

# Technology Partner Program | Overview

## Program Overview

The Technology Partners Program is comprised of companies and individual developers who leverage Kaltura's platform to build innovative applications or provide consulting and integration services. Technology Partners may extend the Kaltura core, or any of the Kaltura applications and widgets, or develop stand-alone apps. The program is split into three graduating tiers – Community, Certified and Product – that provide companies a range of integration options, commitment levels and growth benefits.

Becoming a Kaltura Technology Partner increases the opportunity for organizations to expand their customer base, increase adoption, and streamline user experiences for mutual clients. Technology Partners are also encouraged to share their products and services through the Kaltura Exchange - Kaltura's VPaaS Marketplace for rich media and video applications. The Technology Partners Program provides all the resources necessary to assist partners throughout their development cycle, from inception through time to market.

## Partnership Tiers

**Community Partners:** For partners that want to leverage Kaltura's extensive APIs to build related and integrated products, Kaltura offers a more self-serve, entry-level 'community' partner tier. With no financial investments or commitments required, access to Kaltura's open source tools and a sponsored Kaltura account, partners can easily join the program and begin product development immediately. This is the fastest way for partners to start building with Kaltura's VPaaS and quickly develop a go-to-market strategy with little upfront investment.

**Certified Partners:** For partners interested in developing commercial plugins for Kaltura's Video Player or commercial modules for Kaltura MediaSpace (KMS), Kaltura offers a 'certified' partner tier. With guidance and support from a Kaltura product expert including on-going security and code reviews, for each release, certified plugins allow for a more seamless user experience between Kaltura administrators, contributors and consumers. This is also great way for partners to gain preferred access to Kaltura's sales channels and increase customer-reach via co-marketing and sales training opportunities.

**Product Partners:** For partners with complementary technologies that augment Kaltura's existing solutions and offer widely required capabilities, looking for lead-generation and increased overall product stickiness, Kaltura offers a 'product' partner tier. These partners each provide unique products or services that contribute to Kaltura's overall solution stack in a meaningful and essential way. Partners work with Kaltura to deliver a one-stop solution sold by Kaltura's salesforce and smooth support practices, allowing for unified, efficient processes to ease client and business relations. This is a great way for partners to establish a unique channel to generate sales, exposure and thought leadership.

## Join the Kaltura Technology Partner Program

*Follow the steps below to become a Kaltura Technology Partner*

1. \*If you have questions about which partnership program is right for your organization, please start by contacting [partners@kaltura.com](mailto:partners@kaltura.com).
2. To join the technology partnership program, please start by registering for a free Kaltura account at: <http://corp.kaltura.com/free-trial>.
3. Once you've registered for a Kaltura account, please [fill out this form](#) to allow us to create an internal partner profile for you and send you our partner agreement.

## Comparison of Benefits

<i>Benefit</i>	<i>Community Partner</i>	<i>Certified Partner</i>	<i>Product Partner</i>
Access to the Kaltura Community, Training and Knowledge Center Resources Online	✓	✓	✓
Access to Kaltura Product Release Notes and News	✓	✓	✓
One (1) Free Kaltura Account: 10 users, 1TB of Storage/Streaming, Access to KMC, KMS and KAF	✓	✓	✓
Partner Profile and Featured Listing on Kaltura Exchange Marketplace	✓	✓	✓
Featured "Guest" Post on the Kaltura Blog (subject to approval)	✓	✓	✓
Industry Specific Quote for Press Release (subject to approval)	✓	✓	✓
Use of Kaltura trademarks & logos in marketing materials (subject to approval)	✓	✓	✓
Exclusive Promotional Packages for Kaltura Connect & Kaltura Video Summits	✓	✓	✓
Commercial Use of Kaltura Client Libraries and SDKs	✓	✓	✓
Annual Joint Video Case Study/White Paper Featuring Mutual Clients (subject to approval)	✓	✓	✓
Showcase a Live Integration Demo on Kaltura Product Sites		✓	✓
Development Consultation Meeting with a Kaltura Product Expert and/or System Architect		✓	✓
Opportunity to Present and Train Kaltura Sales Team(s) and Solutions Experts		✓	✓
Kaltura Product Certification (up to 4 major and 6 minor releases, annually)		✓	✓
<a href="#">Included as a "Highlighted Partner" on Corp Kaltura.com (subject to approval)</a>		✓	✓
Joint Webinar Featuring Mutual Clients (subject to approval)		✓	✓
Invitations to Select Customer Advisory Board and Regional Events		✓	✓
Featured in Kaltura Booth Partner Section at Top Industry Events		✓	✓
Joint Press Release (subject to approval)		✓	✓
Quarterly Business Review to Discuss Sales and Marketing		✓	✓
Kaltura Support Class of Service		<i>Gold</i>	<i>Platinum</i>
Annual Partner Specific Customer Advisory Meeting			✓
Partner Products/Services Sold on Kaltura Paper (by invitation only)			✓
Semiannual Product Integration Review and Roadmap Discussion			✓
Kaltura Sponsored Video Product Tutorial and Walkthrough			✓
Joint Marketing Development Fund (as agreed upon)			✓
Invitation to Participate or Co-Sponsor Select Industry Events			✓