partner Program at our discretion, including this program guide, and without limitation any conditions, requirements or benefits contained herein. All such changes shall be effective upon notice to the partner or at such that Hyland may specify.



➤ Learn more about [becoming a Hyland partner.](#)



