

Clouidary Solution Partner Program Overview

Let's Work Together to Unleash the Full Potential of Companies' Visual Experiences

Empower your customers to thrive in today's modern, visual-first world

Advancements in media formats, generative AI, AR/VR, compression, automation, and more are introducing new opportunities - and challenges - for brands and technology providers in an increasingly dynamic digital landscape.

If you're looking to help your customers execute on a modern visual media strategy and accelerate their growth, Clouidary is on your side. As trailblazers of the visual economy for nearly a decade, Clouidary is the partner you need to help your customers thrive in today's modern, visual-first world.

The Clouidary Media Experience Cloud covers the entire rich-media lifecycle from creation to delivery. It offers media-as-a-service APIs for developers and turnkey applications for practitioners, enabling seamless integration with eCommerce, CMS, PIMs, and other martech technologies as part of any digital transformation project at scale.

Differentiate your business and provide additional value to your customers by referring, integrating, or reselling Clouidary's media experience platform and see how you can change the digital-first world. Empower your customers to deliver visual-first experiences that connect, engage, and convert and to thrive in this new visual economy. Become a [Clouidary Solution Partner](#) today.

Benefits of Partnering with Clouidary:



Financial

- Earn tier-based referral commissions or resale margins to enhance your revenue stream
- Grow your services implementing Clouidary while providing value add to your customers



Sales & Technical Support

- Named channel director/manager
- Sales and sales engineering support on joint opportunities
- Access to sales and technical enablement tools and training
- Enterprise-level non-production demo account for internal use only
- Access to the [Clouidary Partner Portal](#) for deal registration
- Beta program access and opportunities to provide feedback and influence feature development and timelines



Marketing Support

- Approved use of the "Clouidary Authorized Partner" logo
- Access to marketing materials through the [Clouidary Partner Portal](#)
- Co-marketing opportunities*

The Clouidary Solution Partner Program is designed for:

- System integrators
- Digital agencies
- Consultants
- Development shops
- Value-added-resellers

The Clouidary Solutions Partner Program enables partners to

- Bring better and faster visual experience to your customers
- Help your team deliver faster with higher satisfaction from your customers while making it super easy to integrate with us with our built in integrations and rich APIs /SDKs
- Generate more awareness and open up co-marketing activities
- Provide new service opportunities
- Make it easy and simple to learn, train and demo Clouidary (and its services)

*Co-marketing opportunities including joint case studies, conference sponsorships, events, speaking opportunities, webinars, social media mentions, inclusion in press releases and content publishing are available on a limited basis at the discretion of Clouidary Marketing. If you are interested in co-marketing opportunities contact your partner manager for more information.

Cloudinary Partnership Benefits & Requirements

Solution Partners

The following chart outlines the benefits and requirements of being a Cloudinary Referral Partner. If you are interested in being a Cloudinary Reseller, please [contact us](#).

	Club	Bronze	Silver	Gold	
Referral Partner Benefits					
ENABLEMENT	Receive Quarterly Newsletter	✓	✓	✓	✓
	Access to Cloudinary Partner Portal	✓	✓	✓	✓
	Access to Partner Training & Badges*	✓	✓	✓	✓
	Access to Live Partner Learning Workshops*	✓	✓	✓	✓
	Access to an Internal Use Cloudinary Account	✓	✓	✓	✓
	Access to Cloudinary Academy	✓	✓	✓	✓
	Participation in Product Roadmap/Early Feature Release Briefings & Feedback Sessions			✓	✓
MARKETING	Invite to attend ImageCon	✓	✓	✓	✓
	Use of Authorized Partner Logo		✓	✓	✓
	Cloudinary.com Partner Network Listing		✓	✓	✓
	Partnership Announcement(s) on Cloudinary Social Media Channels			✓	✓
	Cloudinary Blog Post on Partnership			case by case	✓
	Cloudinary Press Release on Partnership			case by case	✓
	Access to Marketing Content (on Partner Portal)	✓	✓	✓	✓
	Eligibility for Co-Marketing Activities & Marketing Funds		case by case	✓	✓
	ImageCon Sponsorship Opportunities			✓	✓
	Referral Commission Payout	5%	5%	10%	15%
SALES	Incremental Commission for Multiple (2+) Net New Enterprise Deals Sold	2% for each additional new Enterprise customer deal sold; maximum total commission payout of 25%			
	Access to Deal/Opportunity Registration	✓	✓	✓	✓
	Eligibility for Cloudinary SPIFFs/other Incentive Programs		case by case	✓	✓
SUPPORT	Named Partnership Manager		✓	✓	✓
	Access to Cloudinary AEs and SEs		✓	✓	✓
	Access to Dedicated Slack Channel			✓	✓
	Access to Cloudinary Technical Documentation	✓	✓	✓	✓
	Expedited Partner Technical Support		✓	✓	✓
Referral Partner Requirements					
Signed NDA and Partnership Agreement	✓	✓	✓	✓	
Min. Revenue Qualifier (Cumulative ARR, in USD)	\$0	\$24,000- \$119,999	\$120,000- \$240,000	>\$240,000	
Cloudinary Logo on Partner Website		✓	✓	✓	
Cloudinary Information Page on Partner Website			✓	✓	
Partner-led Lead Generation Activities (per year)			1	2	
"Cloudinary Partner Badges* (req. # of people Earned within 3 months of qualifying for a new tier)"		2	5	10 or 80% of your media-focused team (whichever is less)	

*Coming Q2 2022

Cloudinary empowers companies to create, manage, and deliver engaging visual experiences.

10,000
Customers

1,150,000
Users

60 Billion
Assets