

# Product Partner I Benefits Breakdown

## Support Benefits

### *Kaltura Support Class of Service*

- Product Partners will get access to Kaltura's Customer Care Portal to submit support tickets or report issues caused by Kaltura bugs or Kaltura APIs.
- Within the Portal, partners will be able to:
- Have a centralized repository to manage all support cases.
- Control case priorities and communicate their impact on your business.
- Gain full visibility into case investigation and resolution status.
- Access quick links to Kaltura's Knowledge Center, tips and techniques to achieve better performance, FAQs, and troubleshooting guides.

### *Access to the Kaltura Community, Training and Knowledge Center Resources Online*

- ***Kaltura.org***: Kaltura's Community site is home to Kaltura's open source developer community. Here you can open and join discussions on the forums, home to our 150,000 developers and Kaltura's expert community.
- ***Knowledge Center***: Kaltura's one-stop-shop for reference materials, technical and product documentation, and developer resources. Partners can use the Knowledge Center to learn more about products, become familiar with the robust API library, and review release notes and integration paths.
- ***Kaltura University***: Kaltura's training center offers interactive, online courses about Kaltura products and services. The courses consist of short, interactive online videos that can be watched at any pace via any environment/device, as virtual class modules, which include quizzes, video challenges and exams. The goal is to empower partners to facilitate their experience and success using the Kaltura platform and products.

## Product Development Benefits

### *Two (2) Free Kaltura Accounts (second account upon request)*

- This account is intended for use by your developers, and can also be used to demo your product in the field.
- Upon registering for a [free trial](#) of the Kaltura Video Platform you will receive an email from Kaltura Business Operations with instructions for how to access your account.
- After signing your Partner agreement, the bandwidth restrictions on your free trial account will be lifted, and the account will be provisioned as a full commercial partner account.
- Each Account includes:
  - Ten (10) Admin Users
  - 1TB of storage/streaming
  - Full access to the [Kaltura Management Console](#) (KMC)
  - Full access to [Kaltura MediaSpace™](#) (KMS)
  - Full access to [Kaltura Application Framework](#) (KAF)
  - Full access to [Kaltura Live](#)

### *Access to Kaltura Product Release Notes and News*

- As a Product Partner, you'll have access to Kaltura's [Knowledge Center](#) – home to all of our developer resources, including product documentation and updates, release notes, integration help, Q&A and videos.
- You can also follow [@kaltura\\_docs](#) for document updates via Twitter.

### *Commercial Use of Kaltura Client Libraries and SDKs*

- To enable easy integration with Kaltura's platform, we provide several [API Client Libraries](#) (API SDK) written in all common programming languages.
- With [full access to our API](#), you can independently extend every feature and functionality of the Kaltura Platform.
- We also provide a Test Console where developers can learn how to use the API and test their queries.

### *Development Consultation Meeting with a Kaltura Product Expert and/or System Architect (subject to Kaltura staff availability and by request)*

- During your partnership, your developer can join a call with a Kaltura product specialist and/or system architect who can provide guidance on building or improving your Kaltura integration.
- Work with your Kaltura Partner Manager to arrange a meeting.

### *Kaltura Product Certification*

- This is a technical evaluation of the integrated workflows between your product and suitable Kaltura products (e.g. Integrated APIs workflow, MediaSpace/KAF modules, Player plugins). During certification, a QA engineer and a Systems Architect will be assigned to review the integration, test the user flows and review the source code for any security or code performance and best practice bits.
- Certification will be performed for up to four (4) major and six (6) minor version releases annually.

### *Semiannual Product Integration Review and Roadmap Discussion*

- Product partners are invited to participate in a bi-yearly review of their integration, both partner and Kaltura roadmaps and how to best leverage both to create a more unified, seamless solution for clients.
- Work with your Kaltura Partner Manager to schedule a discussion and prepare the agenda.

### *Kaltura Sponsored Video Product Tutorial and Walkthrough*

- Product partners are invited to work with Kaltura to record a video tutorial and/or walkthrough of their product integration to share both internally with Kaltura sales teams and externally with clients and prospects.
- Work with your Kaltura Partner Manager to schedule your "video shoot".

## Sales and Marketing Benefits

### *Featured Partner Listing in Online Kaltura Exchange Marketplace*

- Each partner is provided with a featured profile listing on our Exchange Marketplace online. Partner has admin rights to create and edit profiles on Exchange.Kaltura.com.
- Your Kaltura Partner Manager will work with you to create your profile. Partner is responsible for making updates to their Kaltura Exchange profiles.

### *Included as a "Highlighted Partner" on Corp Kaltura.com (subject to approval)*

- Product Partners can opt to be featured as a [highlighted partner within the Technology Partners section](#) on Kaltura.com.
- Please supply your Partner Manager with a high resolution logo and URL for redirect purposes.

#### *Use of Kaltura trademarks/logos in marketing materials (subject to approval)*

- Partners have the ability to use Kaltura marks in press releases, on their website, and in other marketing materials.
- Product Partners also receive a ‘Kaltura Technology Partner’ and ‘Kaltura Product Partner’ logo.
- Contact [partners@kaltura.com](mailto:partners@kaltura.com) if you need access to any logos.

#### *Featured “Guest” Post on the Kaltura Blog (by request and subject to approval)*

- Work together to agree upon an industry topic, mutual client to feature (if applicable), and date.
- Final version of the blog post must be approved by Kaltura before it is published.

#### *Joint Press Release (by request and subject to approval)*

- Upon request, Product Partners can work with Kaltura to craft a joint press release, including an industry-specific quote from a senior Kaltura executive
- Final version of the press release must be approved by Kaltura before it is released.
- Work with your Kaltura Partner Manager to obtain a quote and get your press release approved.

#### *Annual Joint Case Study/White Paper (by request and subject to approval)*

- Product partners may work with Kaltura to develop a joint case study and/or White Paper, featuring your Kaltura integration and highlighting mutual client(s), and use-cases/success stories.
- Work with your Kaltura Partner Manager to learn more.

#### *Showcase a Live Integration Demo on Kaltura Product Sites (by request and subject to approval)*

- Kaltura will work with the partner to record a demo of their Kaltura integration workflows, to be shared internally at Kaltura and with prospects and clients.
- Kaltura will post the recording to our internal video collaboration portal.
- Option to include a live demo of your Kaltura player plugin on the Kaltura Player Toolkit website (only available for player plugins).
- Work with your Partner Manager to schedule and record.

#### *Opportunity to Present and Train Kaltura Sales Team(s) and Solutions Experts*

- Product Partners are invited to work directly with Kaltura Sales Teams and Solutions Engineers to train them on their Kaltura integration, overall value of the partnership and go-to-market approach.
- Work with your Partner Manager to organize and execute the training(s).

#### *Joint Webinar Featuring Mutual Clients (subject to approval)*

- Product partners may work with Kaltura to develop a joint webinar, featuring your Kaltura integration and highlighting mutual client(s), use-case(s)/success stories.
- Work with your Kaltura Partner Manager to learn more.

#### *Quarterly Business Review to Discuss Sales and Marketing*

- Each quarter, Kaltura will organize a meeting between the key participants at each respective organization to review the overall value of the partnership and discuss new sales and marketing strategies to meet and advance partnership goals.

#### *Annual Partner Specific Customer Advisory Board Meeting (by invitation only)*

- Each year, Kaltura will organize a meeting between the key participants at each respective organization and clients seen as 'early adopters' or 'power users' who are willing to provide candid feedback about their experience working with each company and using the joint solution.

#### *Partner Products/Services Sold on Kaltura Paper (by invitation only)*

- Product Partners will have the exclusive ability to have previously agreed-upon products/services sold on Kaltura Paper as part of a rev-share, reseller and/or white-labeled product offering.

#### *Joint Marketing Development Fund (MDF) (as agreed upon)*

- Product Partners will have the exclusive option to participate in a joint MDF with Kaltura to support co-marketing efforts around the joint solution.
- Terms will be agreed upon on a case-by-case basis.

## Event Benefits

[Kaltura Connect](#) and the [Kaltura Connect Virtual Summits](#) are our largest users' conferences, held in New York City, NY and hosted virtually, annually. Partners work with us to customize a sponsorship package that best fits their goals. Product Partners will receive exclusive promotional packages for Kaltura Connect and the Kaltura Connect Virtual Summits.

#### *Invitations to Select Customer Advisory Board and Regional Events (by industry and subject to availability)*

- Product Partners may be invited to participate in exclusive Customer Advisory Board meetings to discuss product integration, innovation and feedback with top users.
- Product Partners are invited to select regional events hosted by Kaltura.
- Contact [partners@kaltura.com](mailto:partners@kaltura.com) to inquire about additional select events.

#### *Featured in Kaltura Booth Partner Section at Top Industry Events (by industry and subject to availability)*

- Product Partners may be featured alongside Kaltura's product marketing in their booth at select industry events to co-market and promote the joint solution.
- Product Partners are encouraged to provide promotional marketing materials and demos that Kaltura can share with booth visitors and event attendees.

#### *Invitation to Participate or Co-Sponsor Select Industry Events (by industry and subject to invitation)*

- Product Partners are invited to join Kaltura in their booth or co-sponsor a booth at select industry events to co-market and promote the joint solution.
- Partners are also encouraged to provide promotional marketing materials and demos that Kaltura can share with booth visitors and event attendees.