

Zendesk Partner Program Guide

February 2020

¹Table of Contents

Overview of Zendesk's Partner Program	2
Program Framework	2
Zendesk Affiliate Partner	3
Zendesk Select Partner	3
Zendesk Master Partner	3
Benefits and Requirements Overview	3
Zendesk Partner Benefits	5
Zendesk Partner Connect	5
Zendesk Partner Training	5
Referral Fees	6
Resale Discounts	7
Business Process Outsourcer Discounts	8
Implementation Opportunities	10
Rebate Incentives	10
Additional Partner Benefits	10
Zendesk Partner Requirements	11
Partner Application	11
Partner Agreements	12
Zendesk Partner Program Tier Requirements	12
Named Zendesk Business Manager	13
New Partner Onboarding	14
Communications	15
Technology Alliances	15
Zendesk Apps Marketplace	15
Appendix A: Zendesk Partner Tier Requirements	16
Appendix B: Referral, Resale and BPO Product Eligibility	17
Appendix C: Zendesk trademarks, logos, and URLs	20

¹ v 04002.20

Overview of Zendesk's Partner Program

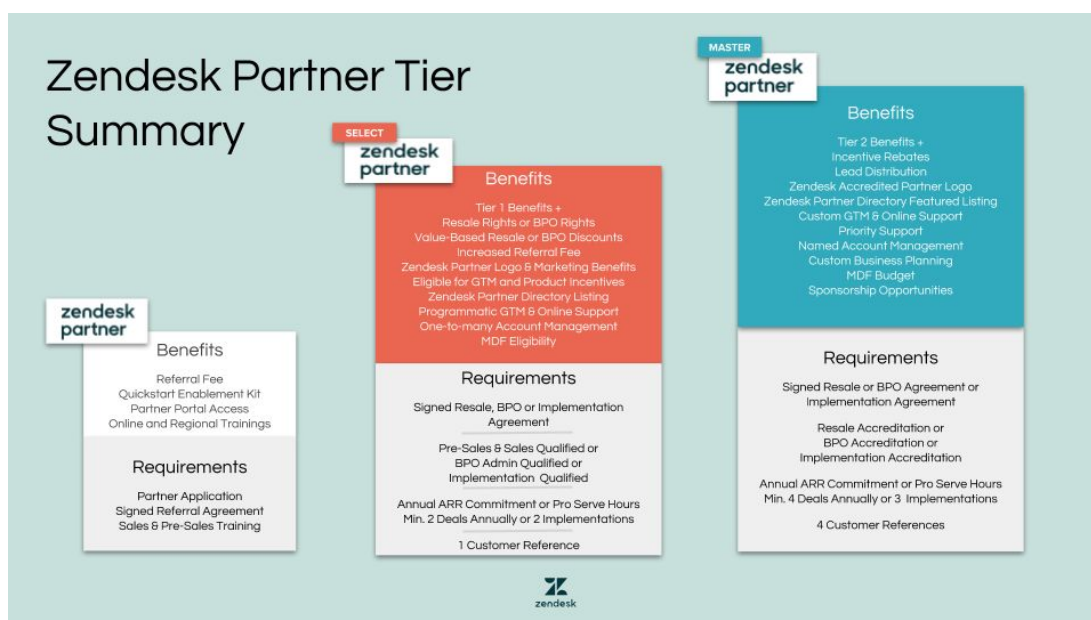
Zendesk builds software for better customer relationships. It empowers Managed Service Providers, Systems Integrators, Value Added Resellers, Outsourcers, Consultants, integrators, and IT Professionals focused on customer engagement to help their clients better understand their customers.

Zendesk offers a value-based and flexible partner program framework that provides opportunities to refer, resell, implement, deliver value-add services, embed, integrate, and develop on Zendesk. The program is designed to enable partners to build an industry-leading customer experience practice and rewards partners based on capabilities and contributions. At the same time, the Zendesk Partner Program offers the flexibility to support partners across multiple business strategies as they evolve.

Program Framework

The Zendesk Partner Program's framework is flexible to support evolving business strategies, focuses on value with increased benefits based on capabilities and contributions, and delivers profits to grow and enable reinvestment for higher returns. Zendesk's partner framework provides opportunities to refer, resell, implement, provide outsourced services, develop, or integrate Zendesk - and partners are encouraged to participate in any combination of the above.

The Zendesk Partner Program operates across three tiers. Tiers are organized based on the overall capabilities and contributions of partners across all types of business models.



Confidential - for Zendesk Partners or prospective Partners under NDA

Zendesk Affiliate Partner

This is the ideal place for new partners to start their journey with Zendesk and explore a business strategy through the opportunities provided within the Zendesk Partner Program. Zendesk Affiliate Partners may capitalize on client opportunities through a referral relationship with Zendesk and access the online Zendesk Partner Portal for product training and information, sales enablement, and register opportunities for a referral fee benefit.

Zendesk Select Partner

Zendesk Select Partners are investing in their Zendesk business and developing a CX practice in order to capture revenue through new and installed-base client opportunities and engagements. Zendesk Select Partners may participate in referral, resale, business process outsourcing (BPO) as well as implementation business models.

Zendesk Master Partner

At the deepest level of partnership, Zendesk Master Partners engage closely with Zendesk Sales and Professional Services teams to drive significant business results based on mastery of Zendesk products and services, demonstrated success and experience.

Benefits and Requirements Overview

Zendesk partners receive an array of industry-leading benefits designed to generate revenue for partners, enable skills and a Zendesk practice, facilitate go-to market activities, acquire new customers, and successfully implement and develop on Zendesk technology.

To participate in the benefits offered by Zendesk, partners must meet certain competency and business requirements in order to qualify as a Zendesk Affiliate, Select or Master Partner as summarized in the table below. These requirements may, depending on the Partner Tier, include a combination of training, achieving Annual Recurring Revenue (ARR) booking thresholds, a minimum number of deals or professional services delivery hours annually. The result is that benefits are delivered commensurate with a partner's capabilities and contributions as summarized in the table below:

	Zendesk Affiliate Partner	Zendesk Select Partner	Zendesk Master Partner
Benefits			
Referral Fee	Base %	Higher %	
Resale Discount	Not Applicable	New, Expansion and Renewal	
Business Process Outsourcer Discount	Not Applicable	New, Expansion and Renewal	
Rebate Incentives	Not Applicable	Not Applicable	✓
Access to Zendesk Partner Connect Portal	✓	✓	✓
Use of Zendesk Logos and Marks	✓	✓	✓
Use of Zendesk Partner Tier Badges	Not Applicable	Zendesk Select Badges	Zendesk Master Badges
Access to Online Training Platform	✓	✓	✓
Access to Regional Trainings	Space Available	Top Priority	
Go-to-Market Resources	✓	✓	✓
Access to Advocacy Technical Support	Not Applicable	Standard	Enhanced
Sponsored Demo/Internal Use Accounts	Not Applicable	5 Seats	10 Seats
Lead Distribution	Not Applicable	Not Applicable	✓
Marketing Funds	Not Applicable	Eligible	
Zendesk Partner Directory	Not Applicable	Listed	Featured
Access to Zendesk Partner Management Team	✓	✓	✓
Zendesk Partner Manager	Not Applicable	Available	Dedicated
Sponsorship Opportunities	Not Applicable	Available	Priority
Requirements			
Apply Online	✓	✓	✓
Signed Agreement(s)	Referral	Referral, Resale, BPO and/or Implementation	Referral, Resale, BPO and/or Implementation
Actively Promote Zendesk	✓	✓	✓

Confidential - for Zendesk Partners or prospective Partners under NDA

Joint Business Planning	Not Required	✓	✓
Meet Minimum ARR Booking Threshold	Not Required	Select Partner ARR Booking Threshold	Master Partner ARR Booking Threshold
Meet Minimum Number of Deals or Engagements	Not Required	Select Partner Minimum Established Annually	Master Partner Minimum Established Annually
Partner Sales and Product Training	✓	✓	✓
Achieve Sales and Technical Qualifications	Not Required	✓	✓
Achieve Sales and Product Certifications	Not Required	✓	✓
Achieve Partner Accreditation	Not Required	Not Required	✓
Named Zendesk Business Manager	Not Required	✓	✓

As outlined below, in order to qualify as a Zendesk Affiliate, Select or Master Partner specific competency and business requirements must be met as detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Zendesk Partner Benefits

Zendesk Partner Connect

Partner Connect, Zendesk's partner portal, offers the tools and resources to help partners become Zendesk experts and collaborate with our Sales and Marketing teams. It provides access to sales tools, marketing assets, the online Opportunity Registration form to register deals, and partner support. Partner Connect is also where partners may access Zendesk's online partner training platform. To access Zendesk Partner Connect, visit <http://partner.zendesk.com>.

Zendesk Partner Training

Zendesk provides a modern approach to training allowing partners to gain a comprehensive understanding of CX market dynamics and trends, solution-based selling skills, technical expertise and best practices for customer success. All of this is offered through online role-based learning paths as well as regular regional trainings with awarded Qualifications, Certifications, and Partner Accreditations.

Zendesk Qualifications, Certifications and Partner Accreditations are a measure of a partner's competency with Zendesk products and services. These Qualifications, Certifications and

Confidential - for Zendesk Partners or prospective Partners under NDA

Accreditations are required to become a Zendesk Affiliate, Select or Master partner and are detailed in [Appendix A: Zendesk Partner Tier Requirements](#). Training is offered free of charge and is designed to support rapid skill development and a practice-based go-to-market strategy. Proctored exams, when required to achieve Certifications, are offered for a fee. Partners access the Zendesk Training Platform through [Zendesk Partner Connect](#).

Referral Fees

Zendesk offers partners the opportunity to receive referral fees based on closed business for referring (i) new customers to Zendesk and (ii) new opportunities at existing Zendesk customers (including expansion opportunities unknown to Zendesk) pursuant to the eligibility requirements listed in [Appendix B: Referral, Resale and BPO Product Eligibility](#). To help with this, Zendesk's Referral Agreement grants Zendesk Affiliate, Select and Master Partners a free, non-exclusive, non-transferable and revocable license to market the Zendesk products and services in accordance with the eligibility requirements.

Referrals must be submitted via the Opportunity Registration form found in [Zendesk Partner Connect](#). After a referral opportunity is submitted, it will be routed to the Zendesk team for review. The referral will be approved if all the required information is provided, the required minimum number of Agents of at least five is met, and Zendesk has no record of: (i) for new customers, the end customer in connection with the Zendesk Service, or who are not, at the time referred to Zendesk by a Partner, in any contractual relations or ongoing negotiations with Zendesk in connection with the Zendesk Service; and (ii) for new opportunities, the opportunity at the existing customer, or, at the time referred to Zendesk by a Partner, the customer is not in any contractual relations or ongoing negotiations with Zendesk in connection with the opportunity. Zendesk is responsible for the sales process for all referrals.

Upon a referral becoming a qualified referral, Zendesk shall pay Partner referral fees in arrears at the applicable percentage of the fees listed below based on the Partner's Tier:

Zendesk Partner Program Referral Schedule				
	New Customer Subscription	Expansion of Existing Subscription	Renewal of Existing Subscription	Maximum Referral Payout
Affiliate Partner Referral Fee	10%	10%	NA	\$200K
Select & Master Partner Referral Fee	15%	15%	NA	\$200K

Confidential - for Zendesk Partners or prospective Partners under NDA

Referral fees for referred new customers and new opportunities are payable on subscription fees paid under the initial order under the Master Subscription Agreement for the first year of the associated subscription. Referral fees are paid to the Partner within thirty (30) days of the end of the calendar quarter in which subscription fees attributed to such qualified referrals are paid to Zendesk. In order for the partner to be eligible to receive referral fees, Zendesk must close approved qualified referrals within 100 days of them being submitted via the online form.

Resale Discounts

Zendesk offers Zendesk Select and Master Partners the opportunity to resell Zendesk products and services to end customers. Upon accepting the terms and conditions of the Zendesk Reseller Agreement, Zendesk Select and Zendesk Master Partners are permitted to resell subscriptions for Zendesk products and services subject to meeting the Resale Competency, ARR Threshold and Deal volume requirements detailed in [Appendix A: Zendesk Partner Tier Requirements](#). The partner must have end customer billing capabilities. A list of the Zendesk products and services available for resale is available in [Appendix B: Referral, Resale and BPO Product Eligibility](#).

Resale discounts to partners vary based on the lead source and sales activities of both the partner and Zendesk and are categorized in three ways:

Zendesk Sourced and Led Sale: a deal that results from a Zendesk sourced lead entirely sold by Zendesk but which may require a Zendesk Select or Master Partner to transact on their resale contract vehicles.

Zendesk Sourced and either Partner Led or Co-Led Sale: a deal that results from a Zendesk sourced lead but which requires sales assistance from a Zendesk Select or Master Partner during the sales cycle to successfully close.

Partner Sourced and either Partner Led or Co-Led Sale: a deal that results from a Zendesk Select or Master Partner's lead generation activities and which is sold by the partner either unassisted or aided by Zendesk direct sales to successfully close.

Discounts additionally vary by the deal type as outlined below:

New Customer Subscription: a closed subscription with a customer that has not transacted with Zendesk before (e.g. a new logo).

Expansion of Existing Subscription: adding to an existing subscription (e.g. additional agent seats, add-ons or services) after the initial subscription is closed.

Renewal of Existing Subscription: renewing an existing subscription at the end of its term.

Confidential - for Zendesk Partners or prospective Partners under NDA

Zendesk Partner Resale Discount Schedule			
Select and Master Partner Tier Only	New Customer Subscription	Expansion of Existing Subscription	Renewal of Existing Subscription
- Zendesk Sourced & Led Deal	5% off Closed Sale Price	5% off Closed Sale Price	5% off Closed Sale Price
Zendesk Sourced and either Partner Led or Co-Led	20% off Published List Price	20% off Published List Price	15% off Published List Price
Partner Sourced and either Partner Led or Co-Led	30% off Published List Price	30% off Published List Price	20% off Published List Price

When payment terms are less than quarterly, the partner receives a 20% resale discount off the monthly list price even if the deal is a Partner Sourced deal. Renewals for contract terms less than one year, will result in a 20% discount. Partners are not eligible for rebates on deals where the contract term or payment frequency is less than annual.

Resale opportunities that are sourced by the partner must be submitted via the Opportunity Registration form found in [Zendesk Partner Connect](#). After a Resale opportunity is submitted, it will be routed to the Zendesk team for review. The opportunity will be approved as Partner Sourced if all the required information is provided and Zendesk has no record of the end customer in connection with the Zendesk Service, or who are not, at the time submitted to Zendesk by a Partner, in any contractual relations or ongoing negotiations with Zendesk in connection with the Zendesk Service.

For resale deals that are sourced by Zendesk, the deal will be associated and visible to a partner in Partner Connect once selected for sales assistance by the Zendesk Sales team.

Business Process Outsourcer Discounts

Upon accepting the terms and conditions of the Zendesk Business Process Outsourcer (BPO) Agreement, Zendesk Select and Zendesk Master Partners are permitted to subscribe to Zendesk products and services for the purpose of delivering outsourced services to their clients subject to meeting the BPO Competency, ARR Threshold and Deal volume requirements detailed in [Appendix A: Zendesk Partner Tier Requirements](#). A list of the Zendesk products and services available on a BPO basis is available in [Appendix B: Referral, Resale and BPO Product Eligibility](#).

Confidential - for Zendesk Partners or prospective Partners under NDA

BPO discounts vary based on the lead source and sales activities of the partner and Zendesk and are categorized in two ways:

Zendesk Sourced and either Partner Led or Co-Led Sale: a deal that results from a Zendesk sourced lead but which requires sales cycle assistance from a Zendesk Select or Master Partner during the sales cycle to successfully close.

Partner Sourced and either Partner Led or Co-Led Sale: a deal that results from a Zendesk Select or Master Partner's lead generation activities and which is sold by the partner either unassisted or aided by Zendesk direct sales to successfully close.

Discounts additionally vary by the deal type as outlined below:

New Customer Subscription: a closed subscription with a customer that has not transacted with Zendesk before (e.g. a new logo).

Expansion of Existing Subscription: adding to an existing subscription (e.g. additional agent seats, add-ons or services) after the initial subscription is closed.

Renewal of Existing Subscription: renewing an existing subscription at the end of its term.

Zendesk Partner BPO Discount Schedule			
Select and Master Partner Tier Only	New Customer Subscription	Expansion of Existing Subscription	Renewal of Existing Subscription*
Zendesk Sourced and either Partner Led or Co-Led	20% off Published List Price	20% off Published List Price	20% off Published List Price
Partner Sourced and either Partner Led or Co-Led	30% off Published List Price	30% off Published List Price	30% off Published List Price

*When a contract term and/or payment frequency is less than annual, regardless of a partner sourced or driven deal, the partner receives a 20% resale discount off the monthly list price. Renewals for contract terms less than one year, will result in a 20% discount. Partners are not eligible for rebates on deals where the contract term or payment frequency is less than annual.

Confidential - for Zendesk Partners or prospective Partners under NDA

BPO opportunities must be submitted via the Opportunity Registration form found in [Zendesk Partner Connect](#). After a BPO opportunity is submitted, it will be routed to the Zendesk team for review. The opportunity will be approved as Partner Sourced if all the required information is provided and Zendesk has no record of the end customer in connection with the Zendesk Service, or who are not, at the time submitted to Zendesk by a Partner, in any contractual relations or ongoing negotiations with Zendesk in connection with the Zendesk Service.

Implementation Opportunities

Upon accepting the terms and conditions of the Zendesk Implementation Partner Agreement, Zendesk Select and Zendesk Master Partners are authorized by Zendesk to implement Zendesk products and services subject to meeting the Implementation Competency and Professional Service Hours requirements detailed in [Appendix A: Zendesk Partner Tier Requirements](#). Zendesk Affiliate Partners are not authorized by Zendesk to implement Zendesk products and services. Zendesk Select or Master Partners with an existing Implementation Partner Agreement may also sign the Zendesk Referral Agreement and receive the Zendesk Select or Master referral fees per the referral fee benefit table above. Partners that have met the Zendesk Master requirements for implementation may also, upon signing the Zendesk Services Subcontracting Agreement, benefit as an extension of Zendesk's own professional services organization wherein Zendesk utilizes the Master Partner as a professional services delivery subcontractor to meet customer demand.

Rebate Incentives

Zendesk Master Partners are eligible to receive rebate incentives. Rebate incentives are offered from time to time at the sole discretion of Zendesk. Rebate incentive qualifications, terms and conditions, and payment details will be made available on Zendesk Partner Connect when offered.

Additional Partner Benefits

Permissible Use of Zendesk Marks

The Zendesk Partner Program grants Zendesk Partners the right to use the Zendesk trademarks, logos, and URLs listed in [Appendix C: Zendesk trademarks, logos, and URLs](#) based on the Zendesk Partner Tier. Partners shall ensure that all licensed marks appearing on its marketing materials are in the form approved by Zendesk in the [Trademark Usage Guidelines](#) and shall not modify any Zendesk marks or substantially modify other marketing materials contrary to reasonable instructions provided by Zendesk. Partners shall further comply with reasonable instructions from Zendesk as to the form, content and display of marketing materials. Zendesk's [Brand Guide](#) is available online.

Zendesk Partner Manager

Partner Managers are assigned to Zendesk Master and Select Partners to serve as a dedicated resource to assist during sales cycles. Zendesk Partner Managers' primary responsibilities are to conduct business planning with their partners to ensure they have the resources they need to successfully generate demand for Zendesk services, identify opportunities, facilitate engagement with customers and close business.

Lead Distribution

Zendesk may distribute leads to Zendesk Master Partners to reward those partners that are most effective in generating revenue. Leads will be distributed as fairly and equitably as possible based on partner competency, location and ARR contribution.

Marketing Funds

Zendesk Select and Master Partners are eligible to receive marketing funds from Zendesk for pre-approved demand generation activities. Funds can be requested by completing and submitting a form on Partner Connect or working directly with a Zendesk Partner Manager. The program is proposal based. Zendesk co-funds activities with its partners to share the costs evenly.

Access to Advocacy Technical Support Zendesk Select and Master Partners are provided access to Zendesk's Advocacy organization to assist with technical issues. Zendesk Master Partners are enabled with enhanced access to Advocacy.

Other Benefits

Additional benefits for Zendesk Select and Master Partners, such as partner directory placement, public relations, press release support, and sponsorship opportunities are made available by directly engaging with Zendesk via Partner Connect, through a Partner Manager, or by contacting partners@zendesk.com.

Zendesk Partner Requirements

Partner Application

Prospective partners must apply online by completing and submitting the partner application available at <https://www.zendesk.com/partner/>. Once the submitted application has been reviewed and approved, the individual that submitted the application will receive notification via email with instructions on how to access [Zendesk Partner Connect](#).

Partner Agreements

Upon approval of the Zendesk partner application and successfully accessing Zendesk Partner Connect, the partner will be presented with either a Zendesk Referral or Resale Agreement for online execution. The agreement presented is based on the preference specified on the partner application. Partners that wish to be a BPO or Implementation Partner must request these agreements separately via the Partner Connect portal, through a Zendesk Partner Manager, or by contacting partners@zendesk.com. Only an authorized individual within the partner's organization may execute agreements with Zendesk.

A Zendesk partner must execute a partner agreement and meet specific Zendesk Partner Program Tier competency and business requirements for the right to refer, resell, utilize, or implement Zendesk products and services. Specifically, there is a Zendesk Referral Agreement, Zendesk Resale Agreement, Zendesk BPO Agreement and Zendesk Implementation Agreement which grant referral, resale, BPO and implementation rights, respectively.

Partners may sign any combination of these agreements. However, the partner must additionally qualify as a Zendesk Affiliate Partner for referral rights or as a Zendesk Select or Master Partner for referral, resale, BPO and/or implementation rights. Should a partner execute multiple agreements, the Partner must meet Zendesk Partner Tier requirements independently for each agreement. As an example, a partner that has signed the Zendesk Resale Agreement and met the competency and business requirements to qualify as a Zendesk Master Partner for resale may not represent themselves as a Zendesk Master Partner for implementation if they have not signed the Zendesk Implementation Agreement and met the implementation competency and business requirements for the Zendesk Master Partner Tier. These requirements are detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Zendesk Partner Program Tier Requirements

Zendesk partners must meet specific competency and business requirements to qualify as an Affiliate, Select, or Master Partner to engage in referral, resale, BPO, or implementation activities. These requirements are detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Once a partner has achieved Affiliate, Select, or Master status they will remain in that tier and receive the benefits therein for a period of twelve months. In order to maintain their status in that tier the partner must continue to meet the Zendesk Partner Tier requirements or risk being disqualified from the tier twelve months from the date upon which they qualified for the tier.

Competency Requirements

To meet competency requirements, Zendesk awards individuals with qualifications or certifications which test the individual's knowledge to ensure that they have the skills needed for

success. Generally, in order to receive a qualification, six to twelve hours of online training is needed to successfully pass an online quiz. Certifications generally require a deep level of training and are awarded upon successfully passing an in-depth proctored exam. Training is made available for free via the Partner Training Platform accessible through Partner Connect and through regional live trainings made available from time to time.

Accreditations are awarded to partner organizations and are required to become a Zendesk Master Partner. To receive an accreditation the partner must have a specific number of qualified and certified individuals on staff.

Business Requirements

Zendesk partners must meet specific ARR booking thresholds and a minimum number of deals annually to qualify as a Select or Master Partner and receive Resale or BPO benefits. For implementation benefits, partners must meet a minimum number of professional service delivery hours annually to qualify as a Select or Master Partner. ARR booking thresholds, minimum number of deals or professional service delivery hours are calculated on a trailing twelve-month basis. For ARR thresholds and minimum number of deal requirements, all of a partner's activity (i.e., referral, resale and/or BPO business) qualifies and is included in the calculation. These business requirements are detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Adjustments to Zendesk Partner Program Tier Requirements

Zendesk reserves the right to change the Zendesk Partner Program Tier Requirements at its sole discretion. In the event that Zendesk adjusts the Zendesk Partner Program Tier Requirements upwards, partners will have twelve months to achieve the new requirements to remain in their tier.

In the event that a partner is actively investing in and growing their business to meet the competency and business requirements of a higher tier, for instance moving from Zendesk Select to Zendesk Master, Zendesk will allow the prior competency and business requirements that were in effect to remain in effect for a grace period of three months. The result is that partners may qualify for and move to a higher tier based on the prior competency and business requirements for a period of three months from the date upon which the new competency and business requirements are made effective. Zendesk will provide advance notice of Zendesk Partner Program Tier Requirement adjustments to all partners through Partner Connect and other online communication channels.

Named Zendesk Business Manager

Zendesk Select and Master Partners are required to identify an individual that will manage the relationship with Zendesk. This person will be the primary point of contact and be expected to conduct business planning with the Zendesk partner management team, coordinate with

Confidential - for Zendesk Partners or prospective Partners under NDA

Zendesk Marketing resources to plan and execute joint demand generation activities, coordinate sales activities, and/or coordinate with the Zendesk Professional Services team on customer implementation engagements.

New Partner Onboarding

When a partner initially joins the Zendesk Partner Program and has signed the Zendesk Referral Agreement they are granted Zendesk Affiliate Partner status and can engage immediately in referral benefits. It is strongly recommended that the Affiliate Partner have at least two individuals complete the sales qualified training. This ensures that Affiliate Partner has the adequate skills to properly position Zendesk products and services and pre-qualify potential Zendesk customers for the successful registration and approval of referral opportunities.

If upon joining the Zendesk Partner program a partner wishes to engage in resale or BPO benefits they must minimally meet the resale or BPO competency requirements for the Zendesk Select Partner Tier before completing any resale or BPO transactions. These competency requirements are generally six to twelve hours of online training with a quiz for a limited number of individuals and cover basic Zendesk pre-sales and sales skill sets.

Upon meeting the resale or BPO competency requirements for the Select Partner Tier and executing either the Zendesk Resale or BPO agreement, the partner may complete resale or BPO transactions for a grace period of 180 days. However, the partner will not be designated as a Zendesk Select Partner until the following additional ARR Threshold and minimum deal requirements are met.

If the partner meets 50% of the Zendesk Select Tier ARR Threshold and minimum deal requirements within the 180 day grace period they will be designated a Zendesk Select Partner and maintain their resale or BPO rights. If the partner has not met 50% of the Zendesk Select Partner Tier ARR Threshold and minimum deal requirements within the grace period their Resale or BPO rights may be discontinued. Any transactions completed during the initial 180 day grace period will be honored and the partner will maintain their resale or BPO benefits solely for those transactions.

If the Select Partner Tier requirements should change during the 180 day grace period the Select Partner Tier requirements in effect on the date that the partner's application was approved will remain in effect for the remainder of the grace period. Thereafter any new Select Partner Tier requirements will apply for the partner to maintain Zendesk Select Partner status.

If upon joining the Zendesk Partner program a partner wishes to engage in implementation opportunities they must first meet the implementation competency requirements for the Zendesk Select Partner Tier before engaging in any Zendesk implementation projects. As a policy, Zendesk requires new partners to shadow an implementation project led by the Zendesk

Professional Services team, then co-lead an implementation project with the Zendesk Professional Services team. This process enables the new partner to generate the professional services delivery hours required to achieve the business requirements of the Zendesk Select Tier for implementation.

Communications

Zendesk publishes a weekly partner newsletter that is distributed to partners via email. Zendesk partners are also eligible to attend regular Zendesk partner webcasts. These sessions include product, program, and company updates to ensure partners are kept informed. Information regarding partner webcasts is distributed in the partner newsletters and through the Message Center found in Partner Connect. Zendesk Master Partners are also eligible to be featured in Zendesk partner webcasts.

Technology Alliances

Zendesk partners with several leading technology companies. These partnerships often include product integrations and joint business development activities. For more information, email alliances@zendesk.com.

Zendesk Apps Marketplace

Zendesk apps come in many different flavors. Zendesk has everything from productivity and time tracking, to eCommerce and social media. Using the Zendesk API and apps framework, partners can build value-add apps, connectors and more. Once developed, partners can place them in the Zendesk Marketplace for all Zendesk customers to find. For more information, visit www.zendesk.com/apps/.

Appendix A: Zendesk Partner Tier Requirements

Zendesk Affiliate Partner Requirements		
Business Model	Governance	Competency
Referral	Referral Agreement	2 x Sales Qualified Recommended/Not Required

Zendesk Select Partner Requirements						
Business Model	Governance	Individual Competency Requirements			Business Requirements*	
		Solution Consultant	Sales	Admin or Developer	Thresholds	Minimum Deals Annually
Solution Provider (Resale/Referral)	Resale Agreement	1 x Qualified	2 x Qualified	NA	\$10K ARR Bookings	2
BPO	BPO Agreement	1 x Qualified	2 x Qualified	1 x Qualified	\$10K ARR Bookings	2
Implementation	Implementation Agreement	1 x Certified	NA	1 x Certified	500+ Pro Services Hours	NA

*Business Requirements are calculated on a trailing twelve-month basis. For ARR thresholds, all of a partner's referral, resale and/or BPO business qualifies and is included in the calculation.

Zendesk Master Partner Requirements						
Business Model	Governance	Competency Requirements for Accreditation			Business Requirements*	
		Solution Consultant	Sales	Admin or Developer	Thresholds	Minimum Deals Annually
Solution Provider (Resale/Referral)	Resale Agreement	2 x Certified	2 x Qualified	NA	\$300K ARR Bookings	4
BPO	BPO Agreement	1 x Certified	2 x Qualified	1 x Certified	\$300K ARR Bookings	4
Implementation	Implementation Agreement	2 x Certified	NA	6 x Certified**	5,000+ Pro Services Hours	NA

*Business Requirements are calculated on a trailing twelve-month basis. For ARR thresholds, all of a partner's referral, resale and/or BPO business qualifies and is included in the calculation.

** 6 of which 2 would act in a solution consultant capacity and at least 1 Certified Admin, 1 Certified Developer, 1 Certified Guide and 1 Certified Explore

Appendix B: Referral, Resale and BPO Product Eligibility

View the full list of available products [here](#).

Appendix C: Zendesk trademarks, logos, and URLs

Permitted Zendesk Marks For Use by Zendesk Partners:

	Zendesk Affiliate Partner	Zendesk Select Partner	Zendesk Master Partner
Trademarks	Zendesk® or ZENDESK®	Zendesk® or ZENDESK®	Zendesk® or ZENDESK®
Logos	As provided to Partner by Zendesk or made available via Zendesk Partner Connect	As provided to Partner by Zendesk or made available via Zendesk Partner Connect	As provided to Partner by Zendesk or made available via Zendesk Partner Connect
URLs	https://www.zendesk.com and Custom Partner Web Trial URLs as made available by Zendesk	https://www.zendesk.com and Custom Partner Web Trial URLs as made available by Zendesk	https://www.zendesk.com and Custom Partner Web Trial URLs as made available by Zendesk
Badges	None	Zendesk Select Partner as made available by Zendesk	Zendesk Master Partner as made available by Zendesk

Partner usage of marks is subject to the [Trademark Usage Guidelines](#) and [Brand Guidelines](#) and any guidance provided by Zendesk from time to time at Zendesk's discretion.

Basic Instructions for Using the Marks:

- Use marks only as an adjective as follows: “Zendesk software,” “Zendesk platform,” “Zendesk help desk,” “Zendesk tools,” or similar combinations.
- Partners may also use marks without a modifier but ONLY when describing the underlying product's properties (e.g., “Zendesk® offers various sharing tools,” but not “Zendesk works well”).
- Never use the marks in noun, verb, plural or possessive forms.
- When using a mark in a tagline always distinguish it by using different typeface for the mark.

Partners may not misuse the marks by using them among other products and/or services that the partner makes, markets or sells, in any product name, title, domain name or other materials so as to create an impression that the partner is the owners of the services and/or mark.

Partners must include the following trademark attribution to forms and web pages where marks are affixed:

Confidential - for Zendesk Partners or prospective Partners under NDA

“Zendesk and other Zendesk, Inc.’s marks referred to or displayed in this document [is/are] the trademark[s] or registered trademark[s] of Zendesk, Inc. or its affiliates in the U.S. and other countries.