



Frontify

Partnership

Benefits of the Frontify Partner Program

An Introduction Into
Our Two Partner Programs:
Referral & Strategic

partnership@
frontify.com



Build Long-Lasting Connections with Clients While Minimizing Busywork

To create a place where brands can thrive, Frontify has always partnered up with agencies, technology partners, consultancies, and brand-building experts. Now, we're inviting you to grow your business in collaboration with us, helping you stay ahead of the competition.

Why You Should Join Our Partner Program

- Add New Revenue Streams
- Increase Client Retention
- Grow Your Skill Set
- Expand Your Service Offering
- Become the Driver of Your Clients' Digital Transformation



Share Our Mission

We developed our Partnership Program to help anyone work comfortably with brand management. The partnership program is built for agencies, service providers, and consultancies – experts that are building the brands of tomorrow.

The programs unlock opportunities to grow and scale your business with the help of Frontify. We enable you to create new revenue streams, and become the driver of your clients' digital transformation. Our tools and resources allow you to increase client retention and become your clients' brand guardians – their closest ally for building and maintaining their brand worlds over time.

When partnering up with us, we'll work as a unit to win more deals, reach new audiences, and to retain clients. But most of all: we'll help others become a bigger part in building beloved brands. In close collaboration with our Customer Success and Product teams, we'll help grow your business. In return, your expertise helps Frontify become the go-to place for brands to thrive.

“Having close relationships with agencies, consultancies, and technology providers has always been a huge part of our DNA; because our entire platform was first an idea of solving issues we identified while working at agencies ourselves. We are really excited to be able to now create these alliances and help each other grow as partners.”

Roger Dudler, Founder & CEO



We've Got Two Types of Partner Programs

There's a lot we can all gain from partnering up. But clearly, there's no "one size fits all" here. With different needs and use-cases in mind, we've created two different types of programs, both of which tend to the unique needs you might require – depending on what you're looking for in our future collaboration.

Referral Partner Program

Our referral partner program supports partners who want to include a brand management platform into their solution portfolio, and create new revenue streams. Referral partners receive sales enablement resources, a revenue share from closed customers (that can also be passed over to clients), and access to our exclusive partner community.



Strategic Partner Program

Our strategic partner program enables you to:

- Incorporate brand management technology as part of your strategy,
- Support our customer base by being part of our widely shared resources, as experts, and...
- Generate additional revenue streams through new services.

The strategic partner program provides a hands-on onboarding experience with dedicated one-on-one live training, to make sure you're fully educated on Frontify. Strategic partners can also grow their business' awareness through various co-marketing initiatives together with Frontify, and will be presented with leads by the partnership team.



Let's Sum It All Up

In addition to the benefits of the different programs, both of them are based on different tiers that act as a way for you to grow within each program. Each tier level is determined based on a combination of metrics; deals converted, or leads, as well as the general Frontify environment usage. This all comes with different benefits, such as revenue commission, account mapping, co-marketing, or sales and pitch support.



Benefits

By joining our partner program, you're laying the foundation of a deeper relationship with your clients, and initializing a new phase of development with brand-building. In addition to revenue shares through commission on deals, the program gives you access to exclusive benefits at every tier level.

	Referral Partner			Strategic Partner			
	Basic	Plus	Premium	Starter	Gold	Diamond	Platinum
Benefits							
Finance							
Revenue Share	●	●	●	●	●	●	●
Reoccurrence	Per Deal	Per Deal	Per Deal	Per Deal	Per Deal	Per Deal	Per Deal
Support							
Priority Access to Support	●	●	●	●	●	●	●
Quarterly Business Reviews	-	-	-	●	●	●	●
Partner Enablement Manager	-	-	-	●	●	●	●
Dedicated Partner Manager	-	-	-	●	●	●	●
Training							
Frontify Academy	●	●	●	●	●	●	●
Partner Portal	●	●	●	●	●	●	●
Partner Onboarding	-	-	-	●	●	●	●
Customer Setup Fee Waived*	-	-	-	-	●	●	●
Sales & Marketing							
Sales Support	●	●	●	●	●	●	●
Resource Center	●	●	●	●	●	●	●
Co-Marketing Resources	●	●	●	●	●	●	●
Account Mapping	-	-	●	●	●	●	●
Frontify Demo Environment	-	-	-	●	●	●	●
Community							
Open Office	●	●	●	●	●	●	●
Community	●	●	●	●	●	●	●
Newsletters	●	●	●	●	●	●	●
Partner Directory Listing	-	-	-	-	●	●	●
Regional Partner Event	-	-	-	-	-	●	●
Executive Meetup	-	-	-	-	-	-	●

*If adding support services



Every Frontify Partner Receives

Revenue Share
Commission on referred client deals.

Support
Priority email and chat support, accessible through the Frontify Platform. Members also experience priority response times to their email requests.

Training
Access to the Partner Portal, as well as the Frontify Academy – full of partner training material to help develop your teams, and onboard new employees.

Sales & Marketing
Access to whitepapers and sales enablement materials through the Partner Portal to support you in raising awareness for digital brand-building, and to help you pitch Frontify to current and prospective clients.

Community
Access to the Partner Newsletter, Open Office Meetups with the Partnerships team, and access to the Frontify Community. Joining the community will foster collaboration and recurring exchange with brand-builders around the world.

Additional Strategic Partner Benefits

Support
Together with your dedicated Partner Manager, you'll set up a plan on how to achieve your growth goals, and align during quarterly business reviews. Your Partner Manager is your go-to for sales support or any other Frontify-related topics, enabling you to become your client's number one advisor in brand management.

Training
We'll help you become Frontify experts. The hands-on onboarding with dedicated one-to-one live training is making sure you and your agency are fully educated. All training is also available on-demand to bring all your employees up to speed. We also teach and support you on how to strategically market, pitch, and grow with Frontify.

Sales & Marketing
Let's accelerate your deals by cross-referencing both our pipelines. You'll also receive your own Frontify Demo Environment for client presentation, and the opportunity to do co-marketing. We'll also be able to raise awareness as we collaborate on case studies, webinars, and various other opportunities to be featured in Frontify's original content.

Community
Become part of the Frontify Partner Directory, and highlight your services and knowledge. Bring your team to executive meetups with Frontify executives and product leaders. Showcase your key differentiators, help us move our product in the right direction, and align with us on the future of brand management.

* Benefits for strategic partners also depending on the current tier.



“Through our partnership programs, and together with our partners, we can really help everyone become a part of building beloved brands.”

Roger Dudler, Founder & CEO

How to Become a Partner

Are you ready to grow with us, alongside brand-builders from around the world? Looking to expand your service offering? Do you want to help brands thrive in the digital world, while also staying in touch with the Frontify team?

Connect with one of our partner managers today to learn more about the programs, and your many options.

**partnership@
frontify.com**