

SnapLogic Partner Connect Program Guide



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Welcome to the SnapLogic Partner Program Guide

SnapLogic is a recognized leader in the integration platform as a service (iPaaS) space, constantly pushing the boundaries of what's possible. We're at the forefront of a new revolution – Generative Integration – powered by our innovative AgentCreator. This groundbreaking technology leverages the power of generative AI to automate data flows and application integrations, significantly reducing development time and human error.

However, generative AI thrives on robust, well-structured data to deliver its full value. That's where SnapLogic comes in. As the most advanced iPaaS platform, we provide the foundation for generative AI success. Our comprehensive set of pre-built connectors, data management capabilities, and robust security protocols ensure seamless data access and manipulation, empowering AgentCreator to function at its peak.

This guide will equip you to leverage this exciting market opportunity. We'll show you how AgentCreator empowers you to take generative AI conversations with your customers and translate them into successful migrations from legacy data integration platforms to the future-proof power of SnapLogic. Get ready to unlock new levels of efficiency and innovation for your customers, all powered by the transformative power of Generative Integration.

Advantages of Partnering with SnapLogic

In today's enterprise landscape, seamless integration and automation are no longer optional for businesses – they're essential for survival and growth. Businesses are constantly striving to connect disparate systems, automate workflows, and gain valuable insights from their data. This creates a massive market opportunity for partners like you to help them achieve these goals.

SnapLogic empowers you to capitalize on this growing market by providing you with the tools and support you need to build successful customer solutions. Here's what sets us apart:

- **Generative AI Thought Leadership - SnapGPT and AgentCreator:** SnapLogic has invested in AI for many years, enhancing the productivity of platform usage. SnapLogic offers two innovative products that leverage artificial intelligence to streamline and automate data integration processes:

SnapGPT: This intelligent assistant acts as a co-pilot for integration developers, helping them design and build integrations faster and more efficiently, via a conversational interface. SnapGPT delivers reduced development time, improved design accuracy and a simplified learning curve resulting in the fastest time to value for the development of application and data integrations.

AgentCreator: This groundbreaking platform empowers users to build powerful Retrieval Augmented Generation (RAG) generative AI and Agentic applications faster by automating data flows and integrations. AgentCreator leverages AI to automate complex data mapping and integration tasks, minimizing manual effort and human error. AgentCreator allows you to create self-documenting integrations and applications, resulting in a more user-friendly and maintainable experience. By leveraging SnapLogic's AI-powered products, you can streamline integration development, minimize errors, and unlock the full potential of your customers' data for faster innovation and improved business outcomes.

- **Next-Generation, Cloud-Native Platform:** High-growth companies demand a modern, cloud-based platform that can keep pace with their rapid innovation. SnapLogic's next-generation platform delivers the agility and scalability they need.
- **Broadest Possible Use Case Fit:** With a wide range of pre-built connectors for applications and data sources, along with advanced API management capabilities, SnapLogic allows you to address the widest array of customer integration challenges. A core design feature of SnapLogic is to allow the user to create a reusable automation that can handle multiple use cases, or be used by multiple customers. We typically see a reduction of legacy technologies to SnapLogic automations in a range of 3-10 to one SnapLogic automation. This permits SnapLogic partners to deliver a much faster time to value and results in much lower ongoing maintenance costs for your customers.
- **Unparalleled Partner Enablement:** We're committed to your success. Our comprehensive program offers:
 - **Joint Business Planning & GTM Alignment (for Advanced & Premier Partners):** We work closely with you to develop a winning strategy tailored to your market and expertise.
 - **Free Demo Instance:** Get hands-on experience with the platform and showcase its capabilities to your customers.
 - **Marketing & Sales Support:** Leverage our turn-key marketing campaign kits, first call decks, and regular update briefings to position yourself as a SnapLogic expert.
 - **Build Revenue Streams:** Develop your own custom integrations ("Snaps") to address specific industry or customer needs, creating new revenue streams.
 - **Automate Key Processes:** Empower your customers to automate critical business processes, maximizing their operational efficiency and impact.
 - **Scalability with Reusability & Repeatability:** Built-in reusability allows you to rapidly develop solutions that can be easily scaled and replicated across multiple customers.

By partnering with SnapLogic, you gain access to a powerful platform, ongoing training and certification, and a dedicated support team. This combination equips you to deliver exceptional value to your customers and build a thriving integration and automation practice.

Partner Types & Business Models

The SnapLogic Partner Connect Program welcomes a variety of partners, each with unique strengths and value propositions. Let's explore the different partner types and business models available:

Partner Types

- **Technology Partners:** These partners develop complementary solutions that integrate seamlessly with SnapLogic. This could include software vendors, data providers, and other technology leaders.
- **Consulting Partners:** These partners possess deep expertise in integration and automation best practices. They help customers design, implement, and manage their SnapLogic deployments.
- **Snap Development Partners:** These partners leverage SnapLogic's open APIs and SDKs to develop custom integration components ("Snaps") that address specific industry or customer needs.

Business Models

Both Technology Partners and Consulting partners may adopt one or more business models supported by SnapLogic, as defined below:

- **Referral Model** partners identify potential SnapLogic customers and refer them to the SnapLogic sales team. Partners earn a commission on registered approved closed won deals.
- **Resale Model** partners purchase SnapLogic licenses and resell them to their customers, providing additional services like implementation and support.
- **Consulting Delivery** partners leverage their expertise to design, implement, and manage SnapLogic solutions for their clients. This may include configuration, development, training, and ongoing support.
- **Snap Developer** partners can earn revenue sharing with SnapLogic by executing a Technology Development Agreement (TDA) with SnapLogic.

Program Tiers

The three levels of the SnapLogic Partner Connect Program allow Technology and Consulting Partners to engage with SnapLogic based on your commitment to the partnership. Membership is granted after an application review and approval process, followed by the execution of the SnapLogic Partner Connect Program Agreement. The benefits and requirements increase as our partnership evolves.

AUTHORIZED	ADVANCED	PREMIER
<p>Basic membership and Program entry point. Access to the SnapLogic Test and Demo instance, free introductory online training, sales collateral and technical documentation is granted. Additional paid training is also available to all partners. Partner benefits are designed to provide a starting point to build your knowledge of the SnapLogic Platform.</p>	<p>Partners that build a SnapLogic practice with the required number of certified members progress to the Advanced tier. They will have access to benefits such as field support, technical/pre-sales office hours, marketing support and other resources.</p>	<p>The highest level of partnership with SnapLogic, which enables the partner to have more Program benefits, ranging from access to technical resources to joint efforts on sales and marketing campaigns activities. Premier partners commit to assign dedicated sales and marketing resources to support execution and agree to specific pipeline and revenue goals.</p>

Partner Specializations

Deepen Your Expertise and Showcase Value

The SnapLogic Partner Connect Program offers a range of specializations that allow you to demonstrate your in-depth knowledge and skills in specific areas. These specializations not only validate your capabilities but also differentiate you within the partner ecosystem, positioning you to capture high-value opportunities and attract customers seeking specific expertise. Specializations will be reviewed on an annual basis. Let's delve deeper into each specialization and the measurable criteria you need to achieve them.

Specializations

1. Application Integration & API Management

This specialization validates your expertise in seamlessly connecting various applications and managing APIs using SnapLogic's robust capabilities at scale.

Criteria:

Training: Completion of relevant SnapLogic training courses covering application integration patterns, data mapping techniques, security best practices for APIs, and advanced configuration options within SnapLogic's application connectors.

Project Experience: Successful implementation of a customer project focused on application integration or API management. This could involve building integrations between cloud-based applications, on-premises systems, or

a combination of both. You should demonstrate the ability to design and deploy secure, scalable, and performant integrations using SnapLogic's visual interface and scripting capabilities.

Here's what sets a strong candidate apart:

- Expertise in handling complex data transformations and error handling within integrations. This could involve using SnapLogic's visual mapper or scripting languages to manipulate data structures, handle edge cases, and ensure data integrity throughout the integration flow.
- Ability to leverage SnapLogic's security features like OAuth and role-based access control (RBAC) to ensure secure API access. Demonstrate a strong understanding of authorization flows, token management, and best practices for securing API endpoints.
- Experience with API design tools and best practices for creating well-documented and easy-to-consume APIs. This could involve using tools like Swagger or OpenAPI to define API specifications, ensuring clear documentation for developers, and implementing versioning strategies to manage API evolution.

2. Data Integration & Analytics

This specialization showcases your ability to integrate diverse data sources, transform data for analysis, and prepare it for consumption by various analytics tools using SnapLogic.

Criteria:

Training: Completion of relevant SnapLogic training courses on data integration best practices, data pipeline design, data transformation techniques, and working with big data sources.

Project Experience: Successful implementation of a customer project focused on data integration or data preparation for analytics. This could involve building data pipelines to ingest data from various sources (databases, APIs, cloud storage), cleansing and transforming data for quality and consistency, and delivering it to analytics platforms like Tableau, PowerBI, or cloud data warehouses (e.g., Snowflake, Redshift, MongoDB, etc.). You should demonstrate expertise in handling large datasets, optimizing data pipelines for performance, and ensuring data lineage for auditability.

Here's what sets a strong candidate apart:

- In-depth knowledge of data warehousing concepts and best practices for data modeling. This could involve understanding dimensional modeling techniques, star schema design, and optimizing data structures for efficient querying within analytics platforms.
- Experience with data quality tools and techniques to ensure clean and reliable data for analytics. This could involve using tools for data cleansing, validation, and transformation to address data inconsistencies and improve the accuracy of insights.
- Ability to leverage SnapLogic's pre-built connectors and functions to efficiently build and manage complex data pipelines. This demonstrates proficiency in identifying the right connectors for various data sources, utilizing pre-built data manipulation functions, and potentially developing custom scripts to handle specific data transformation needs.

3. AgentCreator

This specialization positions you as a leader in utilizing generative AI for intelligent automation with SnapLogic's groundbreaking AgentCreator product.

Criteria:

Advanced Training: Completion of advanced training programs on AgentCreator, covering its functionalities, best practices for building generative AI integrations, and leveraging pre-trained models for specific use cases.

Project Implementation: Successfully implement a customer project leveraging AgentCreator for data flow or application integration automation. This could involve automating complex data mapping tasks (e.g., automatically generating data mappings based on sample data), creating self-documenting integrations that reduce maintenance overhead, or building integrations that can intelligently adapt to changes in data formats or APIs. You should demonstrate a deep understanding of how to leverage AgentCreator to streamline development, minimize errors, and improve integration efficiency.

Here's what sets a strong candidate apart:

- Ability to identify use cases where AgentCreator can provide significant value and automate repetitive tasks. This could involve analyzing customer integration challenges and pinpointing areas where generative AI can automate data mapping, code generation, or error handling.
- Experience in training and deploying custom AI models within AgentCreator for specific customer requirements. This demonstrates an advanced understanding of how to leverage AgentCreator's machine learning capabilities to address unique customer needs and automate complex integration tasks.

4. Legacy Modernization, SLIM

This specialization positions you as a leader in utilizing SnapLogic Intelligent Modernizer (SLIM) to accelerate legacy modernization.

Criteria:

Advanced Training: Completion of advanced training programs on SLIM, covering its functionalities, best practices for migrations, and leveraging pre-trained models for specific use cases.

Project Implementation: Successfully implement a customer project leveraging SLIM for migration automation. You should demonstrate a deep understanding of how to leverage SLIM to streamline development, minimize errors, and improve integration efficiency.

Here's what sets a strong candidate apart:

- Ability to identify use cases where SLIM can provide significant value to migrate customers from legacy applications to SnapLogic. This will involve analyzing customer business challenges and pinpointing areas where SLIM can automate the analysis, data mapping, code generation, and testing data and plans.
- Experience in SnapLogic and references that demonstrate successful implementations. This demonstrates an advanced understanding of how to leverage SnapLogic capabilities to accelerate complex migrations projects.

Achieving Success

Understanding Program Requirements by Tier

The SnapLogic Partner Connect Program offers tiered membership, allowing you to progress and unlock greater benefits as you deepen your commitment and expertise. Each tier has specific requirements in terms of training, certification, marketing engagement, and business development activities.

Here's a simplified overview of what's expected at each level:

- **Authorized Partner:** This entry point provides access to foundational resources like the SnapLogic sandbox environment and partner portal. There are no specific requirements, but partners are encouraged to explore training modules to familiarize themselves with the platform.
- **Advanced Partner:** To progress to Advanced Partner status, you'll need to demonstrate a solid understanding of SnapLogic. This may involve completing core training courses and achieving a baseline certification. Engagement in joint marketing activities and developing a pipeline of qualified leads are also important aspects of this tier.
- **Premier Partner:** The Premier tier signifies the highest level of partnership. Here, the focus is on building a strong, collaborative relationship with SnapLogic. Stringent requirements include achieving advanced certifications, actively participating in co-marketing initiatives, securing customer wins, and potentially developing custom integrations or "Snaps" to address specific market needs.

By meeting these progressive requirements, you gain access to a wider range of benefits and support as you move up the tiers. This empowers you to build a successful SnapLogic practice, differentiate yourself in the market, and achieve exceptional results for your customers.

Referral Partners

Eligible Partners that have completed a Referral Addendum with SnapLogic and have received approval for a correctly submitted Lead Referral, will be eligible for the following referral rates.

Activity	Rate
Formal introduction leading to execution of a qualified contract	5%
Material sales support leading to execution of a qualified contract	5%

Approved referral payments are made pursuant to the terms of the Referral Addendum.

Reseller Partners

Eligible Partners that have completed a Reseller Addendum with SnapLogic will be entitled to the following discounts off of the current list price.

Value-Added Resellers (VARs) go beyond simply reselling SnapLogic. They act as a trusted advisor, offering a bundle of services and additional value on top of the core SnapLogic product offerings they resell.

Services:

- **Specializations:** VARs typically achieve one or more SnapLogic specializations demonstrating their expertise in the selling process to accurately qualify, scope and propose SnapLogic in relevant opportunities.
- **Consultation and Needs Assessment:** VARs work closely with customers to understand their specific needs and challenges. They analyze their existing systems and identify areas where SnapLogic can be most beneficial.
- **Customization and Integration:** VARs can often customize the comprehensive solution required for a specific use case with additional functionalities to better suit the customer's unique requirements. They may also integrate SnapLogic with the customer's directory service and CI/CD processes to ensure seamless operation within the customer's IT infrastructure.
- **Implementation and Deployment:** VARs handle the installation, configuration, and deployment of SnapLogic. This includes data migration, user training, pipeline development and potentially ongoing services to ensure the customer's stable operations.

Transactional Resellers: focus primarily on selling products and generating revenue from transactions. Unlike a Value-Added Reseller (VAR), they don't provide delivery services or expertise beyond the basic sales process.

Standard Resale Discounts

	Value Added Resellers Discount	Transactional Resellers Discount
New and expansion - Partner sourced (deal registration approved)	25% off of list price	10% of deal value
Renewals - from Partner sourced opps	10% of deal value	3% of deal value
Bid/RFP responses, transaction processing (new, expansion, renewals) or SnapLogic sourced	3% of deal value	3% of deal value

Upon renewal, a partner may register any expansion of the existing agreement to receive the expansion discount on the incremental portion of the order.

Partners that have earned Premier tier standing may be eligible for incremental discounts.

SnapLogic Academy & Certifications

SnapLogic Academy provides different training and certification paths for people who want to enhance their expertise about intelligent integration and enterprise automation, and gain more SnapLogic product knowledge. There are courses available for beginners, professionals, and architects via our online learning portal.

SnapLogic offers the following learning paths:

- **Integrator Learning Path:** The curriculum provides a great starting point for integration developers, administrators, and citizen integrators.
- **Architect Learning Path:** The curriculum covers the key strategies for architecture selection. It walks you through various Integration reference architectures.
- **Administrator Learning Path:** The curriculum covers basic and advanced administrative functionalities, CI/CD, and more.
- **Snap Development Learning Path:** The curriculum provides a structured walk through of the SDK and demonstrates the development process to implement different parts of the Snap functionality.

Certifications require the completion of a test to validate a student's learning. Partners achieving Advanced and Premier tiers are eligible to receive free certification vouchers.

Additional topics may be made available for various specialized topics.

Custom training and in person sessions may be offered on a case by case basis to help ramp new client delivery engagements.

Snap Development Program

Snap Development Partners develop custom Snap integrations to address connectivity with specific ISV applications or databases not currently supported by SnapLogic. Information regarding Snap development can be found at developer.snaplogic.com.

Developed Snaps may be sold by a partner directly to customers. If a partner wishes to have SnapLogic represent a developed Snap in our catalog, a Technical Development Agreement (TDA) agreement must be executed between the partner and SnapLogic. The TDA contemplates the costs associated with SnapLogic representation of the Snap, first level support and other considerations which are supported by a revenue sharing arrangement between SnapLogic and the partner.

For more information on the Snap Development Program, please contact us through your assigned Partner Manager or at partners@snaplogic.com.

How to sign up as a SnapLogic Partner

To sign up as a SnapLogic Partner, you can visit the SnapLogic Partner website and fill out the online application form. Here's a breakdown of the steps involved:

- 1. Visit the SnapLogic Partner web page:** Go to the [SnapLogic Partner Connect Program page](#) to explore the different partner types, benefits offered, and program tiers.
- 2. Click on "Become a Partner":** Locate the "Become a Partner" button which will lead you to the application.
- 3. Complete the application form:** The application form will request basic information about your company, title, contact information, and your goals for partnering with SnapLogic.
- 4. Submit your application:** Once you've completed the form, review your information carefully and submit it for consideration.

The SnapLogic Partner team will review your application and get in touch with you to discuss the next steps. This may involve a follow-up call to discuss your specific goals and how SnapLogic can help you achieve them.

Program Benefits & Requirements

Benefits	Authorized	Advanced	Premier
Develop and Certify			
Access to the SnapLogic Integration Platform	✓	✓	✓
Access to the Partner Portal	✓	✓	✓
Free Integrator Training	✓	✓	✓
Access to LMS for advanced training with discount	10%	30%	50%
Eligible for training & certification credits (Above tiered discounts apply for additional certification credits)	5 certification credits/FY	20 certification credits/FY	50 certification credits/FY
Eligible for custom facilitated training		✓	✓
API Management sandbox environment for 1 year			✓
Go-To-Market			
Account mapping tool to identify prospect and customer overlaps	✓	✓	✓
Partner office hours - Product updates + Q&A webinars	✓	✓	✓
Event in a Box program for turn-key regional or ABM events		✓	✓
Dedicated Channel Account Manager		✓	✓
Custom Sales Enablement Program			✓
Market and Promote			
Access to the SnapLogic Partner Marketing Kit for co-brandable assets, white papers, ebooks, and resources	✓	✓	✓
Marketing communications, campaign best practices training and guidance	✓	✓	✓
Partner logo on website		✓	✓
Opportunity to guest blog			✓
Joint marketing campaigns			✓

Requirements	Authorized	Advanced	Premier
Americas			
SnapLogic certifications (Consulting Partners)		10	50
SnapLogic integration(s) (Technology Partners)		1	5
Partner registered deals (pipeline)	2	4	8
Committed revenue goals (wins)			TBD
Wins (closed, won)		2	4
Documented case studies / success stories		1	3
Commitment to dedicated marketing contact			1
Dedicated sales owner, goaled on SnapLogic			1

SnapLogic Resources

[Partner Sign Up](#): Become a partner.

[SnapLogic Partner Connect Portal](#): Requires completion of Partner Connect Agreement first.

[SnapLogic Developer Site](#): SnapLogic customers and partners can get the latest documentation, downloads, tools, and tips and tricks for Snap development.

[SnapLogic Blog](#): Read about the latest trends and innovations, emerging technologies, industry insights, and the most recent breakthroughs driving digital transformation.

[SnapLogic Public Resource Library](#): SnapLogic analyst reports, case studies, eBooks, white papers, data sheets, webcasts, videos, and more.

[SnapLogic Trust Site](#): SnapLogic's site for real-time visibility into system performance, availability, and maintenance schedule. Subscribe to receive automatic email updates.



SnapLogic is the leader in generative integration. As a pioneer in AI-led integration, the SnapLogic Platform accelerates digital transformation across the enterprise and empowers everyone to integrate faster and easier. Whether you are automating business processes, democratizing data, or delivering digital products and services, SnapLogic enables you to simplify your technology stack and take your enterprise further. Thousands of enterprises around the globe rely on SnapLogic to integrate, automate and orchestrate the flow of data across their business. Join the generative integration movement at snaplogic.com.