



conga PartnerNetworkSM

SI / Consulting Partner Program Guide

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Conga PartnerNetwork Overview

We developed our Conga PartnerNetwork to help you grow your business through a closer relationship with Conga. Our partners gain access to resources, tools, and information on all Conga products, so together we can provide your customers with solutions to transform their business.

Join Conga's partner program so you can differentiate your business and offer more powerful solutions to our customers:

- **Elevate the conversation** – become a trusted advisor to customers by showing your understanding of sales processes and business outcomes. Conga's applications help solve mission-critical business challenges.
- **Increase services revenue** – by adding AppExchange ISV applications into a Salesforce deployment, you can increase your services revenue with more integration points and customization opportunities.
- **Technical Expertise** – by demonstrating technical expertise in Conga products through Conga's certification program, you can show your customers and prospects your competitive advantage.
- **Insure your customers' success** – referring Conga solutions reduces your risk. Conga is an established brand with a 5 star customer success team and reputation in the Salesforce ecosystem

Who Are We?

For over 10 years, Conga has been known for our document generation product, Conga Composer. Conga Composer is the #1 paid application on the Salesforce AppExchange and it consistently receives 5 star reviews. Since 2006, we have released several solutions either through build or acquisition including Conga Novatus and Conga ActionGrid.

In 2017, with our enterprise level Contracts Life Cycle expertise, we developed Conga Contracts for the Salesforce platform. Now customers can use Conga products for business process transformation through contract automation not only in their sales and legal departments, but throughout their enterprise.

Enterprise Grade:

Conga is an Enterprise-grade platform. We invest in security, from physical security at our data centers to encryption for data in transit and at rest to a high availability infrastructure. As a result, almost half of the Fortune 100 companies trust and rely on Conga for their data, documents, and contract lifecycle management. In addition to those customers, we have over 8,000 other customers across 46 countries.

How does the Conga PartnerNetwork Program Work?

Conga provides value to our partners through our SI/Consulting Partner tier-based program. A partner achieves their tier status based on a points-based scoring system. Partners earn points by engaging with Conga (attending trainings, doing joint marketing, achieving certifications) as well as by referring business to Conga via deal registration. Tier positions are fluid – partners can move from one tier to another throughout the year based on accumulation of points.

Partners join the program at the Registered level and can start earning points immediately. To join – go to <https://partners.getconga.com>. Select “New Partner, “ submit company information and follow the partner application instructions.



Earning Points

Partners can earn points in two main ways – by engaging with Conga, and by generating Conga revenue via deal referral. The guidelines below include example activities to earn points. For a more detailed list, please reach out to your partner manager, or partnerteam@getconga.com.



Example Actions that Earn Partner Points			
Engagement		Revenue	
Deal Registration	10	Register & close a new Conga customer	5-100
One-to-many training attendance (eg – attend Partner webinar, complete CongaU)	5	Register & close additional Conga capabilities to an existing customer	3-50
Joint Marketing (eg - blog post, co-host an event, execute a campaign)	15-100	Use of excess support hours	-5
Achieve Conga Certification	25		
One-on-one training (eg – Conga provides customized training to your specific team)	20		

Program Rewards and Benefits

Our current matrix of partner benefits is scaled based on tier, with our top tier partners receiving high-touch pre- and post-sales engagements, funding for promotional activities, and award eligibility.

Partner Benefit Summary	Registered	Silver	Gold	Platinum
Partner Portal Access	x	x	x	x
Pre-sales, implementation, and post-sales support for joint clients	x	x	x	x
Conga Certification Program access	x	x	x	x
Free access to CongaU courses	x	x	x	x
Partner-Specific sales and technical online resources	x	x	x	x
Complimentary Conga Licenses	5	15	30	50
Discount and promotional program eligibility		x	x	x
SPIF and individual award eligibility		x	x	x
Listing in Conga Partner Marketplace (coming March 2017)		x	x	x
Joint marketing eligibility			x	x
Quarterly business planning (coming May 2017)			x	x
Customized quarterly training plan – technical, sales, post-sales			x	x
Beta access to new Conga solutions			Limited	Full
Expedited response time from Conga Support (coming July 2017)			x	x
Dedicated joint marketing budget				x
Conga Executive Sponsor				x
Partner of the Year Award				x

Conga Partner Portal

The Conga Partner Portal provides our partners with a repository of technical and sales enablement collateral, updated news and information for partners, and tools to grow your business.

The Portal provides visibility into interactions with our joint prospects and customers so together, we can create a seamless integration experience. Partners can register and track deals and align with Conga's sales organization. Partners are also able to open and monitor support cases.

Benefits of Using the Partner Portal?

Sales

- **Deal Registration** – elevate your partner status with Conga, let us know how you us to engage with prospects, and track deals through the entire sales process (you see what our reps update in Salesforce)
- **Promotions and Incentives** – You and our customers/prospects can benefit from discount promotions, individual awards, and more.
- **Access 24/7** – Save time and be more efficient by having access to resources all day, every day.
- **Conga Expertise** – Access the most up-to-date collateral, like: sales playbooks, battlecards, use cases, and presentations.

Technical

- **Efficiency** – Own the customer support experience alongside Conga by logging and tracking support cases. Eliminate lapses in communication or duplicate messages by seeing what our team sees.
- **Certifications** – Become certified on our products. Only available to partners in the portal.
- **Education** – Join our technical partner-only webinars, access self-service training, and partner-specific collateral.

Marketing

- **Productivity** – Access marketing materials like logos, press release boilerplates, and blog content.
- **Marketing Support** – Apply to join co-brand marketing campaigns including co-branded collateral, webinars, and social media support.
- **Events** – Stay up to date on Conga's event schedule to learn how to engage with our team to drive more leads.



Partner Portal Access:

Visit <https://partners.getconga.com>. If you aren't a Conga PartnerNetwork partner, select "New Partner," submit your company's information and sign our partner agreement. If your company is already engaged with Conga, click on "Existing Partner" to be provisioned credentials based on your work email address.

CERTIFICATION PROGRAM

The Conga Partner Team knows that our most successful partners are certified. Our certification program includes Conga Composer, Conga ActionGrid, and Conga Contracts.

CONGA COMPOSER Level 1

The Conga Composer Level1 certification is the foundational certification within the Certification Program. Individuals who successfully obtain the Level 1 Conga Composer certification have demonstrated the ability to create, enhance, and fix common Conga Composer templates and solutions.

CONGA ACTIONGRID Level 1

Individuals who successfully obtain the ActionGrid certification have demonstrated the ability to build and customize grids within the application.

CONGA CONTRACTS Level 1

Conga Contracts Certification requires Conga Composer expertise. Additional information on this new certification program is coming soon.

Why Get Certified?

- Demonstrate Conga expertise to employers and customers with a certification logo/badge and certificate.
- Take on more billable hours while adding more value to customers – come up with creative use cases, deploy more efficiently.
- Access to the exclusive certified community with opportunities to win challenges, share best practices, and more.
- Earn cool swag!



Who is it for?

This program is designed for anyone in our partner community with Conga expertise. This includes architects, sales reps, and engineers. There are prerequisites for some of the certification tests, but our partner team at partnerteam@getconga.com can answer any questions you have.

What is the Certification Process?

Each certification takes between 60 and 90 minutes to complete. The Certification Guide provides in-depth instructions. The certification tests include installing the Conga application, configuring it, then completing tasks per the instructions

How to Prepare

To ensure you are ready for the certification process, we recommend that you complete the Conga University courses on the relevant applications. We also recommend you understand how to use the applications and associated tools as well as our Conga Support Site (<https://support.getconga.com>). More detail is given in the “Certifications” section of the Partner Portal.

Deal Registration

Deal Registration Guidelines

- Deal Registration is available in the Conga Partner Portal (<https://partners.congamerge.com>) for all Partners who are Registered with the Partner Program.
- Deal Registrations will be reviewed by a Conga team member than 3 business days after the Registration has been completed. The Registering Partner will be notified via email whether the Registration has been Approved or Denied.
- Before Registering the Deal, the Partner should have made a significant pre-sales effort to qualify the opportunity, understand who the key decision makers are, and help the customer with any initial project scoping
- Deal Registrations will only be denied if there is a legitimate business reason (i.e. not BANT qualified, incomplete Registration information, fake Registration information, etc.)
- Accepted Registrations will remain valid for 90 days and can be extended if approved by a member of the Conga Partner team. Open Deal Registration will be automatically closed after the 90-day period.
- The customer on the Registered Deal must have a preexisting relationship with the Registering Partner or requested to work with the



- Registering Partner on the Registered Deal. If Conga receives contradicting information from the customer, the registration will be voided

Resources

Conga Main Website – <https://getconga.com/>

Conga Partner Portal – <https://partners.getconga.com/>

Conga Support Site – <https://support.getconga.com/>

Conga University – <https://university.getconga.com/>

Conga Solutions – <https://getconga.com/solutions/>

Case Studies and Use Cases – <https://getconga.com/why-conga/case-studies/>