Welcome

We are thrilled about your interest in Magento.

The Magento ecosystem is a vibrant community of more than 500 Technology Partners, like you, and 100,000+ merchants, 205,000+ developers, and 1,000+ solution integrators. Working together, the ecosystem enabled Magento to grow 20 percent last year. Our merchants span from emerging businesses who are just getting started to enterprise level clients. Collectively, $100 billion in commerce was transacted over Magento during 2016, and we're just getting started.

To fit the needs of our Technology Partners, we've designed a Technology Partner Program based with these three guiding principles in mind:

- **Fast Growth:** Leverage the Magento brand and marketing channels to influence our ecosystem. You'll need to contribute time and thought leadership, but we'll help pave the way.
- **Exceptional Extensions:** If merchants have great experiences, everyone wins. Let's make sure your extensions offer the best experience ever, with access to code, technical support, and by passing our Extension Quality Program.
- **Measurable Results:** Drive sales with the confidence of fixed program costs, and scale your investment without revenue share.

Key Benefits for General and Select Partners

Technology Partner Benefits	General Partner	Select Partner
Certified Magento Technology Partner Badge	✔	✔
Listing on the Magento Partner Directory	✔	✔ *Priority Listing*
Promotion within the Magento Community Forums	✔	✔
Extension Downloads Leads	✔	✔
Sponsorship Access to Magento & Community Events	✔	✔ *Priority Access*
Sponsorship Access to Magento Partner & Sales Kickoff Events	-	✔
Preferential Marketing of Partner Integration on Magento Marketplace	-	✔
Points Program (details below)	-	✔
Magento Promotion of Partner-Hosted Content	-	✔
Dedicated Partner Manager	-	✔
Strategic Magento Product Interaction Opportunities[1]	-	✔

1. Subject to conditions. May include ability to have partner technology included in standard Magento sales demo and strategic access to Magento product management leadership.

Technology Partner Points Program

By mid-2017, Select Technology Partners will have the opportunity to earn points by submitting leads for Magento products and services. Accumulated points may be redeemed for promotional activities. These benefits are designed to drive more business for you and promote differentiation among our Technology Partners.

Illustrative Promotional Activities	
• Training calls with Magento Sales Teams • Lunch & Learns with Magento Customer Account Teams • Joint Webinars to our merchants & solution integrators (SIs)	• Extension Marketing (e.g., inclusion in Marketplace emails) • Joint Thought Leadership Content • Joint Customer Case Studies • Newsletter Mentions (Partner or Events)

Our Merchants Demand Frictionless Integration

We hold our Technology Partners to an exceptionally high standard when it comes to building Magento extensions. Magento Technology Partner extensions are more than just "check-the-box" data feed integrations. Merchants expect our partners to develop extensions that provide native capabilities with our admin tools and ready-to-go storefront enhancements.

To deliver on this promise, we require that partners:

- **List Your Extension in Magento Marketplace.** To be a Magento Technology Partner, you must list all of the extensions or integrations that you currently maintain or market on the Magento extension Marketplace.
- **Deliver a timely extension revalidation.** Magento typically releases three minor (point release) updates to our platform a year. It is critical that our partners re-certify their extensions within 30 days of each GA release of Magento.
- **Offer support for all Magento editions.** To ensure your solution can be sold and used by the entire Magento customer base, we require your extension to be developed for and tested against all three editions of Magento: Community, Enterprise, and Cloud.

We understand building a quality extension may be a timely and costly exercise, and we want to make this process as easy as possible. As a result, we offer our Technology Partners:

- **Extension support.** If you don't have the in-house skills or resources to develop an extension, we can make formal introductions to solution partners who specialize in developing extensions for our Technology Partners. We also provide discounted rates with our in-house Expert Consulting Group (ECG) to help you get your extension built and certified.

- **Magento training.** Whether you intend to build your extension yourself, or outsource the work, it is key that you understand the Magento platform. To facilitate this, we offer 10 percent off [2] our end-user and technical training courses.
- **A complimentary Magento Enterprise Edition Developer License.** We require that you build and test your extension against the enterprise version of our platform.
- **A complimentary Magento Cloud sandbox.** We require that your extension is tested within our cloud environment, especially with our cloud Content Delivery Network provider, Fastly.
- **Prioritized extension submissions.** Your release schedules may be frequent and you may need to make improvements to your extension. Our Select Technology Partners get prioritized extension quality processing to ensure their updated extensions are pushed live on Marketplace.

2. Select Technology Partners receive 15 percent off Magento Training.

Program Participation

Access to the program is through an annual program fee tiered by company revenue. Technology Partners do not need to pay revenue share on any licensing or subscriptions fees collected.[3]

Yearly Program Fees (In US Dollars)

Company Revenue	General Partner	Select Partner
< $2 million	$5,000	$50,000
$2 - $20 million	$15,000	$50,000
> $20 million	$25,000	$100,000

3. Technology Partners that sell their extension for momentary gain (i.e., do not make the download of their extension free) are still subject to the Marketplace revenue share conditions.

We're growing fast. We'd love you to join us.