Boomi™ is an iPaaS market leader for many reasons, including the rich functionality provided in the platform, a history of innovation and a deep commitment to serving customers. Participation in the Boomi Technology Partner Program (TPP) provides a programmatic partnership model and enablement resources for organizations that wish to contribute to functionality and innovation for mutual customers.

The TPP is a specialized branch of the Boomi Global Partner Program.
How to Decide if the TPP Makes Sense for You

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The TPP supports partners to enrich solutions for customers, and helps partners accelerate adoption and success for those same customers. Organizations that apply for the TPP can be existing members of the Boomi Global Partner Program, such as Implementation Partners, or companies interested in partnering with Boomi for the first time.

The TPP is a great fit for organizations with any of the following use cases:

Develop public CONNECTORS on the Boomi Platform
Many ISVs are seeing demand from customers to help them simplify adoption of their software platforms, and implementers are asked to accelerate business integration across a wide range of applications and platforms. By leveraging the Technology Partner Program and the Boomi SDK to develop and release public connectors on the Boomi Platform, Boomi partners can meet those customer needs.

Create INTEROPERABILITY with the Boomi Platform
In some instances, using the Boomi SDK to develop on the platform is more than is needed. Partners with adjacent solutions and a desire to leverage platform documentation and APIs will also find this program helpful. Examples would be to help customers extract information from the Boomi platform for independent reporting and analytics, or to make calls to the platform to launch a process.

Validate COMPATIBILITY with the Boomi Platform
As the Boomi global customer footprint continues to expand, customers are increasingly expecting other software solutions they acquire to be compatible with Boomi. A classic example is testing and documenting SSO product compatibility with the Boomi platform. This is the simplest of all use cases, but it still demands the right level of collaboration and access to the right enablement resources to streamline the engagement and deliver results for customers.
Benefits & Requirements

Participation Requirements for Partners

All Partners:
• Approved program application (must have a defined use case and planned project)
• Provide Boomi with dev/test/demo access to a tenant on partner’s platform
• One-time startup fee of $2,500

Additionally for Partners Developing Public Offerings Using the Boomi SDK:
• Development project reviewed and approved by Boomi prior to release
• Two representatives must complete Boomi Integration Developer and SDK training
• Ability to provide Level 2 support to Boomi commensurate with the hours of coverage and response times in the Boomi Service Description
• Named tech support lead and defined high-severity support case escalation path
• Enablement to Boomi: use case overview, request/response examples, process library samples, documentation and demo
• Community article on solution

Program Benefits Provided to Partners

Technical
• Boomi tenant with dev/demo rights
• Training and certification resources
• Boomi Premier Support for partner’s test account
• Boomi provides Level 1 technical support for customer cases

Sales and Marketing
• Access to Boomi Partner Resource Center
• Opportunity for referral fees
• Support for partner-led press release after solution is GA
• Access to Boomi partner marketing representative
• Marketing support to develop posts for the Boomi Blogs/Community
• Boomi Technology Partner Program logo to be provided
• Find a partner listing on the Boomi website

Other
• Discount on Boomi Professional Services
• Subscription to partner newsletter
• Access to the Boomi Technology Partner Program team
Our Commitment to Your Success

To ensure a successful launch and ongoing relationship with Boomi, Technology Partners have access to our full suite of training, enablement, and support resources from day one. When you enter the Technology Partner Program, you can expect the following:

**Training and Enablement**

**Training & Certification**
Our self-paced training sessions are available to you 24/7 at no cost via Boomi’s Partner University. Get trained and certified within a week or across several weeks depending on your availability.

**Partner Enablement Newsletter**
The Boomi Partner Enablement Newsletter is a monthly publication designed to provide you with the latest news and information to help drive your success.

It highlights key industry topics and customer success stories; and provides links to information for answers to your most pressing questions. It also provides the latest tools, resources and links to help support your customer engagements.

**Ongoing Engagement Support**

**Technology Partner Team**
You will have access to a Technology Partner Program team to provide guidance and support.

**Technical Support**
Boomi Premier support is included for partner’s test account. That’s a value of 25% of a licensed subscription fee.

**Access to Partner Systems**
Boomi Partner Resource Center – the main portal for all partners where announcements, links to training, and sales & marketing materials can be found.

**Professional Services**
Boomi Professional Services are available at a partner discount of 15% off of our published rates.

**Connections to Other Partners**
Some partners want to take advantage of all that the Boomi platform has to offer, but may not have internal resources to do the development work for them. Boomi can make introductions to other partners for you to help speed your GTM.
Technology Partner Program Details

Technology Partners develop on or alongside the Boomi platform to deliver more complete solutions for customers.

**Technology Partner Program Details**

**Source Code**
Partners will submit source code for public connectors to Boomi.

**Distribution**
Boomi will have the right to distribute Technology Partner solutions, documentation, and marketing assets made publicly available on the Boomi platform and website.

**Partner Code of Conduct**
All Partners must comply with the Dell Technologies code of conduct for Channel Partners, at https://dell.to/2yMSe48.

**"SDK Training Requirement**
If developing using a Boomi SDK, two company representatives must complete Boomi SDK training. This is not required if company contracts a Boomi partner with experience in developing public connectors using the Boomi SDK.

**"Technical Support**
Boomi provides Level 1 support to customers, Technology Partners provide Level 2 support to Boomi. Technology Partners must meet the same SLA to Boomi that Boomi meets for its customers at the Premier Plus level as published in the Boomi AtomSphere Service Description located at boomi.com/legal/service/. Technology Partners must also provide Boomi with a standard means for raising a customer support case, and a named contact for support escalations.
Referral Fees

Participating partners can also earn a referral on a Boomi opportunity for a currently unsupported partner solution. Simply use our referral process to tell us about the opportunity and if we successfully close the sale, you are paid a referral fee.

Another Way to Earn

Referral Fees

Commissionable Leads – Commissionable Leads – Partners will be paid as stated below for Commissionable Leads. A Commissionable Lead is information about a sales opportunity for Boomi services (a “Lead”) provided to Boomi by Partner where (a) information about the Lead is submitted to Boomi on a Boomi Lead Referral Form, (b) no other company or person has previously submitted a Boomi Lead Referral Form for substantially the same Lead (c) Boomi had not yet begun sales activity for substantially the same Lead at the time the Boomi Lead Referral Form is submitted by Partner, (d) the End-Customer is not an existing End-Customer of Boomi, (e) Partner actively supports Boomi in converting a Commissionable Lead to a sale, and (f) Boomi accepts, in its sole discretion, the Lead as a Commissionable Lead. Boomi will notify Partner within thirty (30) days of its receipt of each Boomi Lead Referral Form as to whether the Lead is a Commissionable Lead. If no such notice is received within the thirty (30) days, the Lead shall not be a Commissionable Lead.

Cooperation – Partner and Boomi shall each, at their own expense, use commercially reasonable efforts and cooperate as may be necessary to convert each Commissionable Lead into a Sale.

Referral Fee Payments

Boomi shall pay Partner a Referral Fee for each Commissionable Lead that becomes a final sale within one hundred twenty (120) days after Boomi accepts the Lead as a Commissionable Lead and has closed the sale, unless a longer period is agreed to in writing by Boomi (a “Sale). The Referral fee percentage is 15% and is calculated using the average subscription service contract value between Boomi and the End-Customer (“ACV”). The Referral Fee is 15% and uses the average subscription service contract value between Boomi and the End-Customers. ACV shall be calculated as the total fees payable by the End-Customer for the subscription during the initial term of the End-Customer order divided by the number of years in the initial order. Commissionable Leads shall not include Leads or sums paid to Boomi for add-on sales, professional services, support services, renewals, training, third party software products, cancellations or terminated orders, or any sum paid to Boomi for taxes, levies, or reimbursement of charges by third parties. Payment of the Referral Fees shall be made in equal amounts following Boomi’s receipt of payment or payments from the End-Customer during the first year.