



**apinity**  
consulting partner  
program

# Become an apinity consulting partner

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Let us help you deliver long-term value to your clients – at scale.

At apinity, we are focused on delivering the world's most powerful API Business Operations technology. To our partners, we are offering best-in-class software solutions to help them tap into the full potential of their clients' business. On that basis we aim to recognize, drive, and support strong and trusted partner relationships. We have designed the apinity partner program to reward our partners for their commitment and investment in apinity solutions, without the burden of heavy program requirements.

With the aim to drive mutual success into every partnership, we bring

- > resources,
- > knowledge,
- > transparency.

Our model is 100% co-selling and collaboration with our partners. We team up with you, for the success of you and your clients.

# Why partner with apinity?

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## Profitable apinity partner program

- > Enter into a partnership at no cost
- > Leverage existing skills and experience
- > Receive rewards with strong margins and competitive industry-aligned incentives
- > Receive recurring revenue from our SaaS subscription model

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## Partner-first model

- > Work alongside us to close sales with our partner co-selling method
- > Obtain new leads
- > Strengthen channel processes
- > Receive recognition and rewards for your skills, experience, and any added value

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## Competitive differentiation

- > Grow your market opportunity by connecting people and businesses
- > Educate your clients about API Business Operations and how it can help them efficiently create new digital products, business channels, and ecosystems
- > Offer a new and innovative product to your clients



# Our partnership principles guide us on our mutual journey. Trust. Distinction. Efficiency. Acceleration.

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**Trust** - We aim to earn and deepen the clients' trust through an in-depth understanding of their API needs.

**Distinction** - We help you distinguish your own solution space from the competition's, through focusing on what really matters: business outcome.

**Efficiency** - We deploy your expertise efficiently with your dedicated partner tool stack at hand.

**Acceleration** - Speed up client traction by teaming up with us for mutual success.

## Overview of the apinity partner program

At apinity, we distinguish between four different partner tiers:

- 1 apinity technology partner**  
provides technical enrichments of our apinity platform through the synergy of our respective technologies
- 2 apinity consulting partner**  
offers supplementary consulting offerings, such as organizational development
- 3 apinity integration partner**  
provides experienced developers and architects to help integrate apinity products
- 4 apinity service partner**  
provides specific first-class API driven services through the apinity marketplace



# apinity consulting partner

Introducing new platforms or connected systems is not usually a matter of tools alone. It's typically part of a holistic strategy that - in the context of APIs - includes the corporate-wide and global handling of APIs, as well as for every internal IT product.

Integrating our solutions into a client's existing IT landscape requires a solid and proven approach. A platform that supports API management and business operations needs to be carefully introduced into an organization, ideally with a custom change management approach (such as taking into consideration how your organization wants to cover compliance, purchasing, catalog curation of API services, and such).

Simply put, we believe that successful API management requires a powerful platform and several important, but also complex supportive activities. We involve selected partners that offer clients complementary approaches that are custom-designed for our apinity platform.

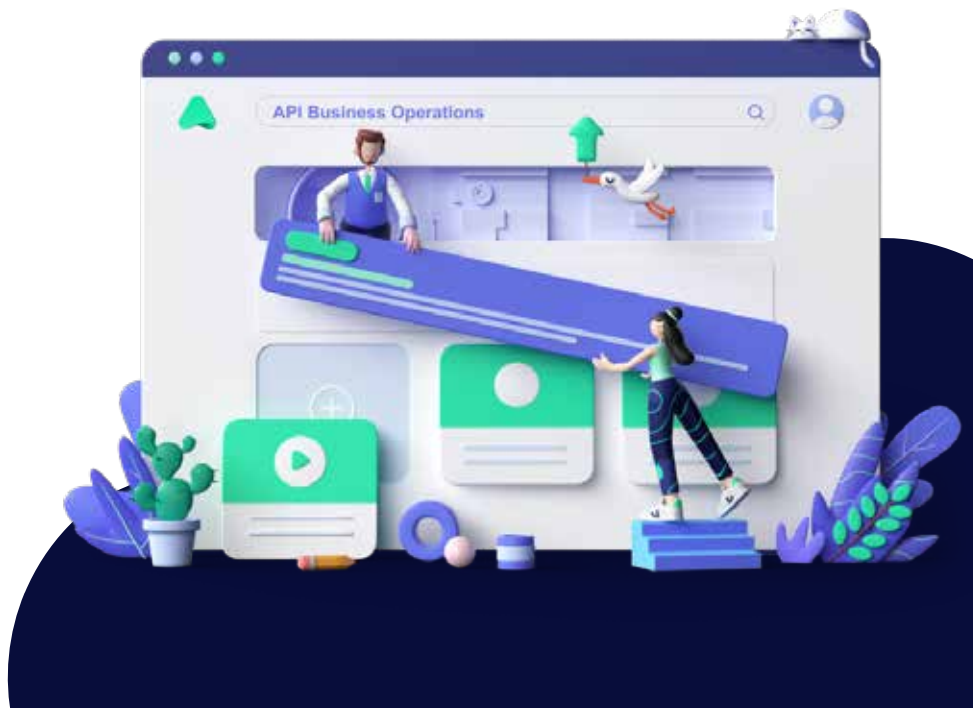


# Benefits of being a consulting partner

As an apinity consulting partner, you can not only leverage our extensive API and technology knowledge but also profit from a wide range of benefits:

- > Having your offerings included in ours; apinity will directly take you to our clients, adding a new sales channel to your business.
- > Depending on our agreed-upon marketing strategy, apinity will advertise your service and capabilities on our marketing channels.
- > Make use of our referral scheme. For partners who wish to work with us on a referral basis, we provide bonus incentives.
- > Make use of our reseller scheme. We offer incentives for your reselling activities by granting provisions based on our annual subscription model.

All our apinity partner program features are created carefully to assure your and your client's success. We strive with you for an open society where people and businesses are connected by APIs.



## Benefits Included

### **Relationship and Communication Support**

Channel Manager

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Technical Integration Support and Guidance

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Joint Business/Marketing Plan Review

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Ecosystem Alignment

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Access to Partner Workspace

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### **Financial Incentives**

Deal Registration (Partner-sourced)

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Activity-based Referral Remuneration Scheme

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Activity-based Reseller Remuneration Scheme

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Infinite Cross-selling and Up-selling Possibilities

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Solution Development Funds

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Benefits Included

**Sales and Marketing Support**

Account Mapping



Sales Materials and Tools



Partnership Logo



Demo Instance



**Enablement**

apinity Partner Sales Training





# Start your journey as a consulting partner!

Do you consider yourself a consulting partner who could offer complementary services that help clients start a successful API journey?

Let's talk! And by the way, your offering does not need to be perfectly ready – we are happy to define it alongside you. We'll guide you through several steps to evaluate the potential and work with you in a series of joint sessions to get to know each other, understand your expertise, and build a collaboration plan.

- 1 Get in touch with us and complete the apinity partner program application.
- 2 Once your application has been received, we will guide you through the mutual evaluation process, to determine if the three main criteria for partnership have been met:
  - > Technical alignment with apinity solution and strategy
  - > Business synergy and matching go-to-market model
  - > Mutual value and revenue potential of the relationship
- 3 When there is a mutual fit, we welcome you as our partner and sign the apinity partner agreement.

For additional information on the apinity partner program:

Web: [apinity.io/partner](https://apinity.io/partner)

Mail: [partner@apinity.io](mailto:partner@apinity.io)

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