

# Liferay Service Partner - Reseller Program Guide

# Table of Contents

<b>Partnering with Liferay</b>	<b>1</b>
<b>Service Partner Levels</b>	<b>2</b>
<b>Program Benefits</b>	<b>3</b>
Benefits Summary	4
<b>Advancement of Partner Level</b>	<b>9</b>
Partner Level	9
Qualified Sales Points	9
Partner Level Qualification	11
Annual Partnership Fee	13
<b>Specializations</b>	<b>15</b>
<b>Rules of Engagement</b>	<b>15</b>
Orders Outside of Your Territory	15
Purchase Orders	15
Renewals	16
Special Bid and Professional Services	16
Requests for Supporting Documents	16
<b>Partnership</b>	<b>17</b>
Term and Renewal	17
Program Changes	17
Help	17
<b>Addendum: Multinational Service Partner Designation</b>	<b>19</b>

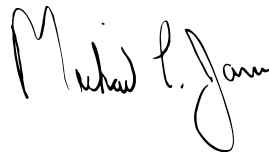
# Partnering with Liferay

Organizations are embarking on a whole new wave of technology investment to deliver seamless user experiences for customers, partners and employees. The rate of digital disruption is impacting everyone around the globe regardless of industry or company size. To navigate these rapidly changing times, organizations will turn to their trusted advisors now more than ever. They'll need your help to navigate and facilitate their transformation journey. At Liferay, we are here to help.

In joining Liferay's Service Partner Program, you've become an integral piece of our global community of partners and providers growing and scaling their business with Liferay. The Liferay partner community is not only essential to our corporate strategy but is effectively an extension of our team. Together we will win new markets, reach new customers, deliver more effective business outcomes, and solve for the success of our joint customers. In this guide, you will learn about the benefits available to you as a Liferay Service Partner as well as the numerous resources to help you build your Liferay practice.

Our commitment to partners remains strong. We continue to make investments to help you serve customers better and deliver solutions faster than ever before. At Liferay, we will never stop listening, never stop innovating, and never stop improving. We are here to accelerate the growth of your business and provide a point of competitive differentiation in the market.





With my utmost gratitude, thank you for your partnership. The opportunity is enormous, our momentum is strong, and our journey together will be rewarding.



**Todd Jarvis**

*VP, Global Channel Sales*

# Service Partner Levels

Level	Description
	<p>Authorized Service Partners are companies starting a new partnership with Liferay. These partnerships are provisional for the first 6 months and must meet the onboarding requirements of the Authorized level. Authorized Partners can register leads and work collaboratively with Liferay Direct Sales to close qualified, sales accepted opportunities. Liferay Global Services involvement will be required on any opportunities registered by Authorized partners.</p>
	<p>Service Partners that attain the Silver partner level have met their onboarding requirements and proven their commitment to building a successful Liferay practice.</p> <p>Service Partners at the Silver partner level have the ability to promote, market, and resell Liferay products and may promote and market their services as an official Liferay Silver partner.</p>
	<p>Service Partners that have achieved the Gold partner level have demonstrated the ability to drive new Liferay subscription sales, having met certain sales requirements and have also proven a competency in Liferay Development.</p> <p>Service Partners at the Gold partner level have the ability to promote, market, and resell Liferay products and may promote and market their services as an official Liferay Gold partner.</p>
	<p>The recognition and the associated benefits for Service Partners at the Platinum level are reserved for our highest performing partners that have consistently demonstrated their ability to drive Liferay sales and their commitment to the Liferay platform. Platinum partners have established a strong track record of delivering successful Liferay projects and are focused on all aspects of partnership, including training, sales and marketing, successful project execution, and customer lifecycle management.</p> <p>Service Partners at the Platinum partner level have the ability to promote, market, and resell Liferay products and may promote and market their services as an official Liferay Platinum partner.</p>

# Program Benefits

As a Liferay Service Partner, you are provided certain benefits to help develop your Liferay practice. These are dependent on your partner level and limited to your territory. The benefits listed in the table below are further described in the following pages.

Program Benefits	Authorized	Silver	Gold	Platinum
Reseller Discount - Partner Sourced	10%	15%	15%	15%
Reseller Discount - Liferay Sourced (No QSPs, No Rebates)	-	10%	10%	10%
Rebates - Partner Sourced	-	5%	10%	15%
Partner Portal	✓	✓	✓	✓
Deal Registration & Protection	✓	✓	✓	✓
Dedicated Channel Account Manager	✓	✓	✓	✓
Dedicated Partner Enablement Team	✓	✓	✓	✓
Liferay University	✓	✓	✓	✓
Demonstration Licenses	✓	✓	✓	✓
Partner Program Logo	✓	✓	✓	✓
Market Development Funds (MDF)	-			
Liferay Partner Directory (Premium) Listing	-	-	✓	✓
Product Discounts	-			
Lead Sharing Eligibility	-	-	✓	✓

Benefit Highlights	Authorized	Silver	Gold	Platinum
Partner Advisory Board (By Invitation)	-	-	-	✓
Partner Newsletter	✓	✓	✓	✓
Partner Summit	✓	✓	✓	✓
Liferay Event Sponsorship Opportunities	-	-	✓	✓
Partner Enablement				
Certified Sales Advisor	✓	✓	✓	✓
Certified Technology Advisor	✓	✓	✓	✓
Developer Training	✓	✓	✓	✓
Developer Certification Discount	5%	10%	15%	20%
Post-Sales Technical Enablement	✓	✓	✓	✓
Liferay University				
DXP Cloud	-	✓	✓	✓
Liferay Commerce	-	✓	✓	✓

## Benefits Summary

### Reseller Discount

The applicable percentage discount, as detailed in the table above, calculated on Liferay's list price, is offered to partners on "partner sourced" and "Liferay sourced", registered and approved opportunities as one of the benefits for being a Liferay Service Partner.

For registered and approved renewal opportunities, Liferay also offers a percentage discount to partners equivalent to the applicable percentage discount in the originating “partner sourced” or “Liferay sourced” opportunity.

## Rebates

For eligible partner opportunities in a partner’s territory, the partner will receive one or more rebate payments according to the payment schedule below. The year-end rebate percentage is performance-based and determined by the partner level achieved during the year and to be in effect the following calendar year (i.e., not the partner level in effect at the time the deal is closed). The rebate amount due is calculated by applying the applicable rebate percentage to the partner purchase price paid by partner (or distributor, in the event a distributor is involved) to Liferay for qualified partner opportunities closed during the applicable calendar year term. Please note that only deals closed and paid to Liferay will be eligible, and rebates will be issued only to valid partners at the time of rebate payment.

Rebate Payment Schedule				
	Payment Timing	Deals Closed By	Invoices Paid By	Rebate %
<b>Mid-year Rebate Payment</b>	July	January - June	June	5%
<b>Year-end Rebate Payment*</b>	March (following year)	July - December	February (following year)	Based on partner level achieved during the year
<b>Year-end Rebate Payment*</b> (True-up Payment)		January - June		Difference between achieved partner level and 5%

\*Year-end rebate payments cover all qualified partner opportunities closed and paid during the applicable calendar year, less any amount already paid as part of the mid-year payment. Partners that achieve Gold or Platinum level by year-end will receive additional true-up payments for deals paid out at mid-year.

## Partner Portal

The Partner Portal ([partner.liferay.com](https://partner.liferay.com)) is a one-stop shop for all of your program needs, providing access to tools and resources including: sales and marketing collateral, deal registration, product and solutions, training and learning paths, and news and events, just to name a few. You'll find everything you need to be successful and grow better with Liferay.

## Deal Registration & Protection

Liferay is committed to rewarding you for driving new business through a fully integrated and streamlined process. The Deal Registration program helps protect those Service Partners who actively promote Liferay products and solutions to their customers. It is also designed to reduce channel conflict and increase collaboration with new partner-registered opportunities. Opportunities must be registered through the Partner Portal at [partner.liferay.com/sales/opportunities](https://partner.liferay.com/sales/opportunities).

## Dedicated Channel Account Manager

All Liferay Service Partners have access to a Channel Account Manager (CAM). Think of your CAM as your Liferay sales coach, who will help guide you through your Liferay opportunities. They're an extension of your core team, providing you with the tools and resources you need to sell Liferay Products to new clients and build long, successful customer relationships.

## Dedicated Partner Enablement Team

The Liferay Partner Enablement Team has been established to provide Liferay Service Partners with the content, tools and resources to understand Liferay's product portfolio. This team will act as a resource for Service Partners to obtain both technical and sales related knowledge. Service Partners will have the opportunity to attend virtual and in-person workshops to enhance their learning experience. Enablement assets and recordings to previous sessions will be available on the Partner Portal.

## Liferay University

Liferay Service Partners receive an unlimited number of Liferay University Passports, annually, to access an online library full of partner training and



certifications to help develop your teams, onboard new employees and grow your business at scale. Registration, along with course descriptions, can be found here: <https://passport.liferay.com>.

## Demonstration Licenses

Liferay Service Partners are granted access to demonstration copies and source code to Liferay software. Liferay provides not-for-resale demonstration copies to Service Partners solely for the purposes of marketing and demonstrating Liferay products to prospective customers for use only during a Service Partner's participation in this Program. Demonstration copies are not to be used for any non-production or production purposes.

## Partner Program Logo

Liferay Service Partners may use Liferay's Service Partner Program logo, corresponding to their level, respectively, to market their Liferay partnership. Use your logo in places like your website and email signature to differentiate and show your certified expertise with Liferay technology. Program logos are available on the Partner Portal or can be provided upon request.

## Market Development Funds (MDF)

Liferay Service Partners (except "Authorized" partners) are allocated Market Development Funds (MDF) for co-branded activities designed to drive brand awareness, lead generation, and sales opportunities of Liferay and Liferay products. The amount of MDF made available to a Service Partner depends on your partner level.

## Liferay Partner Directory Listing

Every day, businesses are looking for a partner to help them grow their business. As a Liferay Service Partner, you can create a listing in our [Partner Directory](#) to get found by your next new client. The directory allows you to showcase your areas of specialization by industry, geography, certifications, client reviews, and more.

## Product Discounts

Liferay encourages our Service Partners to use Liferay products for their own internal, non-commercial use (e.g., portal, website, etc.). Based on your level, you are afforded a discount for eligible products.

## Lead Sharing Eligibility

Partners who have consistently met or exceeded their annual pipeline / revenue goals, as established in annual business plans with Liferay, may be eligible to receive inbound qualified leads. These opportunities will be sold collaboratively with Liferay with you delivering the associated professional services.

## Partner Advisory Board

Liferay's Partner Advisory Board (PAB) is composed of Platinum level Service Partners organized into three regional groups that meet quarterly on topics ranging from new products to program changes. We lean heavily on our PAB to represent the voice of the partner community on major decisions that impact the future of this Program.

## Partner Newsletter

Keep your team in the loop on the latest at Liferay. Our bi-monthly newsletter, sent by e-mail and available via the Partner Portal, is used to communicate our most important partner announcements, provide updates on our product roadmap, highlight partner program changes and other content to help you scale your business and become a more effective partner.

## Partner Summit

As a Liferay Service Partner, you'll be invited to our annual Partner Summit where you'll hear firsthand from Liferay's Executive Leadership Team, General Managers, Business Unit Leaders and others on topics ranging from upcoming product releases, new marketing campaigns, partner program changes and much more.

## Liferay Event Sponsorship Opportunities

Liferay hosts various events around the world to promote our brand, build product awareness and to bring our community - customers, partners, and prospects - together. Liferay Service Partners have a unique opportunity to participate in our events as sponsors. Sponsorship opportunities differ per event and may include the ability to present a unique case study, showcase Liferay expertise, advertise with co-branded marketing collateral, and demo to customers and prospects.

## Special Bid Requests

For certain large sales opportunities or other opportunities with non-standard deal design, Partners may request special bid pricing from Liferay by contacting their Channel Account Manager.

# Advancement of Partner Level

A Service Partner's partner level determines the type and scope of benefits that a Liferay Service Partner is entitled to under this Program.

## Partner Level

Liferay Service Partners must earn the required Qualified Sales Points (QSPs) and have also satisfied all other non-revenue requirements in order to maintain their partner level or to be promoted to a higher partner level.

## Qualified Sales Points

**Accrual of Qualified Sales Points (QSPs).** The resale of Liferay products through **partner sourced opportunities** to end customers located within a Partner's territory, and for which payment has been made to Liferay, will earn QSPs, based on the annual recurring revenue ("ARR") of net new products on each such opportunity.

**Partner sourced opportunities** are registered and approved opportunities that are:

- generated solely by the partner through, but not limited to, a) in-person or digital event, b) digital marketing campaign, c) outbound outreach, d) inbound requests through the partner website, or e) existing networking with the prospect company.
- generated collaboratively by and between Liferay and Partner through efforts such as a) co-hosting an in-person or digital event, b) co-sponsoring a digital marketing campaign, c) joint account planning, and d) co-sponsoring a booth in an industry event.

The billing country of the End User will determine the territory to which the QSP applies. Any sale of Liferay products outside a partner's territory(ies) are not eligible for QSPs.

Currency	ARR Required to Accrue One (1) QSP
AUD	1,200
BRL	3,300
CNY	6,300
EUR	1,000
GBP	800
INR	61,800
JPY	125,000
SGD	1,300
USD	1,000

## Partner Level Qualification

Liferay Service Partners are eligible for promotion to a higher partner level for the subsequent calendar year term once they have accrued the required QSPs and they have also met all other non-revenue requirements for the higher level (see next section).

Liferay Service Partners can also request promotion to a higher partner level within a calendar year term if they have satisfied the requirements. Such Service Partners must fill out and submit a Partner Level Qualification Form (available via Partner Portal), evidencing that all requirements of the higher partner level have been met. Once approved for promotion by Liferay, the Service Partner must maintain all requirements for the applicable partner level for the duration of the calendar year term or risk demotion to a lower partner level.

## QSP Requirements

QSP requirements take into consideration the economic potential of each territory.

QSP Requirements (Per Territory)				
QSPs	Authorized	Silver	Gold	Platinum
Tier 1 Countries	-	50	75	200
Tier 2 Countries	-	25	38	100

Tier 1 territories are those territories listed in the table below, that, based on GDP figures published by The World Bank, constitute, in the aggregate, approximately 80% of the world's GDP.

Tier 1 Countries			
Australia	Brazil	Canada	China
France	Germany	India	Indonesia
Italy	Japan	Korea, Rep.	Mexico
Netherlands	Russian Federation	Saudi Arabia	Spain
Switzerland	Turkey	United Kingdom	United States

Tier 2 territories are defined as all countries that are not included in Tier 1 excluding those countries subject to export control restrictions applicable to Liferay technology.

## Non-QSP Requirements

Attainment of partner levels by Service Partners requires satisfying certain requirements. If the requirements of a partner level are met in full within a calendar year term, the Service Partner will attain that partner level for the next calendar year term.

First, Service Partners must accrue the necessary amount of QSPs (see table above) during a calendar year term. At the end of the calendar year term, the QSP amount resets for the next term.

In addition to accruing the necessary QSPs, a Service Partner must also meet the other requirements listed in the table below for each partner level. Each requirement is described in additional detail on the following pages.

Program Requirements	Authorized	Silver	Gold	Platinum
Acceptance of Liferay Partner Agreement	✓	✓	✓	✓
Annual Partnership Fee	☐	☐	☐	☐
Sales Professional Certifications	-	2	2	4
Pre-Sales Technical Certifications	-	1	2	2
Developer Certifications	-	2	4	6
Post-Sales Technical Accreditations	-	✓	✓	✓
Joint Business Planning	-	Optional	Bi-annual	Quarterly

## Annual Partnership Fee

The annual partnership fee is specified in the Partner Acceptance Form or in the invoice provided by Liferay for the applicable calendar year term.

## Sales Professional Certifications

Liferay Service Partners are required to maintain a minimum number of trained sales persons on full-time staff. Liferay provides the necessary education and product specialization programs that enable Service Partners to satisfy this requirement. Please speak to your Channel Account Manager for more details.

## Pre-Sales Technical Certifications

Liferay Service Partners are required to maintain a minimum number of full-time staff with technical certification. A certified technical person, as

further defined in the Partner Enablement Guide, must have (1) completed the necessary, predefined courses, and (2) completed and passed the necessary certifications in accordance with Liferay's Certification Program. From time to time, Liferay will notify Liferay Service Partners of new updated requirements for technical certification. Certified technical persons must recertify within 6 months of notice by Liferay.

## Developer Certifications

Liferay Service Partners are required to maintain a minimum number of full-time developers designated as both "Liferay Certified Professional Back-End Developer" and "Liferay Certified Professional Front-End Developer" in accordance with the requirements of Liferay's Certification Program. Certified developers must recertify within 6 months of the general availability of an updated certification.

## Post-Sales Technical Accreditations

In coordination with Liferay Global Services, Liferay's Post-Sales Technical Enablement Program is designed to give Liferay Service Partners the necessary classroom training and field experience necessary to deliver professional services for Liferay products. Liferay Service Partners must achieve and maintain a post-sales technical accreditation from Liferay within 6 months of when such accreditation becomes available.

## Joint Business Planning with Liferay

We view our Liferay Service Partners as an extension of our own sales team. The collaborative business plan is one of the ways through which we can exchange business goals and increase the likelihood of mutually beneficial outcomes through coordinated work. A successful business plan requires meaningful investment by both the Service Partner and Liferay and therefore is a benefit provided to our most trusted Service Partners. The business plan is intended to be a living document, which should be revisited quarterly throughout the year to track progress and revised, as necessary, when business conditions, areas of focus, or general sales and marketing plans change.



# Specializations

Liferay specializations provide Liferay Service Partners with an opportunity to stand out from the crowd by creating expertise around our product portfolio. Upon enrollment in a specialization program, you will be provided access to relevant education and training assets.

To achieve a specialization, you must (i) meet the necessary training requirements for the specialization and depending on your partner level, (ii) demonstrate sales and technical proficiency in the specialization category, and (iii) have, as determined by Liferay, a proven track record of successful delivery to customers in the applicable specialization.

Liferay Service Partners that have achieved a specialization will be provided with a special badge and may promote these specializations on their listing in the Liferay Partner Directory and on their own website.

For more information, please see the Liferay [Partner Specializations page](#).

## Rules of Engagement

Liferay is dedicated to promoting the growth and success of its partner channel. Liferay and its Service Partners will operate based on the Liferay Rules of Engagement (RoE) and comply with opportunity registration procedures in order to manage channel conflict and provide a disciplined approach to pursuing sales opportunities. The latest version of the [RoE](#) can be found on the Partner Portal.

## Orders Outside of Your Territory

Orders from End Users with a billing address outside a Service Partner's designated territory(ies) are not eligible to receive the benefits of this Program, unless approved by Liferay in writing.

## Purchase Orders

Once a Partner registers an opportunity and it is accepted/approved, the Partner may issue an order form or purchase order for the purchase of Liferay

products (as mentioned in the registered opportunity). The order form or purchase order must be sent by email or, if specifically agreed or required by law, via physical mail, and must indicate the Liferay products that you are requesting to purchase from Liferay and the intended end user(s) relating to such order form or purchase order.

## Renewals

Liferay Service Partners must register a renewal opportunity, or if such renewal opportunity is already registered, mark the opportunity as being in the process of being renewed, at least 90 days prior to the date of expiration of the Liferay products previously purchased by the end user. You will then submit to Liferay an order form or purchase order to renew an end user's purchase of Liferay products at least 30 days prior to the date of expiration of the Liferay products previously purchased by the end user. If you do not follow this procedure, Liferay will be entitled to follow up with the end user directly (or through other partners) for the renewal opportunity, and you will not receive any benefits under this program (e.g., QSPs, discounts, etc.) for that renewal opportunity.

## Special Bid and Professional Services

For those Liferay products not listed in your territory's price book, you may submit a Special Bid Order Form with Liferay governed by your Partner Agreement. Any professional services or consulting services will require a separate, mutually agreed upon statement of work.

## Requests for Supporting Documents

Liferay may occasionally request copies of any ordering documents or purchase agreements between you and the end user. Such documents must include, at a minimum, information related to the clients full and official company name, a point of contact (name, email, phone), the name and quantity of Liferay products being purchased, the end user's price, and the date of the order, with any information deemed confidential or proprietary removed. Nothing in this program should be understood to limit your own ability to freely determine the end user price.

# Partnership

## Term and Renewal

Your appointment as a Liferay Service Partner (for each applicable territory) under this program begins on the effective date of the Partner Acceptance Form and continues through the end of the calendar year. If you are in compliance with this Program and the Partner Agreement, your appointment will automatically renew for successive one-year terms.

## Program Changes

Liferay reserves the right to change the Liferay Service Partner Program at its sole discretion. Liferay Service Partners will be notified of any changes, corrections, or updates to the program and these will be posted to the Partner Portal.

## Help

If you have questions about this program or need further help, please contact your Channel Account Manager or email [partners@liferay.com](mailto:partners@liferay.com).

“

Our partner ecosystem is critically important to Liferay. We are committed to making partners successful because their success is our success.

Brian Kim  
Founder and COO, Liferay



# Addendum: Multinational Service Partner Designation

## Introduction

Liferay recognizes that a number of our Service Partners have multinational operations and commercial footprints. Liferay developed a Multinational Partner Program to support such Service Partners as they strategically expand and grow their Liferay business.

Service Partners may designate, with Liferay's approval, up to two territories for expansion. In such expansion territories, the Partner may identify itself as a Multinational Service Partner and will be afforded all level privileges and benefits associated with their HQ territory. Partner shall have eighteen (18) months from the date of Liferay approval to realize the performance goals (lead flow, pipeline, and revenue) that were agreed with their Channel Account Manager.

## MPP Program Overview

For eligible Service Partners, participation in the Multinational Partner Program will provide a dedicated contact to manage overall business across the globe and to coordinate regional activity, a regular cadence of territory and business planning coordination with Liferay, and a special "Multinational" designation in all Liferay Partner listings.

## Eligibility Requirements

In order to be eligible for the Multinational Designation, Service Partners must have achieved the following:

1. Service Partner is a Gold or Platinum Level Service Partner in at least one territory;
2. Service Partner is active as a Service Partner in two or more territories;



3. Service Partner has submitted a Liferay-approved business plan for each territory in which Service Partner is active; and
4. Service Partner has designated a qualified individual to serve as its “Liferay Relationship Manager” (LRM), representing Service Partner at the global and corporate level.

Once a Service Partner meets the above requirements and is approved by Liferay, the Service Partner may immediately begin representing and promoting itself as a Liferay Multinational Service Partner in each approved territory.

For clarity, expansion into any new Territories may require Partner (or Partner’s affiliate) to enter into a new PAF with the applicable Liferay affiliated entity.

## Partnership Management

Service Partner will assign one operating territory as their “HQ Territory” for the Multinational Service Partner relationship.

Based on the HQ Territory, Liferay will designate and assign to the Multinational Service Partner a Channel Account Manager (CAM). The CAM will be the primary point of contact for the LRM.



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at [liferay.com](https://liferay.com).

© 2021 Liferay, Inc. All rights reserved.