

# CHANNEL PARTNER PROGRAM

## OVERVIEW

### Grow Your Business – Leverage the Power of Video

Video is everywhere, transforming every facet of our lives: how we work, learn, communicate, and entertain. As a new data type, video is becoming an essential tool for every organization, and is expected to be 80% of internet traffic by 2019<sup>i</sup>. It's time to get the most out of video.

Join the Kaltura Channel Partner Program, harness the power of video and immediately increase your revenue opportunities by adding our services and solutions to your offerings. Our comprehensive partnership program is aimed at equipping your company with the solutions to drive new business and help your customers power their video experiences!

#### *Top Benefits of Partnering with Kaltura*

**1**

##### **GAIN EXPERIENCE**

by partnering with the market-leading video platform with the widest use-case and appeal

**2**

Deliver best-in-class, proven solutions with **HIGH MARGINS** and grow your business across all your customer segments and departments

**3**

Increase your competitive advantage with **GUARANTEED DISCOUNTS AND COMMERCIAL BENEFITS**

**4**

Get support through enablement programs **WORKING ALONGSIDE KALTURA'S SALES AND TECHNICAL TEAMS** behind the scenes and in the field

**5**

Access on-boarding kits, training, marketing collateral, sales tools, and co-marketing funds to **POSITION YOURSELF FOR SUCCESS**

## Partnership Tiers

---

**Reseller:** For companies looking to extend their portfolio of solutions based on Kaltura's products and services, Kaltura offers a comprehensive Reseller Program. Three different partnership tiers provide varying levels of benefits and resources to successfully support your investment, giving you the flexibility to match your company's specific needs with our program. With guided on-boarding and training, easily resell Kaltura's standalone offerings or bundle Kaltura solutions with your own to help your business grow.

**Referral:** For companies and agents that introduce Kaltura to their customers based on a one-time referral fee for closed deals, Kaltura offers a simple, easy-to-use Referral Program. This is a great way for partners to offer value-added video solutions to customers. Position yourself as a leading technology provider and differentiate yourself from the competition by enhancing your offering with video tools that every organization in today's digital age needs.

**OEM:** For software vendors adding video to their offering, collaborating with Kaltura to grow bundled joint sales, Kaltura offers an OEM partnership. With limited setup and configuration required to get started, OEM partners can quickly and easily deploy a joint solution to begin selling almost immediately. Bridge the digital gap for your clients by seamlessly adding video tools that meet the needs of any organization to your product suite.

## Join the Kaltura Channel Partner Program

---

### Follow the steps below to become a Kaltura Channel Partner

- If you have questions about which partnership program is right for your organization, please start by contacting [channels@kaltura.com](mailto:channels@kaltura.com)
- To join the Kaltura channel partner program, please [fill out this form](#) .
- Sign our partner agreement (you will be sent an agreement based on your program selections from the aforementioned form).
- Begin on-boarding process (more information to follow).