

salesforce appexchange

# SALESFORCE APPEXCHANGE PARTNER PROGRAM

A DETAILED GUIDE TO THE APPEXCHANGE PARTNER PROGRAM

March 2018





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# Salesforce AppExchange Partner Program - Overview

The Salesforce AppExchange Partner Program offers a robust set of resources, training, and tools, enabling AppExchange Partners to serve their customers, differentiate their applications (apps), and have a profitable business. AppExchange Partners have an opportunity to build the next generation enterprise apps on the world's leading cloud platform that delivers the infrastructure, compliance, and security to build connected apps faster and align with the global CRM leader. Unlike programs developed by traditional software providers, the Salesforce Partner Program is built exclusively for the cloud and provides partners with the technology and go-to-market resources that deliver unparalleled customer success.

**Note: The AppExchange Partner Program replaces the ISV Partner Program at the beginning of the new program year on March 1, 2018. For more details about the program changes, refer to the AppExchange Partner Program FAQs on [p.force.com/appexchangeprogram](http://p.force.com/appexchangeprogram). A new Program**

## How does the Partner Program work?

### Partner Categories

Two main partner categories are available to support how apps are distributed to customers; ISVforce and OEM. No matter which sub-type an AppExchange partner leverages, they have access to core Salesforce technology that allows them to build, distribute, sell and support their app. To learn more about the program partner categories, refer to AppExchange Partner Program Policies.

#### ISVforce

- ISVforce apps have a dependency on the core Salesforce technology (i.e., Sales and Service Cloud) and must be sold to an existing Salesforce customer
- Customers use their existing licenses to access an ISVforce app

#### OEM

- OEM apps do not have a dependency on the core Salesforce technology (i.e., Sales and Service Cloud)
- OEMs deliver a Force.com [Embedded Edition User License](#) (i.e., a Salesforce Force.com License with contractual restrictions) along with the app

Partners that have questions on which partner category is right for their app and business, are interested in becoming a value added reseller (VAR), are interested in building their app using other Salesforce technologies (e.g., Analytics Cloud, Marketing Cloud, Lightning Data, Bolt Templates, etc.), or have interest integrating to Salesforce with a prebuilt solution, should reach out to their Partner Account Manager, email [appexchangepartners@salesforce.com](mailto:appexchangepartners@salesforce.com), and [AppExchange Partner Onboarding Q&A Group](#) in the Partner Community.



**Note:** As of March 1, 2017 Any new applications that enter into an distribution agreement are required to be Lightning Ready before the app is listed on the AppExchange. Lightning Ready means that 100% of your end-user use cases (customer use cases) work as expected in the Lightning Experience. Refer to <http://p.force.com/lightningready> to learn more and get Lightning Ready.

## Revenue Sharing Pricing Model

Salesforce offers a standard revenue sharing pricing model, Percentage Net Revenue (PNR), that is dependent on the partner category. A partner participates in revenue sharing with Salesforce only after they have reported their first revenue. This supports the mutual success of the AppExchange Partner and Salesforce and allows Salesforce to offer various benefits as the partner's business grows with Salesforce.

ISVForce	OEM
AppExchange Partner: 15% PNR AppExchange Premier Partner: 20% PNR	AppExchange Partner / AppExchange Premier Partner: 25% PNR

Each partner that plans to commercially distribute their app will need to accept or sign a partnership agreement that is relevant to their partner category. Refer to the [Developer MSA](#) for terms about app distribution. Refer to the AppExchange Program Policies for the definition of a free app.

## AppExchange Partner Program Designation

All partners who join the AppExchange Partner Program are designated as AppExchange Partners. All AppExchange Partners have access to the Salesforce Technology, ability to sell to Salesforce Customers, and distribute their solution on the AppExchange.

The AppExchange Premier Partner designation is an invite-only designation for partners that have demonstrated significant customer success and partnership success.

The new designations, AppExchange Partner and AppExchange Premier Partner, provides Partners with a streamlined program to grow and succeed in the Salesforce Ecosystem.

### Designations for Existing Partners

Salesforce performs an annual partner evaluation during which it will determine the designation for all partners in the AppExchange Partner Program. On or by March 1, 2018, Salesforce will notify the Partner of its designation assignment for the applicable program year (Program Year 2019: March 1, 2018 – February 28, 2019). The benefits associated with the designation is applied immediately upon the existing Partner's receipt of such notice.



### Designation for New Partners

Each new partner enters the AppExchange Partner Program as an AppExchange Partner unless Salesforce invites the Partner to the AppExchange Premier Partner designation.

## Partner Program Benefits

### Program Benefits by Designation

Each program designation offers a unique set of benefits to support the growth of our AppExchange Partners. Partners will have access to an expanded range of benefits across community, business, product / support, and platform by designation. Refer to the [AppExchange Partner Program Benefits Table](#) for information on program benefits and how to access the benefits.

### Engage with Partner Program Experts

#### AppExchange Partners

**ISV Technical Enablement Team** helps ISVs build, develop, and distribute enterprise-grade applications in the Salesforce Ecosystem. To learn more about the ISV Technical Enablement Team, review [A Complete Guide to the Salesforce ISV Technical Enablement Team](#).

**Partner Account Manager (PAM)** is part of the ISV Sales Team and serves as a partner's primary contact and trusted advisor as an ISV on-boards, develops their business plan, and reviews key partnership metrics. *Note: Assignment of a PAM may be dependent on your designation, region or other factors, and not all partners may be assigned a PAM.*

#### AppExchange Premier Partners

AppExchange Premier Partners have access to the ISV Technical Enablement Team and PAM and access to the following teams:

**Partner Success Team** helps ISVs accelerate go-to-market growth and increase customer success through one-on-one partner engagements. Access best practice templates, guides, and playbooks such as the [AppExchange Partner \(ISV\) Sales Kit on the App Tool Kit](#) and on [Trailhead](#).

**Solution Manager Team** participates in joint account planning with AppExchange Premier Partners and recommends partner solutions to internal teams within Salesforce. Prior to working with the Solution Manager Team an AppExchange Premier Partner must have completed their ISV Sales Kit.



**Co-Marketing Team** works with ISVs to deliver high-impact marketing programs. Before an AppExchange Premier Partner engages with the Co-Marketing Team, the following requirements must be in place:

- A full-fledged corporate marketing plan to be shared with Salesforce
- At least one dedicated marketing person responsible for the success of the marketing relationship and one Alliance person
- Ability to measure multi-touch attribution
- Ability to assess MQL, SQL, open pipe and closed pipe. Partner will need to report key marketing metrics back to Salesforce
- Budget for marketing plan
- Minimum of three joint customer stories (or live implementations, at the minimum)
- A well-defined lead nurture process to progress joint opportunities (email nurture streams, business/sales development representatives, and joint scripts)

### **Questions?**

Refer to the AppExchange Partner Program FAQ if you have any program related questions or post your question to one of the Partner Community Collaboration Groups:

- [AppExchange Onboarding Group](#) (onboarding questions)
- [Official: AppExchange Partner Program Group](#) (program and business questions)
- [AppExchange & ISV Technical Enablement Group](#) (technical questions)