

# RESELLER PARTNER PROGRAM

## OVERVIEW

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### Program Overview

The Kaltura Reseller Partner Program allows you to 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.

The Kaltura Reseller Program offers three models of partnership – **Silver**, **Gold** and **Platinum**. Each tier provides a set of benefits and resources to help grow your business by maximizing the upsell and cross-sell of Kaltura’s existing products and services. Deeper participation is rewarded with further investment and growth, enabling partners to quickly establish credibility with customers and prospects and shorten the sales cycle.

We invite you to participate in the program at the level that best suits your organization’s needs.

## Reseller Partnership Tiers

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**Silver:** For partners seeking to grow their business and extend their product offering with Kaltura solutions, Kaltura provides a Silver Reseller partnership tier. With pre-packaged sales and marketing tools and in-depth training resources through Kaltura University and the Partner Portal, Silver partners can access a self-serve environment to quickly become video technology experts and accelerate sales cycles with their clients.

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**Gold:** For partners looking to invest additional resources to successfully sell and support Kaltura product offerings, Kaltura offers a Gold Reseller partnership tier. Gold partners will work individually with dedicated Kaltura channel and marketing managers to create a go-to-market plan and ensure success from onboarding to execution. Added benefits like on-site training, sales lead sharing, webinars, and the option to provide professional services allow Gold partners to position themselves as fast and true leaders in the video technology market and ensure mutual success.

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**Platinum:** For partners with a strong understanding of online or enterprise video technology, interested in providing clients with robust, highly scalable video management solutions, Kaltura offers a Platinum Reseller partnership tier. As a Platinum partner, resellers can directly influence Kaltura’s annual roadmap, routinely interface with c-level executives and industry thought leaders, and leverage increased MDF and priority in lead sharing. With access to employee-level training and resources, Platinum partners can quickly establish credibility with customers and prospects to shorten the sales cycle and enjoy faster time-to-revenue.

## Reseller Program Benefits

Kaltura Reseller Partners are exposed to a wide-range of sales, training, marketing, and product development resources to aid and support both on-boarding, learning and development and the ongoing sales-cycle process. Please use the chart below as a guide to see which benefits align with each tier of partnership offered.

	Benefit	Silver	Gold	Platinum
<b>Sales</b>	Product Discount	x	x	x
	Annual Sales Rebates		x	x
	Dedicated Channel Manager		x	x
	Sales Tools	x	x	x
	Demo Kit	x	x	x
	Access to Partner Portal	x	x	x
	Sales Lead Sharing		x	x
	Executive Visits			x
<b>Marketing</b>	Marketing Co-Op Funds Per Year		x	x
	Marketing Kit	x	x	x
	Joint Webinars		x	x
<b>Training</b>	Online Training	x	x	x
	On-Site Training		x	x
	Access to Kaltura University	x	x	x
<b>Product Development</b>	Annual Product Survey	x	x	x
	Participate in Annual Roadmap Meeting			x

## Reseller Program Requirements

The Kaltura Partner Network is made up of a powerful ecosystem of certified technology solutions, service providers and expert consultants and integrators offering cross-industry knowledge and best practices to support a wide-range of business use-cases. To join the Kaltura Reseller partner program, organizations must meet the program requirements outlined below:

	Requirement	Silver	Gold	Platinum
<b>Sales</b>	Annual Sales Performance (ARR)	\$300K	\$500K	\$1M
	Provide Customer Support		x	x
<b>Services to customer</b>	Provide Professional Services		optional	optional
	Provide Customer Training	x	x	x
<b>Certification</b>	Number of certified Sales reps	1	2	3
	Number of certified Technical reps	1	2	3
	Number of certified Support reps		2	3
<b>Marketing</b>	Minimum Annual Marketing Activities	3	5	7

### *Become a Kaltura Reseller Partner*

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

- If you have questions about which reseller partnership tier is right for your organization, please start by contacting [channels@kaltura.com](mailto:channels@kaltura.com).
- To join the Kaltura channel partner program and become a reseller partner, 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.