

Product Partner | Onboarding

Program Overview

The Kaltura Product Partnership program is our most premier tier of partnership, focused on developing an unparalleled level of business and product continuity between Kaltura and qualified, third-party organizations. As a Product Partner, organizations can leverage their existing Kaltura certified technical integrations to deliver a one-stop solution for customers and prospects through OEM and resell opportunities. Simplified workflows, efficient processes and streamlined distribution ease client and business relations allowing partners to reach wider audience and increase revenue. Through technology innovation and joint strategy planning, Kaltura Product Partners will gain greater exposure to thought leadership opportunities and unmatched access to Kaltura sales channels.

The Product Partner process includes a full business review (pricing analysis, product & sales strategy, etc.) as well as a technical evaluation of the integrated workflows between partner solutions and suitable Kaltura products (e.g. integrated APIs workflows, MediaSpace/KAF modules, Player plugins). Together, we will collaborate on product strategy and joint marketing plans that are customized to your goals.

Qualifications

- Must be in good standing as a Certified Kaltura Partner.
- Complete business review, including pricing analysis, use-cases, workflow and solutions planned to offer joint customers with Partner and Product Management Teams.
- Ensure processes are in place to coordinate ongoing technical and customer support escalation plans.
- *Invitation only

Become a Kaltura Certified Partner

Follow the steps below to become a Kaltura Certified Partner

1. The Product Partnership program is by invitation only. If you are interested in our consideration, please start by contacting partners@kaltura.com.

Support Process

Once your product partner agreement is complete, we will schedule a meeting to review support processes

- Once your agreement is executed, a meeting will be set up between your organization and Kaltura's support teams
- Support processes and escalation paths will be defined entailing who to contact on issues. Generally, the below guidelines will be followed unless otherwise specified:
 - If the issue is clearly a partner issue, the client should report it directly to the partner.
 - If it's unclear, Kaltura will serve as the first line of support, if the issue is found to be with the partner, Kaltura will escalate to the partner accordingly.

- Kaltura will provide the partner access to a support portal where partners can communicate with Kaltura's Support team, follow-up and report on tickets.
- Partner will need to provide Kaltura with respective access to their Support practices/tools where Kaltura Support can escalate and report tickets, and keep up to date with release information

Update Process

Please adhere to the guidelines below for submitting changes to your product integration

- Any change to a player plugin will NOT require Kaltura's code re-certification unless a change on Kaltura's end is needed. Please note that a documentation and release-notes update is required.
- Any change to a Kaltura MediaSpace module, requires a full re-certification by Kaltura. Given the code and documentation, Kaltura will evaluate complexity and proceed accordingly;
 - *Minor fixes:* Depending on priority from mutual clients, for such updates Kaltura will review the code within 2 weeks. Once the updated passes successfully code-certification and QA, it will be deployed to the Kaltura cloud in the next deployment cycle (two-week cycles).
 - *Major change:* Any new features and especially changes to UI, user-experience or Security/Auth model, will require deep Kaltura certification. Depending on priority from the client, for such updates Kaltura will review the code within a 5-weeks time-frame. Once the updated passes successfully code-certification and QA, it will be deployed to the Kaltura cloud in the next deployment cycle (two-week cycles).
- All changes should be submitted in the same manner as your original certification.
- Any update to the integration will require update to its respective documentation including Release Notes, Marketing papers, Setup Docs and Testing.