



ZAP Partnership Program Tiers

- **Affiliate** - Our affiliate partnership tier provides you generous commission on each qualified customer that you refer to ZAP.
- **Reseller** - As a reseller you can enter into new markets and meet the demands of data management and analytics. As a reseller you have the flexibility to become a sales reseller or reseller/implementation partner and must be ZAP certified.
- **Implementation Partner** - As an implementation partner you will require to have ZAP data management and analytics consultants within your organisation that are have are ZAP certified.
- **Industry Solutions** - The industry solutions partner tier requires an organisation to have an industry related solutions and best practice knowledge. As an industry solutions partner you will need to be ZAP certified in sales, pre-sales and consulting.
- **Embedded Analytics Solutions** - The embedded solutions partner will be driven by embedding ZAP's data automation and analytics capabilities into their company's solutions and brand. As embedded analytics partner will require to be ZAP certified in sales, pre-sales and consulting.
- **Master Distributor Partner** - The master distributor traditional has multiple channels and routes to market and may require a custom partner agreement. ZAP training and certification must be tailored to each distributors requirements.

ZAP's Partnership Program Benefits

- **Lower Barrier to Entry** - We do not charge partners membership fees to join the partner program.
- **Five Tier Partnership Program** - Flexible partnership tiers and commercial models which can be tailored to your organisation.
- **Structured Onboarding Process** - We provide you with sales, pre-sales and consulting support as you are on-boarded.
- **Partner Enablement** - We have dedicated resources to education, enablement and mentoring through the partnership lifecycle.
- **Education** - Access to ZAP's partner education paths for sales, pre-sales and consulting.
- **Global Coverage** - Global partnership teams across North America, Europe Middle East, Africa, Asia Pacific and Asean.