



Introduction to the Hyland Global Partner Network



Contents

Welcome to the Hyland Global Partner Network	3
Why partner with Hyland?	4
The Hyland Global Partner Network	5
■ Program overview and expectations	5
■ How we partner	6
■ Sell partner benefits	7
■ Sell partner requirements	10
Is this the right type of partnership?	11

 **Join our world-class partner ecosystem**

We only work with the best



GLOBAL PARTNER NETWORK

Welcome to the Hyland Global Partner Network

Since 1991, Hyland has grown from a local startup into a global enterprise with more than 15,000 customers across more than 106 countries. Throughout our history, we've remained steadfast in our commitment to delivering exceptional customer experiences. Organizations expect intelligent, connected solutions that adapt as fast as their industries do. Together with our partners, we're meeting that demand with the AI-native Hyland Content Innovation Cloud™, which extends the value of our core ECM solutions, enabling organizations to transform unstructured data into contextualized intelligence that unlocks actionable insights and drives agentic automation.

Hyland is fully committed to our 500+ 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 ecosystem contains some of the most successful solution and service 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, connected content solutions, powered by Hyland's innovation-first approach and robust partner ecosystem.

We are excited for the opportunities ahead and the value we can create together. We invite you to explore how a partnership with Hyland can support your strategic growth.



Why partner with Hyland?

Hyland combines deep industry expertise with a strong global presence, enabling partners to engage customers with confidence. Our established customer base, high renewal rates and consistent services demand create a stable foundation for long-term growth.

Partners benefit from a collaborative ecosystem that accelerates time to value, expands service opportunities and supports scalable business models. As demand for AI-driven transformation grows, partners have a clear opportunity to innovate, differentiate and drive sustained growth with Hyland solutions.



**2026 Gartner® Magic Quadrant™
for Document Management –
Leader**



**IDC MarketScape for Worldwide
Intelligent Document Processing
(IDP) Software 2025-2026 Vendor
Assessment – Leader**



**Infosource 2025 Global Capture
& IDP Software Vendor Matrix
Report – Star vendor**

What our partners are saying

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



We're in this really great position to help the organizations that we serve drive more value, better serve their customers or constituents and frankly improve outcomes society wide.

Mitch Sutter

Chief Innovation Officer
Naviant, Hyland partner since 2001



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 Network

Program overview

The Hyland Global Partner Network is designed to support a range of partner models — enabling organizations to sell, build, service and manage solutions aligned to their business strategies.

Through a structured program framework, partners gain access to enablement resources, technical support and go-to-market collaboration to drive customer success and business growth.

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.
- 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.
- Maintain transparent pipeline reporting and engage in regular business planning with your Hyland alliance manager to align on goals and priorities.
- Invest in building and maintaining Hyland product knowledge through available training, certifications and enablement resources.
- Take ownership of the customer relationship post-sale, ensuring smooth implementation, adoption and continued satisfaction.

➤ To learn more, email us at Partners@Hyland.com.



How we partner

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

1

Sell partner

Identify, advance and close Hyland opportunities to drive mutual revenue growth. Designed for VARs and referral partners with strong customer access and sales reach.

2

Build partner

Develop innovative solutions powered by Hyland technology. Ideal for partners embedding Hyland into differentiated products and platforms, including OEMs and ISVs.

3

Service partner

Deliver expert design, implementation and support services that ensure customer success. Built for partners leading deployments and transformation programs, like global system integrators.

4

Manage partner

Provide ongoing managed services that optimize customer environments over time. Suited for partners such as BPO providers delivering operational scale, continuity and measurable outcomes.



Sell partner benefits

Benefit	Authorized	Silver	Gold	Description
Training and certification				
Product, Vertical, Role-based certifications	×	×	×	Certifications provide industry-recognized validation of your demonstrable knowledge.
Training subscriptions	×	×	×	One- or two-year term available to access six instructor-led or self-paced courses and one TechQuest pass each term.
Product and industry sales trainings on Highspot	×	×	×	Complimentary product onboarding content for sellers including industry specific solutions on Highspot.
Technical Training on Hyland University	×	×	×	Access to over 500 e-learning and hands-on lab technical trainings.
Training office hours	-	×	×	Scheduled session with an experienced Hyland trainer.
Embedded learning engagement	-	×	×	Shadow Hyland projects to learn best practices, methodology and implementation standards.
Partner discount on customer training	×	×	×	Discounts for partners registering their customers for training in a live online classroom or self-paced e-learning.
Partner-hosted training option with Hyland trainer	-	×	×	Service for partners to host their own training for their customers with Hyland trainers (see Fee Schedule for pricing).
Early access/private preview to release training	×	×	×	Online technical training for the latest release of Hyland solutions.
Marketing and demand generation				
BDF co-funds	×	×	×	Proposal-based co-marketing investment.
Co-marketing campaigns-in-a-box	×	×	×+	Vertical/use-case campaigns. +Gold partners receive priority co-marketing.
Hyland partner finder listing	×	×+	×++	Published packaged accelerators, services, integrations. +Silver and Gold partners enjoy enhanced visibility.
EveryoneSocial license	×	×	×	Employee advocacy platform subscription to increase social media influence
Partner awards program	×	×	×	Recognition and PR for partners, © Hyland. All rights reserved. 12 program offering partners assistance to draft, edit and promote partner's award status achievement.
Event support	-	×	×	Consultative support for the partners' marketing organization to assist with marketing resources, guidance and planning.
Marketing and Sales Plays	×	×	×	Sharable high-performing, curated sales and marketing content by Hyland product and industry on Highspot.



Benefit	Authorized	Silver	Gold	Description
Sales enablement and incentives				
Earned incentives	×	×	×	Various financial incentives rewarding outcomes
Deal registration	×	×	×+	Protects partner-led opportunities with additional incentives. +Gold partners receive priority evaluation.
Product demo environments	×	×	×+	Partners access to preconfigured product demos. +Gold partners also receive access to customizable demos.
Co-branded sales assets	×	×	×+	Customizable pitch decks, datasheets. +Gold partners receive priority customization.
Competitive market intelligence	×	×	×+	Hyland provides partners with competitive market intelligence. +Gold partners may receive custom intelligence.
Sales Edge	×	×	×	Weekly sales enablement sessions hosted to Hyland sellers and our partners with published content and signup link on Highspot.
Customer reference support	×	×	×	Support securing references.
Joint account planning with sales leadership	-	-	×	Quarterly planning with Hyland sales leadership.
Partner platform, technical support and delivery assistance				
Partner Central* access	×	×	×+	Single-entry point for managing the full partner lifecycle with Hyland. +Gold partners benefit from early feature pilots.
Access to Hyland Technical Support team	×	×	×	Direct lines of communication to Hyland Technical Support team via Community .
Global Partner Programs Hub access	×	×	×	Global Partner Programs Hub is partners' go-to site for partner-specific resources and information.
Expert in Residence program	-	×	×	Provides a skilled Hyland resource for a defined period.
Hyland-to-partner staff augmentation	-	×	×	Hyland resources augment partner-led projects.
Joint delivery on strategic deals	-	-	×	Hyland involvement in complex projects.
Partner-to-Hyland Certified Resource program	-	-	×	Partner consultants augment Hyland-led projects by invitation after meeting specified requirements.
Beta access	-	-	×	Gold partners have the opportunity to participate in beta releases.
Strategic engagement				
Hyland Annual Partner and Sales Kick Off	×	×	×	Invitation to participate.
Partner Advisory Councils	×	×	×	By invitation to join Hyland's partner advisory board to influence future program and product directions.
Leadership roundtables	-	-	×	In-person executive briefings with senior Hyland leaders.
Strategic messaging previews	-	-	×	Early look at major messaging shifts, product positioning updates and rationale.





Benefits

Sell partner

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 Partner Central, 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.](#)



Sell partner requirements

	Description
Partnership	
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 Global Partner Policy and Partner Code of Conduct.
Establish a primary Hyland contact	Assign a primary contact to Hyland.
Sales enablement	
Opportunity registration and update	Conduct opportunity registration and update regularly. A Hyland sales team will work with partners to drive business.
Joint business planning/business reviews	Collaborate with Hyland to create an annual business plan that includes revenue goals, marketing initiatives and enablement activities aligned to partners' business goals and Content Innovation Cloud opportunities. The plan is reviewed regularly.
Develop mutual account plans	Develop an account plan targeting strategic mutual customers.
Competency and performance thresholds	Authorized partners must meet agreed new booking targets and complete the required Hyland certifications to maintain authorization. Those demonstrating stronger performance, higher competency and proven customer success will be elevated to silver and gold tier partner, with corresponding benefits.
Provide a complete demonstration system	Provide a complete demonstration system including all hardware and software necessary to effectively show prospects the capabilities of products.
Marketing	
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.
Training	
Complete technical certification trainings	Complete appropriate product training and certification courses.
Minimum certified employee coverage by product	Maintain the minimum number of certified employees specified for each product the partner is authorized to provide to customers.
Technical support (VARs only)	
Employ at least two technical support resources	Employ at least two individuals capable of providing support of the system.
Provide end user customer support	Provide end user customer support and serve as the first line of communication with customers.
Services	
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 to explore how we can grow together — through intelligent content solutions, AI-powered innovation and the scalability of Hyland offerings including the Content Innovation Cloud.

Get started

- 1** Initial discussion and qualification
- 2** Solution evaluation, including demonstrations
- 3** Strategic alignment and internal reviews
- 4** Partnership agreement and onboarding
- 5** Joint business planning and go-to-market

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 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.](#)



