



**apinity**  
technology partner  
program

# Become an apinity technology 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.

**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 technology partner**

As a platform provider who helps clients to find and integrate API-based value adds, we apply this same principle to our apinity platform itself. Instead of building every technological puzzle piece on our own, we are constantly looking out for the latest technology on the market to integrate.

In return, once we have mutually identified a use case and have connected our platform with our partner's technology, our partner enjoys the global reach of our product.

### **Basic examples of technology integration into our platform (or vice versa):**

- > Basic plugins of all kinds, developed by 3rd parties
- > Open source solutions (with a suitable license model)
- > A core product by a 3rd party company that can cover additional elements of our product
- > And many more

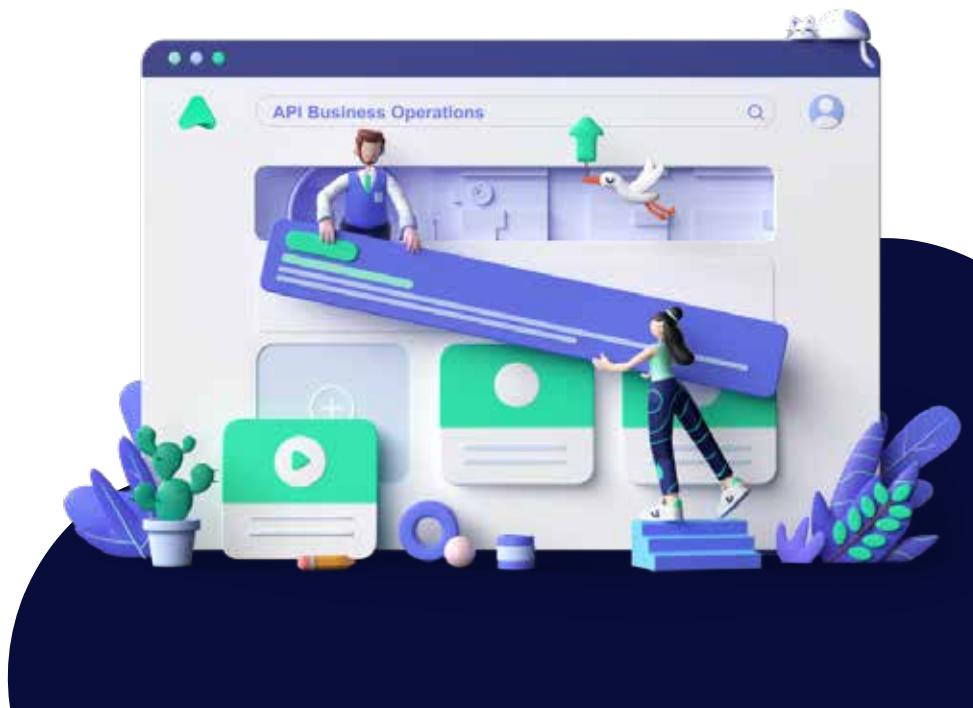
This approach applies vice versa: our platform can be integrated into our technology partners infrastructure.

# Benefits of being an technology partner

As an apinity technology partner, you can not only benefit from integrated tech components. With your product integrated into ours, apinity will directly take you to our clients.

Furthermore, depending on our agreed-upon marketing strategy, apinity will advertise your product and capabilities on our marketing channels.

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 technology partner!

Technology partners hold a piece of technology that can enrich apinity's product line (or vice versa).

To assess whether you would be a good fit as a technology partner, we will work with you in a series of joint sessions to get to know each other, understand your offering 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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