

THE HYLAND GLOBAL PARTNER PROGRAM GUIDE



Hyland™

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JOIN OUR FIRST-CLASS COMMUNITY

We only work with the best



WELCOME TO HYLAND GLOBAL PARTNER PROGRAM

An opportunity to **EVOLVE**

Bob Dunn, vice president, LATAM & Global Partners Program

With more than 16,000 customers, 34 office locations around the globe and more than 4,500 employees, Hyland has come a long way from where we started 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 475+ 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 so that we can explore new ways of working together to deliver value to customers.

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

All the best,

Bob Dunn

VP, LATAM & Global Partners Program
Hyland

WHY HYLAND?

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

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

- Leader in the 2021 Gartner® Magic Quadrant™ for Content Services Platforms
- Leader in The Forrester Wave™: Content Platforms, Q2 2021
- Leader in the Omdia Universe: Selecting a Content Services Platform Solution, 2021



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 percent 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 in applying a leading content services platform to our customer's toughest problems. Our innovative content services 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.

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 VAR, to future software and service opportunities.
- Demonstrate how Hyland solutions complement your offerings to create an optimal solution 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 and contribute to Hyland events and activities such as CommunityLIVE sponsorships and local or regional user groups.

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





HOW WE PARTNER

VALUE-ADDED RESELLER

Value-Added Resellers (VAR) sell and deliver end-to-end solutions, often including both software and hardware. After implementation, the VAR will train and support their clients.

STRATEGIC ALLIANCE PARTNER

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

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.

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 services platform to enhance their solution.

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.

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. They play a critical role in helping our customers maximize value from their Hyland investment.

Hyland™

Authorized
Solution Partner

Hyland™

Authorised
Solution Provider

VALUE-ADDED RESELLER PROGRAM BENEFITS

	Silver	Gold	Platinum	Platinum Elite	Description
Partnership					
Partner Advisory Council participation	By invitation	By invitation	By invitation	By invitation	Partners may be invited to participate in the Partner Advisory Council, a select group of partner executives who advise Hyland on market trends, product direction and overall strategy to drive mutual growth and greater profitability.
Sales enablement					
Margin	X	X	X	X	Margin percentage is applied based on a cumulative license fee revenue per agreement year to Hyland.
Marketing					
Hyland tiered partner logo usage	X	X	X	X	Hyland partner logo, branding and communications guidelines are provided to help partners promote the Hyland platform.
CommunityLIVE passes	X	X	X	X	Passes are provided to Hyland's annual user conference, CommunityLIVE.
Marketing advisory services	X	X	X	X	Consultative services are provided to the partner's marketing organization to assist with marketing resources, guidance and planning.
Enhanced award press release support		X	X	X	Assistance from Hyland's Corporate Communications team is provided to draft, edit and promote partner's award status achievement.
Marketing supported content creation			X	X	Partners are provided with insights and recommendations on messaging, target markets and potential service providers for content creation.
Aligned analyst support				X	Where available and when applicable, partners are provided with outside analyst research information on relevant topics.
Training					
Education Services roadmapping	X	X	X	X	Members of the Hyland Education Services team will meet with partners to map out a team training plan.
Extended margin on partner-hosted training			X	X	Margin is extended on partner-hosted training based on availability and multi-course engagements.
Extended margin on multiple partner registration for TechQuest				X	Margin is extended based on multiple partner registrations for TechQuest for a calendar year.
Complimentary OnBase Fundamentals class				X	Complimentary OnBase Fundamentals class is offered and ideal for re-engaging existing customers.

BENEFITS

VALUE-ADDED RESELLER

Innovate your product offerings to drive revenue

Highlights:

- Access to Hyland Community
- 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	
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 partner expectations on page five of the partner program guide.
Annual partner fee	Pay annual partner fee, which can be used to pay for the cost of technical trainings.
Establish a primary Hyland contact	Assign a primary contact to Hyland.
Sales enablement	
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. The plan is reviewed regularly.
Develop mutual account plans	Develop an account plan targeting strategic mutual customers.
Lead/opportunity registration	Submit and register lead and opportunity 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.
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.
Maintain at least two OnBase Certification Installers	Maintain at least two employees who meet the certification requirements pertaining to installation of the products.
Support	
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 customers 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.

TECHNOLOGY PARTNER PROGRAM BENEFITS

	Silver	Gold	Platinum	Platinum Elite	Description
Partnership					
Partner Advisory Council participation	By invitation	By invitation	By invitation	By invitation	Partners may be invited to participate in the Partner Advisory Council, a select group of partner executives that advise Hyland on market trends, product direction and overall strategy to drive growth and greater profitability.
Hyland Alliance Manager assigned				X	Designated Hyland Alliance Manager is assigned to support the development of partners' capability and expertise.
Sales enablement					
Formal presentation to select sales team			One time	Two times	Hyland leaders provide fast-paced and sales enablement sessions that accelerate partners' ability to understand Hyland's product and solutions.
Hyland Partner Sales Academy access			X	X	Access to the Hyland Partner Sales Academy. The Sales Academy offers partners sales trainings that develop best-in-class selling skills.
Community access	Limited access	Limited access	X	X	Access to Hyland Community, which offers comprehensive sales and technical tools and collaterals, including presentations, videos, etc.
Joint go-to-market planning				X	Hyland works with partners to develop a tactical action plan that outlines the steps necessary to succeed in a target market or with a customer base.
Joint business planning/develop mutual strategic account planning				X	Hyland collaborates with partners to create a joint business plan that includes revenue goals, marketing initiatives and enablement activities aligned to partners' business goals. The plan is reviewed regularly.
Marketing					
Partner listing on Hyland.com	X	X	X	X	Hyland lists partners' information and logos on Hyland's partner program website to promote the partnership.
Hyland partner logo usage	X	X	X	X	Hyland partner logo, branding and communications guidelines are provided to help partners promote the Hyland platform.
Sponsorship options	X	X	X	X	Sponsorship options allow partners to participate in Hyland events to showcase partners' offerings and network with attendees.
Marketing support		Joint PR	X	X	Partners have access to Hyland marketing support to help build marketing activities and implement initiatives in their business plans.
CommunityLIVE passes			One	Two	Passes are provided to Hyland's annual user conference, CommunityLIVE.
Training					
Discount on trainings	X	X	X	X	Hyland offers training courses in a classroom setting, in a live online classroom or self-paced e-learning.
Product development					
Development/test environment			X	X	VM environment is provided where partners can professionally test and showcase the capabilities of the Hyland platform.
Integration development			X	X	Hyland builds a custom API to connect to partners' applications.
Product roadmap update access			X	X	Hyland provides an update on the product roadmap and any initiative Hyland is undertaking in our platform.

BENEFITS

TECHNOLOGY PARTNER PROGRAM

Extend your market reach with joint solutions

Highlights:

- Access to Hyland Community
- Co-branded marketing
- Development environment
- Dedicated account liaison
- Sales enablement training
- Partner Advisory Council membership

How to Join:

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

TECHNOLOGY PARTNER APPLICATION REQUIREMENTS

	Silver	Gold	Platinum	Platinum Elite	Description
Partnership					
Complete application process	X	X	X	X	Complete the application profile by providing information that Hyland needs to evaluate if a partner meets the qualifications.
Agree on Hyland partner expectations	X	X	X	X	Agree on Hyland partner expectations on page five of the partner program guide.
Annual partner fee	X	X	X	X	Pay annual partner fee.
Establish a primary Hyland contact	X	X	X	X	Assign a primary contact to Hyland.
Sales enablement					
Pipeline and opportunity updates	X	X	X	X	Conduct pipeline and opportunity updates regularly. Hyland Alliance Manager works with partners to drive business.
Joint business planning/business reviews			X	X	Collaborate with Hyland to create a joint business plan that includes revenue goals, marketing initiatives and enablement activities aligned to partners' business goals. The plan is reviewed regularly.
Develop mutual account plans			X	X	Develop an account plan targeting strategic mutual customers.
Marketing					
Include Hyland partner logo and product information on partners' website	X	X	X	X	Include Hyland partner logo and product information on partners' website to promote partnership and values partners and Hyland bring to customers.
Joint marketing planning/reviews			X	X	Collaborate with Hyland to create a joint marketing plan and implement marketing initiatives. The plan is reviewed regularly.

DON'T SEE DETAILS ABOUT YOUR TYPE OF PARTNERSHIP?

We are continuing to develop our partnership programs. Contact us directly at Partners@Hyland.com to discuss your unique partner benefits and application requirements.

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.

Hyland™

Learn more at **Hyland.com/Company/Partner-Program**