Salesforce Partner Program Guide for ISVs

A Detailed Guide to the ISV Program

March 2017
Salesforce Partner Program for ISVs - Overview

The Salesforce Partner Program for Independent Software Vendors (ISVs) offers a robust set of resources, training, and tools, enabling ISVs to serve their customers, differentiate their applications (apps), and have a profitable business. ISVs 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. 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.

How does the Partner Program work?

Partner Program Sub-Types

Two main program sub-types are available to support how ISV apps are distributed to customers; ISVforce and OEM. No matter which sub-type an ISV 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 sub-types, refer to Program Policies at p.force.com/program.

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 program sub-type is right for their app, are interested in becoming a value added reseller (VAR), or who are interested in building their app using other Salesforce technologies (e.g., Analytics Cloud, Marketing Cloud, Data.com, etc.), should reach out to their Partner Account Manager. If you do not know who your Partner Account Manager, send an email to: isvppartners@salesforce.com.

Any new applications that enter into an agreement under one of the program sub-types on or after March 1, 2017 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 that is not dependent on the program subtype, and is consistent across the ISV tiers. An ISV partner shares 25 percent of their net revenue; meaning that the partner participates in revenue sharing with Salesforce only after they have reported their first revenue. The revenue sharing model supports the mutual success of the ISV Partner and Salesforce and allows Salesforce to offer various benefits that accelerate ISV Partners’ growth.

When the announcement of the ISV Program changes occurred in June 2015, Salesforce created a “grace period” for partners to meet the new program requirements. Any partners with listings on the AppExchange should have a signed revenue agreement in place unless the app is free to customers (refer to the Program Policies for the definition of free at http://p.force.com/program).

ISV Partner Program Tiers

The tiering structure for the ISV Program enables partners to understand their program level, associated benefits, and path of advancement. ISV Partner tiers are based on their revenue contribution to Salesforce, which is based on a 12-month, global Annual Contract Value (ACV) target. ACV is the annualized net new and add on revenue that is shared as part of your agreement with Salesforce. The ACV targets for each tier are listed below.
Tier Assignments for Existing Partners
Salesforce performs its Annual Partner Evaluation in February during which it will determine the ACV attainment for all existing ISV Partners and assign each existing Partner to a program tier based on the prior year attainment. The Program Year (PY) 2018 (March 1, 2017 – February 28, 2018) tier is based on Fiscal Year (FY) ACV (February 1, 2016 – January 31, 2017). On or by March 1, 2017, Salesforce will notify the Partner of its tier assignment for the applicable program year. The benefits associated with the higher Partner tier will apply immediately upon the existing Partner’s receipt of such notice.

Tier Assignments for New Partners
Each new partner enters the Partner Program in the Registered tier until Salesforce notifies the new Partner of assignment to a higher partner tier during the Annual Partner Evaluation. The benefits associated with the higher partner tier will apply immediately upon the new partner’s receipt of such notice.

Program Benefits Listing by Tier
Each program level offers a unique set of benefits to support the growth of our ISV Partners’ business. Partners will have access to an expanded range of benefits based on the level of partnership. Refer to the ISV Program Benefits Table for information on how to access these benefits.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Registered</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting Component Framework</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Workflows and Logic</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>REST &amp; SOAP APIs</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Mobile Services</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Identity Services</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>App Analytics</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Code packaging and protection</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Licensing, Trials, &amp; Order Management</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Subscriber Support Services</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>App doesn't count against customer org limits</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>AppExchange Store Builder</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Development &amp; Test Environments</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Pre-Release Environments</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Sales Cloud</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Service Cloud</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Sell Your App to Group and Professional Edition (API Token)</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Desk.com for ISV Partners</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>APEX Debugger</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Product Development Enablement Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Product Training</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Partner Community Groups</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Partner Roadmap Webinars</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Partner On-boarding Checklist</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>

√ = eligible  $ = eligible for benefit but additional costs required
<table>
<thead>
<tr>
<th></th>
<th>Registered</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ISV Trailhead</strong></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td><strong>Security Review</strong></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td><strong>Partner Premier Success</strong></td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Technical Enablement</strong></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td><strong>Technical Support Case Packs</strong></td>
<td>5</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Program Architect</strong></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

✓ = eligible  $ = eligible for benefit but additional costs required

<table>
<thead>
<tr>
<th></th>
<th>Registered</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Go-to-Market Resource Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>App Academy</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Partner Sales Aid</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Expert Playbooks</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Partner Account Manager</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business &amp; Product Review</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Solution Manager</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>nextLevel (Partner Finder)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Executive Sponsorship</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Partner Series Success Access</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

✓ = eligible  $ = eligible for benefit but additional costs required

<table>
<thead>
<tr>
<th></th>
<th>Registered</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing Support Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Registered</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing Support Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

March 2017
<table>
<thead>
<tr>
<th>Program Benefit Definitions</th>
</tr>
</thead>
</table>

**Technology Benefits**

**Monthly Partner Community Office Hours** - The Salesforce Program staff hosts monthly office hours that are a great way to interact with the Salesforce staff, receive direct feedback, learn best practices and get answers to questions.

**Development Environment with Lightning** - The Partner Program includes full access to Developer Edition environments including Salesforce Lightning. Salesforce Lightning is the next generation of the Salesforce Platform that delivers a component framework and a new set of tools for partners to make building apps, integrating data, and automating business processes lightning fast.

**Lightning Component Frameworks** - The Lightning Component framework is a framework for developing dynamic web apps for mobile & desktop devices and building single-page apps engineered for growth.

**Workflows and Logic** - The Salesforce Platform includes a complete suite of services to implement advanced business logic. This includes Visualforce Workflow, Approval Processes, and the Lightning Process Builder.
REST and SOAP APIs - The Salesforce Platform is unified, future-ready, and connected with robust APIs and services so partners can integrate back-office data systems, build communities, and more.

Mobile Services - Rapidly build enterprise mobile apps connected to customers’ data with Salesforce Platform Mobile Services. This includes both the Salesforce1 mobile app and the Salesforce Mobile SDKs. Leverage the tools, frameworks and APIs needed to build apps for any device. Combine HTML5, native or hybrid apps with rich device features and enterprise data to create engaging mobile apps.

Identity Services - Build world-class security, identity, and authentication into apps leveraging a full range of identity services including Single Sign On, User & Access Management, Multi-Factor Authentication, and fully open customizable Identity APIs.

App Analytics - As an ISV, the Salesforce Platform enables partners to collect detailed usage metrics from each customer organization in which a managed package is installed. By analyzing this information, partners can gain valuable insights into the utilization and performance of their app across its entire customer base.

Code Packaging and Protection - Packaging Services will enable partners to package, upload, install, patch, and upgrade an app as well as obfuscate their IP.

Licensing, Trials & Order Management - As an ISV, it is important to be able to control licensing as well as provision free trials to prospects. ISV partners will have access to the License Management Application (LMA) to manage licensing and Trialforce to create custom trial experiences. Partners can submit and track orders with the Channel Order App (COA) and the Checkout Management App (CMA).

Subscriber Support Services - These support services allow partners to easily access information about all subscribers, such as which Salesforce Edition they are using and if they are over their limits. Subscribers can also grant partners login access to troubleshoot issues directly within the app, in the familiar manner that they grant login access to administrators. Once granted access, partners can log in to the subscriber’s organization and directly view their configuration and data to help troubleshoot problems.

App Doesn’t Count against org limits - When a managed package is enabled, the custom apps, custom tabs, and custom objects within a managed app will not count towards the subscriber’s org’s limits.

AppExchange Store Builder - With AppExchange Store Builder, you can build a completely customized app store to distribute any app, on any device, to partners, customers, or employees across multiple orgs. Customize with your branding and modify functionality to meet any requirement.

Development & Test Environments - Salesforce provides our ISVs the ability to self-provision development and test environment. ISVs have access to provision Partner Developer Edition environments and Partner Test Edition environments. Combined, these environments enable our ISVs to self-provision development and test editions to build, develop, and test their apps prior to release.
Pre-Release Environments - Salesforce releases three major upgrades each year and it’s important to provide our partners early access to the next release before it is deployed to all of our customers. Pre-release environments are upgraded approximately 6-8 weeks prior to each major release with the latest functionality so you can regression test your app and get familiar with all the released enhancements.

CRM Licenses - Salesforce provides you two free CRM licenses, which provide the functionality of both Sales Cloud and Service Cloud, to be provisioned into your Business Org (after an agreement is signed) to manage your customer accounts, opportunities, cases, etc.

Sell Your App to Group and Professional Edition - As an ISV, you will be eligible for special permissions allowing your external apps to leverage the Salesforce APIs in Group Edition and Professional Edition.

Desk.com for ISV Partners - ISVs are eligible for three licenses of Desk Pro Edition for 6 months that provides an out-of-the-box customer service app.

APEX Debugger - One free session of Apex Debugger that extends the Force.com IDE plug-in for Eclipse and allows a partner to interact with global classes, exceptions, and triggers from installed managed packages and complete standard debugging actions.

Product Development Enablement Benefits

Online Product Training - Access to the Salesforce Online Training Catalog at no cost to deepen a partner’s knowledge of Salesforce products. This catalog includes training by role and certification prep courses to assist in building apps. https://partners.salesforce.com/partnerTraining

Partner Community Groups - The Partner Community is one-stop shop to ask any questions related to issues partners are having with their partnership, and a great resource for getting feedback from our community of partners, Salesforce experts and Salesforce personnel.

Partner Roadmap Webinar - The Partner Roadmap Webinar will feature information to brief the partner ecosystem on the future of Salesforce products and programs.

Partner On-boarding Checklist - The Partner On-boarding Checklist provides a comprehensive list of tools a partner should setup to be successful. The tools include: Partner Business Org, Trialforce Master Org (TMO), License Management App (LMA), and Channel Order App (COA). You can review the partner checklists at http://p.force.com/apptoolkit.

ISV Trailhead - Learn about the ISV Partner Program and the tools and technologies available to partners as they build apps. New partners will find this the best way come up to speed on the ISV Partner Program and existing ISV Partners will find this a valuable tool to educate new team members at http://p.force.com/newisv.

Security Review - The Salesforce team provides resources for each partner to prepare and pass the security review, to build the most trusted cloud application ecosystem. Resources include training
(Trailhead and Trust Academy), code scanners, and free, 30-minute security review sessions with the Trust team.

**Partner Premier Success** - This success offering provides a designated Partner Premier Success Manager, faster initial response time between 1-8 hours depending on case severity level, Developer Support, Priority Queue, and 24x7 toll-free phone support.

**Technical Enablement** - Partners with apps in market will have access to one of our ISV Technical Evangelists to help design and architect an app as well as discuss architecture and app distribution best practices.

**Technical Support Case Packs** - These packs are based on a flexible “use as needed” model and include a set number of cases depending on program tier: Registered – 5 case packs, Silver – 10 case packs. With Support Case Packs, partners receive a faster initial response of 1–8 hours (depending on the case severity level) plus Developer Support and a Priority Queue to route cases directly to Tier 2 and 24/7 toll-free phone support.

**ISV Program Architect** - This is a technical resource aligned to ensure a properly designed and architected app with Salesforce Platform technologies. It is an advisory role and will engage on topics such as architecture reviews, roadmap design and prioritization, Salesforce Platform expertise, app distribution best practices, and expert project guidance.

**Go-to-Market Resource Benefits**

**App Academy** - This Academy is a series of virtual classrooms and recorded sessions available through the Partner Community.

**Partner Sales Aid (PSA)** - A content delivery app that works via a browser or mobile device, the PSA provides access to the same sales content for each cloud available to the Salesforce Sales team. The PSA helps partners quickly find content to build presentations and gather information for customers and prospects.

**Expert Playbook Access** - Educational resources on partnership best practices, such as selling to and with Salesforce, Market like Salesforce, How to Build a Channel, etc., that partners can use to define the unique aspects of their partnership and product.

**Partner Account Manager** - Designated member of the Salesforce ISV Sales team help with on-boarding support to help accelerate time to market and will also be the primary contact for ISVs to foster growth when the apps are in market.

**Business & Product Review** - Quarterly business and product reviews led by a Partner Account Manager who will coordinate executive briefings with Salesforce executives and business leaders to help with defining the go-to-market, technical, operational and marketing aspects of the partnership.
**Solution Manager** – Access to Solution Manager resources to recommend ISV solutions to the Sales, Go-to-Market, Industry, and Customers for Life organizations, and monitor the growth of partner solution utilization and customer success.

**nextlevel** - nextlevel is a partner finder that creates greater awareness, alignment, and collaboration between Salesforce’s internal teams and partners. nextlevel is a curated, natural language, searchable library of Gold and Platinum partner solutions segmented by function, industry, market segment, and region. It makes it easy for Sales and Support to find the best partner for unique customer requirements.

**Executive Sponsorship** - An executive sponsor works to facilitate additional relationships and opportunities within Salesforce to further the ISV’s business and increase partner significance and opportunities for growth. The executive sponsor will be named as part of individual ISV agreements or will be an SVP+ within the Salesforce ISV organization.

**ISV Partner Success Access** - ISV Partner Success Managers deliver best-in-class go-to-market and customer success services. They have pre- and post-sales expertise to work with ISVs to grow and scale the partnership and ISVs’ business.

**Marketing Support Benefits**

**AppExchange Listing** - The Salesforce AppExchange is the world’s leading #1 business marketplace. This program benefit allows partners to publicly list apps on the AppExchange.

**AppExchange Analytics** - AppExchange Analytics is a set of tools and insights to show partners how a public app listing is performing. These reports provide metrics for the number of installations and other historical user listing activities. With this information, partners can identify areas requiring refinements or course corrections to attract and engage users, and ultimately increase installation counts.

**Partner Marketing Power Hours** - Weekly webinars with best-practices from Salesforce and other ecosystem marketing experts, listing reviews, and open Q&A with the partner marketing team.

**Use of Salesforce Badge for designated tier** - The Salesforce Badge allows partners to distinguish the program and tier that they are enrolled in and promote this information to their customers.

**Monthly Partner Newsflash** - Receive monthly updates on Partner Programs, tips from Salesforce experts, peer insights, information about networking events, educational opportunities and more.

**Eligibility for AppExchange Marketing Program (AMP)** - Turnkey marketing packages to help partners increase app awareness and demand among Salesforce customers, prospects, employees, and influencers.

**AppExchange Customer Spotlight** - Create a compelling, one page, customer story designed to highlight partner and customer success. One to two customer spotlights will be published and promoted on Salesforce channels on a weekly basis.
**AppExchange Demo Jam** - Share product demos with the Salesforce Partner Community. Partners can receive coaching prior to the demo and promote the demo jam via Salesforce Channels.

**Designated Salesforce Marketing Lead** - A Salesforce Partner Marketing lead will schedule quarterly marketing reviews with a partner team to review plans, answer questions and assist with alignment.

**Consideration for Platinum+ Dreamforce Sponsorship Levels** - Partners will be considered for an invitation to sponsor Dreamforce at the Platinum and above levels. Invitations will be communicated when the Dreamforce sales process begins. Partner need to submit a Dreamforce contract to confirm any level of participation.

**Prioritized Public Relations (PR) Promotion** – ISV Partners may refer to their tier in their marketing and branding content including press releases (refer to the Branding Guidelines and Badge for your tier at [http://p.force.com/logos](http://p.force.com/logos)). Press release approvals for Platinum ISV partners will be expedited. Platinum ISV partners will be prioritized as references for Salesforce media interviews. (Note: Salesforce does not approve standalone press releases by partners only announcing their partner tiers.)

**Bulk Certification Exam Vouchers** - allows partners the ability to certify a high volume of employees without the hassle of processing each individual certification exam.

## Frequently Asked Questions

### Existing Partner Questions

**Q:** When is the new program year and are there any changes to the ISV Program?
**A:** The new program year is effective beginning March 1, 2017 through February 28, 2018. No changes were announced at this time, but Salesforce continues to get feedback from the Salesforce Ecosystem including partners and customers as we continue to improve and evolve the program.

**Q:** How is the tiering structure determined?
**A:** The ISV Partner Program includes a tiering model that extends from the Registered up to Silver, Gold and Platinum. Partners will be tiered based on their annual ACV contribution to Salesforce, with the Platinum level consisting of partners that deliver more than $1 million in ACV annually. Partner tiering for Program Year 2018 (PY18) will be done based on ACV from February 1, 2016 through January 31, 2017. Partners will receive a communication of their PY18 tier on, or by, March 1, 2017.

**Q:** Our company has not received any information regarding our program tier (via email)? What should we do?
**A:** All ISV partners should have received an email from our program team. If you have not received this communication, please send an email to: isvpartners@salesforce.com.

**Q:** Do existing partners need to take any action to stay in the program for PY18?
**A:** Legacy partners that have apps that are not currently under a revenue sharing agreement and are charging customers for their app should work with their Partner Account Manager to meet the program
requirements. If you don’t know who your Partner Account Manager is send an email to: isvpartners@salesforce.com.

Q: Are Checkout partners subject to the 25% PNR terms?
A: No, partners that transact with Checkout as a payment processing option are not subject to the 25% PNR. The percent of net revenue for Checkout partners at this time is 15%, unless otherwise communicated on the Partner Community.

Q: How does a partner advance through the program tiers?
A: Partners are eligible to advance during the Annual Evaluation process if they meet the ACV requirements for that tier.

Q: Does my annual recurring revenue from prior year(s) count towards meeting the ACV tier requirements.
A: No. Annual recurring revenue (i.e., if you sign-up a new customer in the prior year and the customer renews, the revenue from the renewal is recurring revenue) does not count towards a partner’s ACV requirements. Only net new and add-on revenue counts toward ACV.

Q: Are the benefits available only after I submit my first order / report revenue to Salesforce?
A: It depends on the benefit. Partner Community features are available when you are on-boarding into the program without an agreement in place. Free licenses such as the Sales Cloud are available after you sign your revenue sharing agreement.

Q: Can I use my app for internal use?
A: Yes. You can use your app for internal use without paying any additional revenue sharing to Salesforce, but you must have the appropriate Salesforce licenses to support your app (e.g., Sales Cloud, Service Cloud, Platform licenses, etc.) that you purchased directly with Salesforce.

New Partner Questions

Q: What training tools are available to ensure I understand the ISV program?
A: Review the Partner Program page on the Partner Community, the ISV Trail on Trailhead, and the ISVforce Guide on the Developer Community.

Q: How does the Salesforce ISV Partner Program compare to competitor partner programs?
A: We believe our unique set of program offerings, benefits and resources make it the top cloud-focused enterprise partner program in the industry.

Q: Why do I have to be Lightning Ready before I am listed on the AppExchange?
A: The Lightning Platform enables the next generation of mobile, social enterprise apps, and the Lightning Experience is modern, efficient and smart to Salesforce users across every device. As more and more of Salesforce customers are making the switch from Salesforce Classic to Lightning, we’d like our partners to lead the way in making sure their app is Lightning Ready. Learn more about Lightning and the resources for ISVs at http://p.force.com/lightningready.

Q: I already accepted the Salesforce Partner Program Agreement (SPPA) in the Partner Community. Is that all I need to sign to join the ISV Program?
A: No. You need to work with a partner account manager to sign a separate revenue agreement that details the structure of your app and revenue sharing model or you need to sign up for Checkout, and agree to the ISVForce Checkout terms. The revenue sharing agreements are separate from the Salesforce Partner Program Agreement (http://p.force.com/sppa).

Q: Do I need to sign a revenue sharing agreement for each app or can I sign one agreement for all my apps?
A: Yes, a revenue sharing agreement needs to be in place for each app if you are charging customers but can be combined into one agreement. Reach out to your partner account manager for more information. Free apps do not require a revenue sharing agreement.

Q: Can I join the ISV Program if my app only makes API calls?
A: Partners integrating with Salesforce via an API should reach out to a partner account manager to discuss pricing options to join the ISV Program or email isvpartners@salesforce.com to be introduced to a partner account manager.

Q: Can I build an app with other Salesforce technologies in addition to Force.com?
A: Yes. You should reach out to your partner account manager to discuss available technologies or email isvpartners@salesforce.com to be introduced to a partner account manager.

Q: Can I be a part of multiple Program Sub-Types?
A: Yes. Each application can be part of a different Program Sub-Type.

Q: What does ACV stand for?
A: Annual Contract Value, which is the annualized value of new and add-on revenue that ISV partners submit to Salesforce.