



# Flexera Partner Program

Building partnerships to power  
Technology Intelligence and drive innovation



# Partnering with Flexera: The intelligent choice

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For over 30 years, Flexera has helped organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning hybrid IT asset management and FinOps solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem.

Flexera is the leader in AI-powered technology intelligence and optimization for hybrid IT, empowering our customers to maximize the value of their investments in hardware, software, SaaS, and cloud.

With this innovative technology, we're reaching and empowering more organizations than ever before, and we couldn't do it without our amazing partner ecosystem.

## This is Flexera.



**700+**  
partners



**50,000+**  
valued customers



**250M+**  
technology data  
points



**1,900+**  
passionate  
employees

At Flexera, we see our partners as a true extension of our team. You enable us to expand our reach, deliver more effective outcomes and accomplish our joint goals. The main goal of the Flexera Partner Program is to build long-lasting, value-driven partnerships in which our partners can succeed and grow with Flexera. By joining this program, you are gaining access to best-in-class technology that will help you to differentiate, stay relevant and uncover new revenue streams.

# What sets Flexera apart

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## Delivering positive business outcomes

As a customer-centric organization, we will never stop innovating to empower our customers with the latest technology needed to see and manage all technology in their IT estate. By helping to deliver that comprehensive visibility, our partners realize positive business outcomes as they enable customers to make data-driven investments that foster growth and reduce waste.

## Expertise

We offer our partners free-of-charge training courses with the flexibility to gain sales, pre-sales and technical certification. We also recently launched a new shadowing program to ensure that we share all our best practices and impart our knowledge onto our partner ecosystem. Our Flexera Learning Center courses will ensure that you have the appropriate knowledge and skillsets to position Flexera products and meet your customers' technical needs and requirements.

## Partner profitability and growth

Our partner pricing is structured to maximize your profitability and accelerate your growth. We give you the flexibility to choose how you engage with Flexera while driving your business goals and customer success.

## Differentiation and value

Flexera believes that data is the key to unlocking hidden savings, operational efficiency and ongoing resilience across organizations of all sizes. We help global organizations realize the power of their technology by enabling them to truly understand and manage it effectively. This ability is called **technology intelligence**, and it represents a market of opportunities worth billions of dollars for Flexera and its partner ecosystem.

By bringing together visibility and actionable insights, organizations can mitigate risks and drive cost optimization. As a result, they can invest their newfound savings in programs and projects that will differentiate them in a competitive market. Partnering with Flexera is a choice to stay at the forefront of the Technology Intelligence conversation for your customers and become a critical component in your customers' innovation plans and future investment strategy.

With its growing technology ecosystem of integrations and APIs, the Flexera Partner Program is built to help current and future partners guide customers through the unpredictable. Customers will then be able to create more innovative, resilient and agile businesses by tapping into the power of Technology Intelligence.

# Our program, your way

Decide on your level of engagement with Flexera and choose the right program tier to support your operating model and business requirements.

**Advisor**  
(Sales and delivery partners)

**Specialist**  
(Partners with strong expertise in a specific practice area)

**Expert**  
(Global partners, SIs and more)

**Genius**  
(Top-tier partners with extensive Flexera experience)

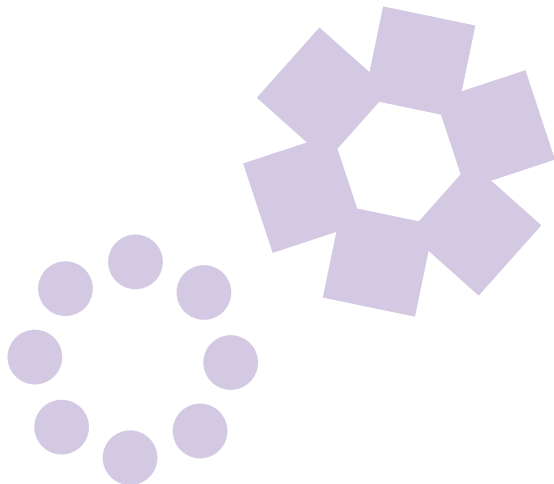
## Flexera Partner Program benefits and requirements

Partner levels	Registered	Advisor	Specialist	Expert	Genius	
	Requirements					
Sales KPIs	# of new logos closed per year		✓		✓	✓
	# of approved deal registrations	✓	✓		✓	✓
	% on N&E ARR sourced by partner		✓		✓	✓
	Annual revenue requirement					✓
	Net Dollar Retention rate		✓	✓		✓

Certification	Sales training certification	✓	✓	✓	✓	✓
	Pre-sales training certification	✓	✓	✓	✓	✓
	Business consultant certification		✓	✓	✓	✓
	Technical consultant certification (delivery and implementation)		✓	✓	✓	✓
	Partner shadowing program		✓	✓	✓	
	Successful implementation		✓	✓	✓	✓

Marketing	Partner levels	Registered	Advisor	Specialist	Expert	Genius
	Requirements					
Success stories (Including case studies, testimonials, quotes, win stories)	-	✓	✓	✓	✓	✓
Joint marketing campaigns	-	✓	-	✓	✓	✓
Joint PR (Joint blog and PR outreach upon joining the program or achieving higher program level status*)	-	By invitation	By invitation	By invitation	✓	✓

\*Flexera Communications to review partner press release quote inclusion by request.



Go to market	Partner levels	Registered	Advisor	Specialist	Expert	Genius	
	Benefits						
	Partner kick-starter workshop			By invitation	By invitation	By invitation	✓
	Partner business plan			By invitation	By invitation	By invitation	✓
	Annual growth meetings			By invitation	By invitation	By invitation	✓
	Quarterly progress check (In meetings)			By invitation	By invitation	By invitation	✓
	Account planning			By invitation	By invitation	By invitation	✓
	Lead referrals			By invitation	By invitation	By invitation	✓
	Sales rewards	By invitation	✓	✓	✓	✓	✓
	Partner account manager			By invitation	By invitation	By invitation	✓
	Solution selling support from AMs and SEs			By invitation	By invitation	By invitation	✓
	Deal registration	✓	✓	✓	✓	✓	✓
	Early inclusion in beta releases			By invitation	By invitation	By invitation	✓
	NFR licenses and demo licenses			By invitation	By invitation	By invitation	✓
Quarterly technical QBRs			By invitation	By invitation	By invitation	✓	
Dedicated technical enablement manager			By invitation	By invitation	By invitation	✓	

Marketing and advisory	Partner levels	Registered	Advisor	Specialist	Expert	Genius
	Benefits					
	Access to Flexera Partner Hub	✓	✓	✓	✓	✓
	Access to marketing collateral and assets	✓	✓	✓	✓	✓
	Access to marketing campaigns tool kit	✓	✓	✓	✓	✓
	Flexera Partner Summit		By invitation	By invitation	By invitation	✓
	Annual Partner Awards	By invitation	By invitation	By invitation	By invitation	✓
	Advisory board and partner working groups		By invitation	By invitation	By invitation	✓
	Marketing development fund		By invitation	By invitation	By invitation	✓
	Joint marketing planning and campaigns development		By invitation	By invitation	By invitation	✓
	Use of partner icons and logos (website, promo materials)		✓	✓	✓	✓
	Highlighted on Flexera partner main webpage		By invitation	By invitation	By invitation	✓
Dedicated partner page		By invitation	By invitation	By invitation	✓	
Joint success stories		By invitation	By invitation	By invitation	✓	
Co-branded collateral		By invitation	By invitation	By invitation	✓	
Flexera Champion Program		By invitation	By invitation	By invitation	✓	

We are thrilled that you are considering Flexera as your partner of choice to drive Technology Intelligence. For more information, email [partnerdesk@flexera.com](mailto:partnerdesk@flexera.com), or visit [www.flexera.com/about-us/partners](http://www.flexera.com/about-us/partners).



## **Brian Hibner**

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