

Agency Partner Program





How it works



Why a Partner Program

We designed the Commerce Layer Agency Partner Program to create a strong relationship with our partners that will benefit both parties:

- › The partner because they will be more competitive
- › Our product, because we collect precious feedback and suggestions to keep improving

Commerce Layer is the headless commerce platform built by developers for developers and we want to make our partner successful, putting in their hands the best product and resources available on the market.



The Program



LEVELS

Three levels of affiliation, Bronze, Silver and Gold



BENEFITS

Different benefits at each level of the partnership



ACTIVITIES

Joint Co-marketing and Co-Selling activities



FREEDOM

Non exclusivity of the program



SUPPORT

Free commercial and technical onboarding



Our commitment

- › Sales training within six weeks of the agreement subscription, free of charge
- › Listing of partners on a dedicated website partner page: the partner will be featured with a badge (gold, silver, bronze) according to its level
- › Introductions to our customers when we see a good fit
- › Technical training within six weeks of the agreement subscription, free of charge
- › Support client engagements from a technical and commercial perspective within the scope of the Commerce Layer product
- › Regular updates on the product roadmap and partner program



Partners



At a glance

	Bronze	Silver	Gold
› Successful implementations to get into each level	0	1	3
› Partner discount	5%	10%	15%
› Dedicated Slack channel with Commerce Layer	✓	✓	✓
› Free technical training session	✓	✓	✓
› Free sales enablement	✓	✓	✓
› Subscription to the partner newsletter	✓	✓	✓
› Listing on Commerce Layer Partners page	✓	✓	✓
› Dedicated partner page on Commerce Layer website			✓



Bronze Partners

When the partner subscribes to the program, they will be given the status “Bronze Partner”.

The attendance of the technical and sales enablement training is a mandatory requirement in order to be considered an “official” partner.

At this stage, it is not required (although well appreciated) for the partner to make the partnership publicly visible.

- › **5% partner discount**
- › Dedicated Slack channel
- › Free technical training session
- › Free sales enablement
- › Subscription to the partner newsletter
- › Listing on our Partners page



Silver Partners

To achieve this level, the partner will have completed at least **one successful implementation**.

Once the “Silver” level is reached, the partner is entitled to, in addition to all “Bronze” benefits, a 10% partner discount.

At this stage, it is required for the partner to make the partnership publicly visible.

- › **10% partner discount**
- › Dedicated Slack channel
- › Free technical training session
- › Free sales enablement
- › Subscription to the partner newsletter
- › Listing on our Partners page



Gold Partners

A partner achieves the “Gold” level after the **successful implementation of three projects.**

Once the “Gold” level is achieved, the partner is entitled to a 15% partner discount.

We require the partner to make the formal partnership publicly visible. This includes the creation of marketing content for successful project implementations.

- › **15% partner discount**
- › Dedicated Slack channel
- › Free technical training session
- › Free sales enablement
- › Subscription to the partner newsletter
- › Dedicated partner page on our website



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Commerce Layer is a transactional commerce API that lets you add multi-market ecommerce to any digital experience, with ease.

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Brioni

 CHILLY'S

 **paradox**
INTERACTIVE

 **sumup**



Thank you

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