

# JetBrains Reseller Program



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BRAINS

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# Overview of JetBrains Reseller Program

JetBrains Reseller Program is dedicated to partners who wish to help increase awareness of JetBrains award-winning productivity-boosting software products among developers worldwide and be recognized as one of our authorized resellers.

## **Each reseller's goals are to:**

- Increase awareness of JetBrains products
- Develop emerging markets
- Acquire new customers
- Retain existing customers
- Provide local sales support
- Make sure that customers can always benefit from the newest software versions

In exchange, our sales team is prepared to provide you with full sales and marketing support, our online reseller portal includes features that will make your order process smooth, and the reseller program structure offers you an option to choose the most suitable level based on your available resources.

We have four reseller levels that you can choose from. The decision should be made on the level of commitment that you wish to make.

The Reseller Program is open to any business entity that believes in the quality of our software and considers customer care and loyalty a priority.

# Partner Types

## Billing agent

If you are looking for a partnership without any obligations in terms of sales and marketing activities and quota and are willing to purchase JetBrains software at end-user prices, the basic level is the right choice for you.

You will have an option to move up to the next level if you are willing and able to meet the criteria.

## Gold

If you are interested in growing your business with JetBrains and are willing to communicate on regular basis, make efforts in order to promote JetBrains software and be considered and presented as JetBrains Gold partner, please choose this option.

This partnership level offers you many options to leverage your sales and grow your customer base.

You will have an option to move to the next level if you are willing and able to meet the criteria.

## Silver

If you are considering selling JetBrains software but are not sure if you can meet the requirements of higher level agreements, Silver level partnership may be the right option for you.

You will have an option to move to the next level if you are willing and able to meet the criteria.

## Platinum

This partnership level is for resellers who are ready to commit to actively promoting JetBrains software and work closely with our sales team. You will get many benefits in return. Dedicated account manager or NFR (not for resale license) software for free. If you are looking for a serious, long-term relationship with JetBrains, we will be happy to have you on board at this level.

## Reseller Program level details

Program benefits	Billing agent	Silver	Gold	Platinum
Minimum turnover	none	USD 50K	USD 100K	USD 300K

Benefits	Billing Agent	Silver	Gold	Platinum
Product and marketing materials	✓	✓	✓	✓
Training materials	✓	✓	✓	✓
Payment	credit card	credit card	credit card, PO, advanced, monthly	credit card, PO, advanced, monthly

Benefits and Requirements	Gold	Platinum
Account manager JB	✓	✓
Account manager reseller	✓	✓
Access to customer's JetBrains account based on end user's permission	✓	✓
NFR license	✓	✓
KPI	annually	quarterly
Performance overview	annually	quarterly
Full understanding of JetBrains licensing and the resellers portal	required	required
Dedicated Marketing manager	✓	✓
Marketing funds from JB	needs to be aproved by JB	needs to be aproved by JB
Company active in software market	min 5 yrsrs of experience	min 5 years of experience
Qualified personnel with experience in the software industry	2 years	5 years of experience
Qualified personnel with experience in providing marketing consultancy (in local language)	2 years	5 years
Reference list from local costumers	✓	✓

# Program benefits and requirements

## Billing Agent, Silver, Gold and Platinum level

### Requirements

- Your company must be solvent and capable of payments due to JetBrains.
- There are no pending lawsuits against your company that may be detrimental to JetBrains reputation.
- You are not engaged in any behavior which could be qualified as unfair competition against JetBrains or violation of laws to the detriment of JetBrains.
- There are no criminal, insolvency or liquidation proceedings against your company, and your company is not and has never been involved in any criminal activities.
- Your company is free of overdue tax payments, social security payments, etc.

## Platinum

### Marketing Funds

Platinum resellers are eligible for marketing funds by JetBrains if the below criteria are met:

- The reseller's marketing activity is approved by JetBrains.
- The reseller is effectively reaching the JetBrains target audience.
- The ROI of the proposed marketing activities can be calculated.
- The reseller can provide specific statistics and results of past marketing activities.

## Gold and Platinum level

### KPI

New customers, renewal ratio, customer loyalty, and revenue growth.

In order for a reseller to remain at the current level, their performance will be evaluated on a regular basis.

### Account manager at reseller

In order to have a prosperous partnership, reseller will dedicate one sales person to JetBrains with the following responsibilities:

- Account manager shall be trained in order to understand JB products, licensing, JBA and target audience.
- Account manager shall be the main contact point for all issues related to JB partnership with the reseller.
- Account manager shall participate in sales and marketing planning.
- Account manager shall distribute information about JB news to other sales team members.
- Account manager will regularly attend JetBrains Annual Reseller Events held in Prague.

### Account manager at JetBrains

Account manager at JetBrains will carry the following principal responsibilities:

- Serve as the main contact point for reseller's inquiries, sales and marketing activities planning.
- Manage agreements.
- Monitor reseller's performance on a quarterly basis.
- Educate reseller's sales team.
- Report on reseller's performance.

### Reseller evaluation

Each reseller's performance will be checked by JetBrains on an annual or quarterly basis (based on the level).

### Monthly invoices/NET 30 payment option

- Gold and Platinum resellers with a positive payment history and a valid agreement are eligible to make monthly payments on NET 30 payment terms.
- In case a reseller fails to make payments on time, the JetBrains system will automatically change the payment terms to advance or credit card payment only or will block orders completely until the due payment is received.

# What are the next steps?

## Billing agent

We will set up a billing agent account in our system and send you quotes and purchase links based on your request.

## Silver, Gold and Platinum level

If you have chosen the Silver level, we will contact you with a list of start-up requirements – arrange for JetBrains to be placed on your website, your logo placed on our website and the reseller purchase terms for a review. Once we have made the start-up arrangements, we will send you an invitation to the reseller portal and online reseller store via e-mail. Before you can access the reseller portal, you will be asked to accept the terms and conditions.

## Gold and Platinum

Shortly after that, you will be contacted by your account manager who will provide you with basic training of our licensing and arrange for a next call to discuss further activities. Our account manager will be in touch with you on regular basis and will make an overview of your performance annually or quarterly (Platinum). Our account manager will provide you with regular training in order to support your efforts and will make an overview of your performance annually or quarterly (Platinum) in selected areas.

# Reseller evaluation

JetBrains reserves the right to move a reseller to a lower level or discontinue cooperation if the reseller fails to perform the activities required by the chosen level and shows a negative performance.

## Negative performance means:

- Reseller is not responsive.
  - \*Reseller fails to participate in training activities.
  - Reseller's website does not update its contents regularly.
  - Reseller demonstrates no understanding of the Reseller portal, JetBrains target audience, and/or JetBrains licensing.
  - \*Reseller does not perform any activities stipulated by the agreement.
  - \*Reseller repeatedly fails to make payments on time, which results in customer distress owing to discontinuous subscription terms.
  - Customers complain about the reseller failing to provide professional support.
- \*Applies to Gold and Platinum resellers only.

## How to apply

After you choose your preferred partnership level, please [complete this form](#) and tell us more about your business. We will get in touch with you shortly to discuss further steps.

## Conclusion

We believe that in cooperation with our partners, we can provide our software tools to more developers around the world and ensure their developer experience is as good as it can be.

If you would like to be a part of this success, please [apply here](#).

