



Welcome

We are thrilled about your interest in Magento.

The Magento ecosystem is a vibrant community of more than 500 Technology Partners, 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 Extension Builder 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:** Gain a cost effective channel to grow your business through Magento Marketplace leads, curation, and promotion.

Key Benefits for Marketplace, Select, and Premier Extension Builder Partners

Extension Builder Partner Benefits	Marketplace Only	Select Partner	Premier Partner
Certified Magento Extension Builder Badge	-	✓	✓
Magento & Community Events Sponsorship Access	✓	✓	✓
EE Dev License	✓	✓	✓
Cloud Sandbox	-	✓	✓
Preferential Marketing on Marketplace	-	✓	✓ (Banner Rotation)
Re-Certification of All Extensions (within 30 days of major point of release)	-	✓	✓
Magento Community Forum Promotion	-	-	✓ As Available
Extension Promotion	-	-	✓ As Available
Dedicated Partner Manager	-	-	✓
Magento Product Interaction Opportunities ¹	-	-	✓ As Available



Our Merchants Demand Frictionless Integration

We hold our Extension Builder Partners to an exceptionally high standard when it comes to building Magento extensions.

To deliver on this promise, we require that partners:

- **List all extensions in Magento Marketplace.** To be a Magento Extension Builder Partner, you must list all your 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. Therefore, we offer our Extension Builder Partners:

- **Extension support.** We 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.** ³ 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 and Premier Extension Builders get prioritized extension quality processing to ensure their updated extensions are pushed live on Marketplace.

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.
2. Select Extension Builder Partners receive 15 percent off Magento Training; Premier Extension Builder Partners receive 20 percent off Magento Training.
3. "Marketplace Only" has access to only Magento Training, an EE Dev License and those benefits denoted in the table. All other benefits require Select or Premier.



Program Participation

Access to the program is through an annual program fee tiered by Partner level and a 30% revenue share to Magento on Marketplace Gross Revenue.

Yearly Program Fees (In US Dollars)

Partner Commitment	Marketplace Only	Select Partner	Premier Partner
Annual Fee	None	\$10,000	\$20,000
Rev Share	30%	30%	30%

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