

# Twilio Segment Partner Program for technology partners

2024 Program Guide



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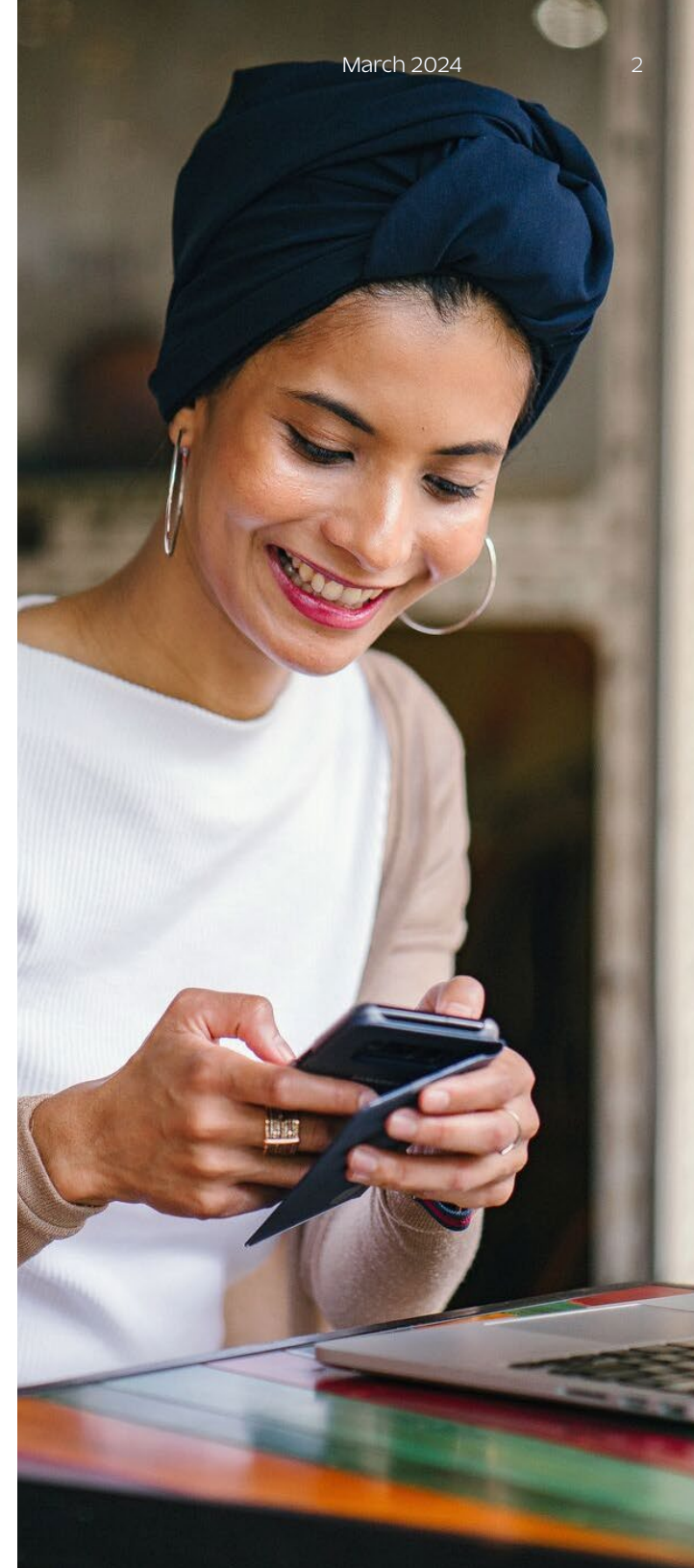
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# Go further with the Twilio Segment Partner Program

Partners are a vital extension of Twilio's sales organization and go-to-market strategy. Our customers rely on Technology Partners to integrate with, connect to, and/or embed Twilio solutions to deliver on the promise of improving customer engagements.

Regardless of your business model, the Twilio Segment Technology Partner Program enables partners to develop successful businesses supporting Twilio's Customer Engagement Platform. Within the Technology Program you'll receive the right mix of domain expertise, enablement and marketing resources to ensure your success, such as:

- **Become a certified technology partner** - Partners receive the resources from Twilio Segment needed to drive sales, deliver support, and leverage engineering teams with the skills partners need to serve customers with confidence.
- **Building a profitable business** - Twilio Segment gives partners the time, resources, and flexible business models designed to kickstart their success. With Twilio Segment Partners are given the runway and commitment they need to grow their customer base and build a business.
- **Confidence of Twilio Segment experts** - The quality of your offering is critical to driving sales and building long-lasting customer relationships. The Twilio Segment Technology partner program gives partners access to expert Twilio Segment resources to review their solutions before they launch.



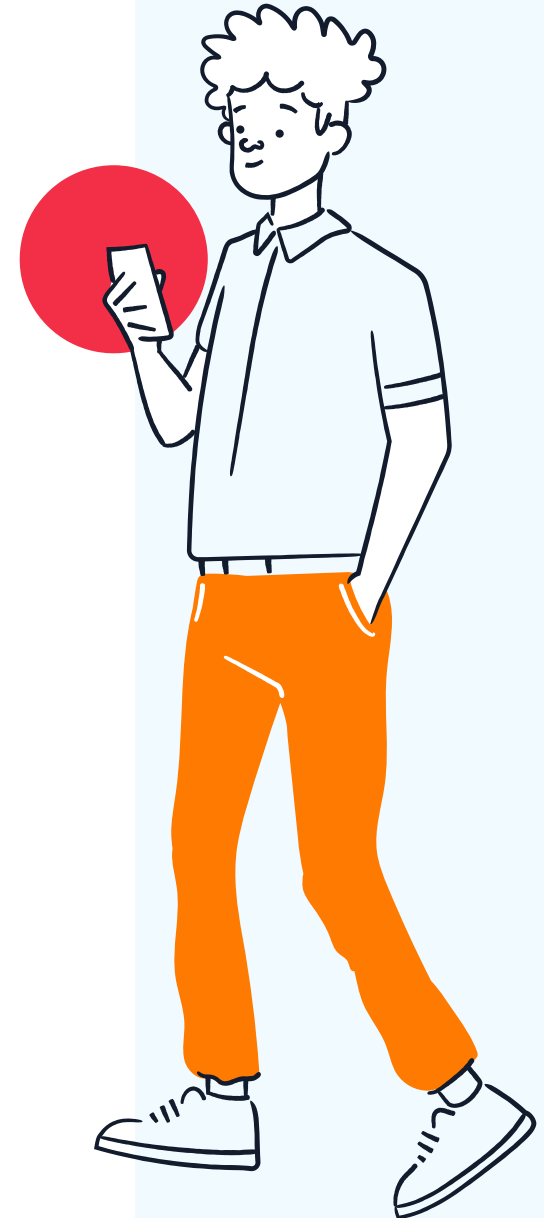
# Twilio Segment Partner Program for technology partners overview

The Technology Partner Program is for all types of organizations that integrate with, connect to, and/or embed Twilio solutions within their own offerings. Organizations who leverage one of these partner motions will be known as Technology Partners.

Regardless of partner type or motion, Twilio Segment designed this program to provide our Technology Partners the resources needed to scale their business with Twilio's Customer Engagement Platform.

## The Twilio Segment Partner Program includes:

- Twilio Segment sales & technical training, includes optional Segment certifications
- Deal registration tools
- Marketing Development Funds
- Product roadmap insights Product insights from our product teams
- Access to product and technical support
- Go-to-market resources (i.e., joint business planning, value proposition assets, etc.)



# Twilio Segment Technology Partner Program tiers

The Technology Partner Program offers a tiered structure, composed of registered, bronze, silver, and gold tiers. All partners start at the registered tier level.

Before advancing to a new tier, partners must fulfill all their current tier program requirements. Please see “Program Requirements” on page 8 for reference. Moreover, each subsequent tier unlocks additional program benefits. Please see “Program Benefits” on page 5 for reference.

A benefit of advancing through the Technology Partner Program is earning a tiered badge. Partners meeting the bronze tier requirements have access to a Twilio-branded badge and can showcase their solution or integration from other Twilio Segment Partners through the program's tiered badging.

## Twilio Segment Partner Program Tiers



# Technology program benefits

As a member of the Technology Partner Program, you'll have access to a wide range of benefits to help grow your business. Access to benefits is driven by a partner's tier within the program. In some instances, a benefit can only be unlocked with an invitation from Twilio's partner organization.

 Benefit	Registered	Bronze	Silver	Gold
Access to partner portal	●	●	●	●
Referral fee	●	●	●	●
Self-serve training via portal	●	●	●	●
Partner listing		●	●	●
Partner tier badge		●	●	●
Automated account mapping			✉	●
Joint marketing (MDF)			✉	●
Partner management			✉	●
Product roadmap reviews			✉	●
GTM resources			✉	●

✉ Invite Only

# Program benefits details

Benefits are listed via their order in the benefits table. Please see the table on page 5 of this guide to confirm tier eligibility for each benefit.

## Access to Twilio Segment partner portal

The partner portal provides partners with the resources and tools to best navigate each stage of the partner journey. Partners from all tiers are able to access the portal.

## Referral fee

Twilio Segment will pay the partner referral fees for qualified referrals made to Segment for net new accounts and/or upsell opportunities (requires new product to be sold) which close within a specified time period. Partners are required to sign a separate referral addendum to be eligible for associated referral fees.

## Self-serve training program

The Twilio Segment Partner portal provides Technology Partners with Twilio Segment training courses that are self paced. These courses provide information that help engineering, developer, and support teams deepen their understanding of Twilio's Customer Engagement Platform.

## Partner listing

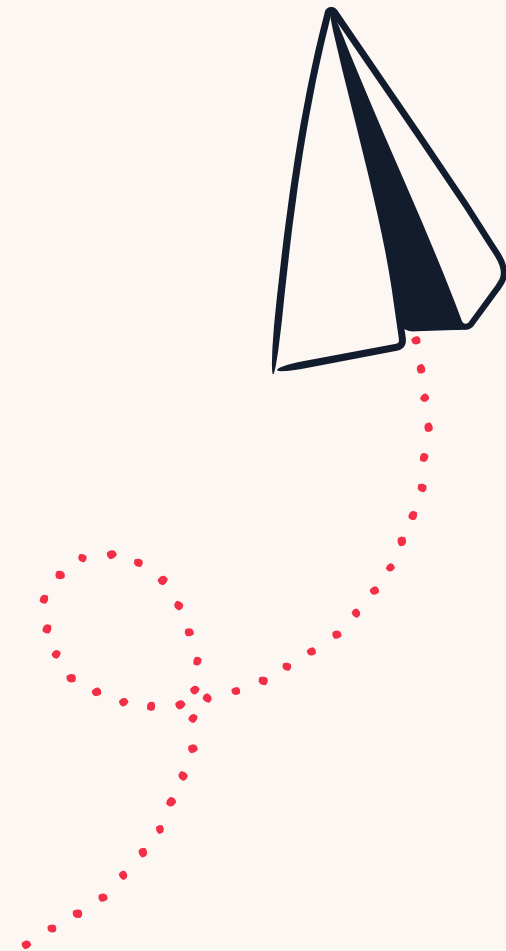
Partners are invited to create a Twilio Segment Partner listing to externally market their business offering to potential customers. All partner tiers are featured within the partner listing page.

## Partner tier badge

Partners can promote their Twilio Segment Partnership by placing their tier badge on their website and other marketing assets. Partners can review the comprehensive Partner Branding Guidelines document to understand Twilio's branding practices and how to engage in marketing activities with Twilio.

## Automated account mapping

Twilio Segment leverages Crossbeam as our automated account mapping tool, which allows partners to cross reference their customer relationships with Twilio Segment sales opportunities.



### **Joint marketing (via MDFs)**

Market Development Funds (MDF) are available to select partners to co-invest in marketing activities. MDF can be used to support a range of demand generation initiatives increasing the visibility and reach of your solutions and integrations in the market. MDF Funds are not guaranteed for every partner; rather, partners need to formally request funds and receive approval by Twilio Segment.

### **Partner management**

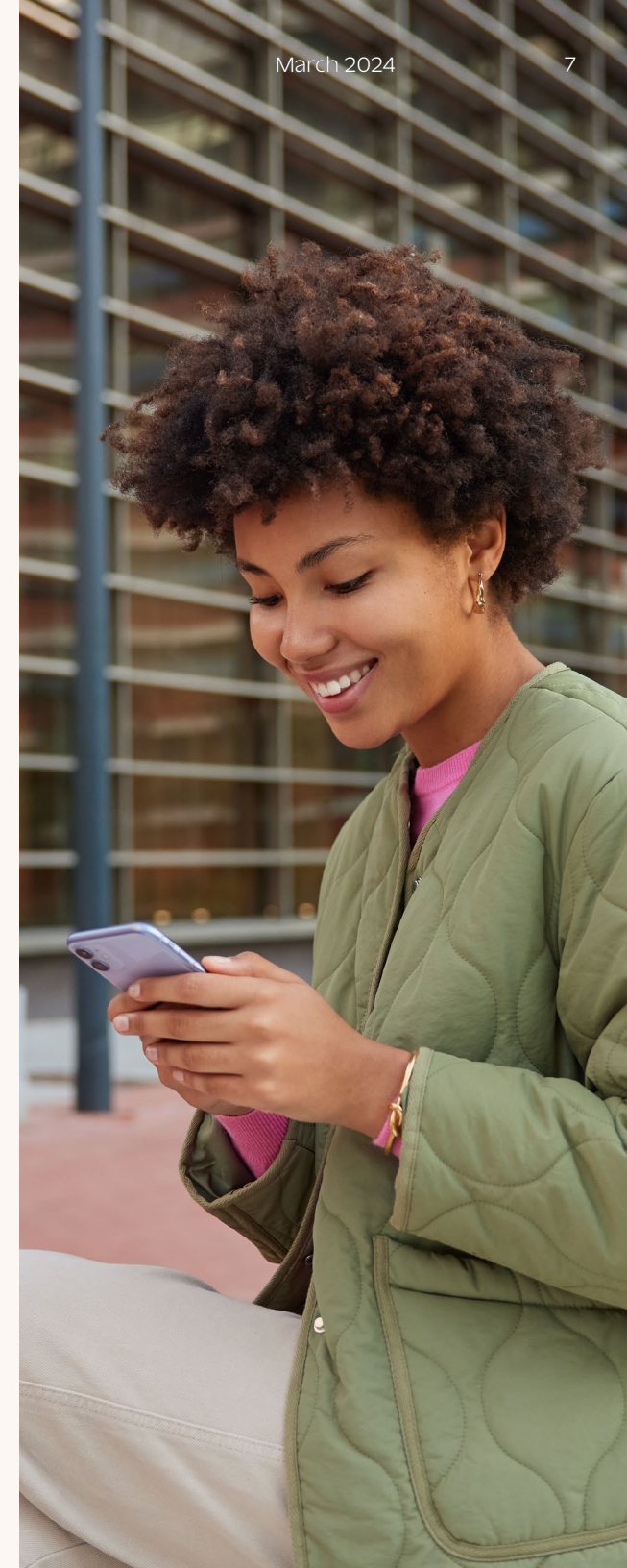
Gold and silver (invite only) tier partners work with partner management teams who support the continued growth of their Twilio Segment offering. Partner management teams serve as Technology Partners' primary point of contact at Twilio, help to conduct business planning, and liaise with technical and marketing resources as needed.

### **Product roadmap reviews**

Gold and silver (invite only) partners have exposure to product roadmap reviews led by Twilio Segment product managers and partner account executives. The product roadmaps are delivered during scheduled business reviews and focus on the vision and direction of Twilio's product offerings as they relate to the partner's use case.

### **Go-to-market (GTM) resources**

The Twilio Segment program offers partners a variety of GTM resources that provide select marketing services and routes to market, including but not limited to joint blogs, sales enablement, field marketing, demand generation, and content marketing. Gold and invited silver tier partners can collaborate with Twilio Segment's partner management teams to plan joint GTM activities.





# Program requirements

The Technology Partner Program is a multi-tier program that allows partners to determine how to best commit resources. The current tier achievement is based on business and performance requirements which increase with each tier level. This tiered structure is designed to support partners with the right resource investment at each stage of the partner journey.

Please review the table below to identify the requirements for each tier.

Requirements	Registered	Bronze	Silver	Gold
Agreement to Terms of Service	●	●	●	●
Launch a joint solution that embeds or integrates/connects with Twilio Segment		●	●	●
Complete joint solution material		●	●	●
Publish customer success story		1	2	3
Complete joint GTM business plan			✉	●
Automated account mapping			✉	●
Influence revenue requirements* (Twilio integrate/connect offerings)		\$100K+	\$500k+	\$1M+

\* All revenue ARR requirements are in US dollars

# Requirements by tier

Benefits are listed via their order in the benefits table. Please see the table on page 8 of this guide to confirm tier eligibility for each benefit.

## Partner agreements

Partners must sign a partner agreement that governs the overall cooperative business relationship between Twilio and their organization. To access the partner portal, partners must agree to the Twilio Terms of Service (TOS), which outlines the terms governing management of the relationship as well as other pertinent aspects of the Twilio and partner arrangement. A separate partner referral addendum is required to participate in Segment's referral program.

## Joint solution materials

Technology partners that build integrations for Twilio products are required to author technical documentation prior to completing validation. Additionally, Technology Partners will need to produce internal and customer facing collateral to showcase the value of the integration. Materials will be created during the validation process and must be finalized before the integration is promoted externally.

## Customer success story

Partners are required to provide customer facing publications that highlight customer wins and showcase how the product drove value. These stories do not need to include a shared customer, however, these assets are preferred. Authoring a customer story with Twilio is available to all partner tiers and will be determined on a case by-case basis. To learn more, please contact your partner management team.

## GTM business plan

Select gold and invited silver partners have the opportunity to collaborate with Twilio Segment on a joint GTM business plan. This plan will set forth the sales, technical, and marketing initiatives and revenue targets that will address the financial and business requirements of the partnership. The joint business plan comprises a roadmap of investments in resource planning, training and enablement to grow the partnership. The plan will be reviewed regularly and may include regional plans.

## Automated account mapping

Twilio Segment leverages Crossbeam as our automated account mapping tool, which allows

partners to cross reference their customer relationships with Twilio Segment sales opportunities. Gold and invited Silver partners are required to implement Crossbeam to streamline account engagement.

## Influence revenue requirement

Twilio Segment requires Technology Partner's leveraging either the connect to or integrate with partner motions to meet certain partner influenced revenue thresholds eligibility. Revenue requirements can be met by successfully assisting Twilio Segment in winning new business. The revenue requirement is measured by the Twilio estimated annual recurring revenue (ARR) for closed sales with partner influence. This revenue is calculated annually at the start of the new program year and based on prior calendar year revenue. Professional services revenue is not included. For any mid-year tier changes, revenue numbers will be calculated based on a trailing 365-day calculation. To ensure revenue is accurately captured, partners should review all Twilio sales activity with partner account teams during pipeline review sessions.

## Program governance

**The Twilio Segment Technology partner program operates on a calendar year basis (January 1st – December 31st).**

As partners meet the requirements to move up tiers, the program unlocks additional benefits that help to enhance sales, marketing and engagement opportunities. Existing partners will work with the partnership team to determine their tier status in Q1. New program year calculations are determined by a partner's performance throughout the preceding calendar year. Partners may move up or down a tier at the start of the new program year or at the discretion of the partner program leadership mid-year. Mid-year tier calculations will be calculated based on a partner's performance during the trailing 365 days. As it relates to Registered partners, Twilio will review activity levels on a quarterly basis and reserves the right to deactivate accounts for lack of engagement.



# Getting started

Upon acceptance of program terms and conditions and formal enrollment, qualifying partners start in their designated tier and gain access to components of the program including:

- Portal Access, visit either:  
[build.twilio.com](https://build.twilio.com)  
[partners.segment.com](https://partners.segment.com)
- Ability to create a partner listing (Bronze and above)
- Go-to-market content and templates
- Access to training resources





## Thanks for reading

Thank you for exploring the Twilio Segment Technology Partner Program. If you have any questions, please contact us at the following:

Segment Technology Partnerships,  
email [bd@segment.com](mailto:bd@segment.com)

Twilio Technology Partnerships,  
email [partnerships@twilio.com](mailto:partnerships@twilio.com)

