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Twilio Build Program guide for Consulting Partners

2022 program year



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Go further with the Twilio Build program for consulting partners

Partners are a vital extension of Twilio's sales organization and go-to-market strategy. Customers rely on our partners to build, buy, and support Twilio services and solutions that deliver customer success and satisfaction.

The Twilio Build consulting program enables partners to implement or resell Twilio solutions by providing the right mix of technical expertise, training, and sales and marketing resources.

The Twilio Build consulting program aims to enable, launch, and grow a partner's long-term success.

- **Become a certified Twilio Build consulting partner** - Partners receive training from Twilio experts to drive sales, deliver support, and leverage engineering teams with the skills partners need to serve customers with confidence.
- **Influence innovation in cloud communications** - The Twilio Build consulting program provides access and insight into Twilio's products and solutions, so our partners and their customers stay on the cutting edge of communications and digital engagement.
- **Drive Twilio practice revenue** - Leverage the Twilio Build consulting program's resources, guidance, and expertise to build and scale a successful Twilio practice.



Twilio Build consulting program overview

The Twilio Build consulting program is for consulting partners implementing and/or reselling Twilio's services, consulting on technology strategies, and delivering services and support to Twilio customers.

The Twilio Build consulting program supports two partner types, system integrator and resell:

1) System integrator (SI) partners: SI Partners deliver professional services that enable customers to leverage the power of Twilio, from transforming contact centers to leveraging additional channels that enrich their end customers' communications experience. In addition, SI partners are trusted advisors that source and introduce prospective customers to Twilio's cloud communications and customer engagement solutions.

2) Resell partners: Resell partners generate customer demand for Twilio and sell Twilio products directly to customers. Currently, the resell program is invite-only.

The Twilio Build consulting program offers:

- Twilio certifications and training
- Deal registration
- Proof-of-concept funding
- Market development funds
- Access to product and technical support
- Go-to-market enablement and resources
- Business planning and practice-building guidance



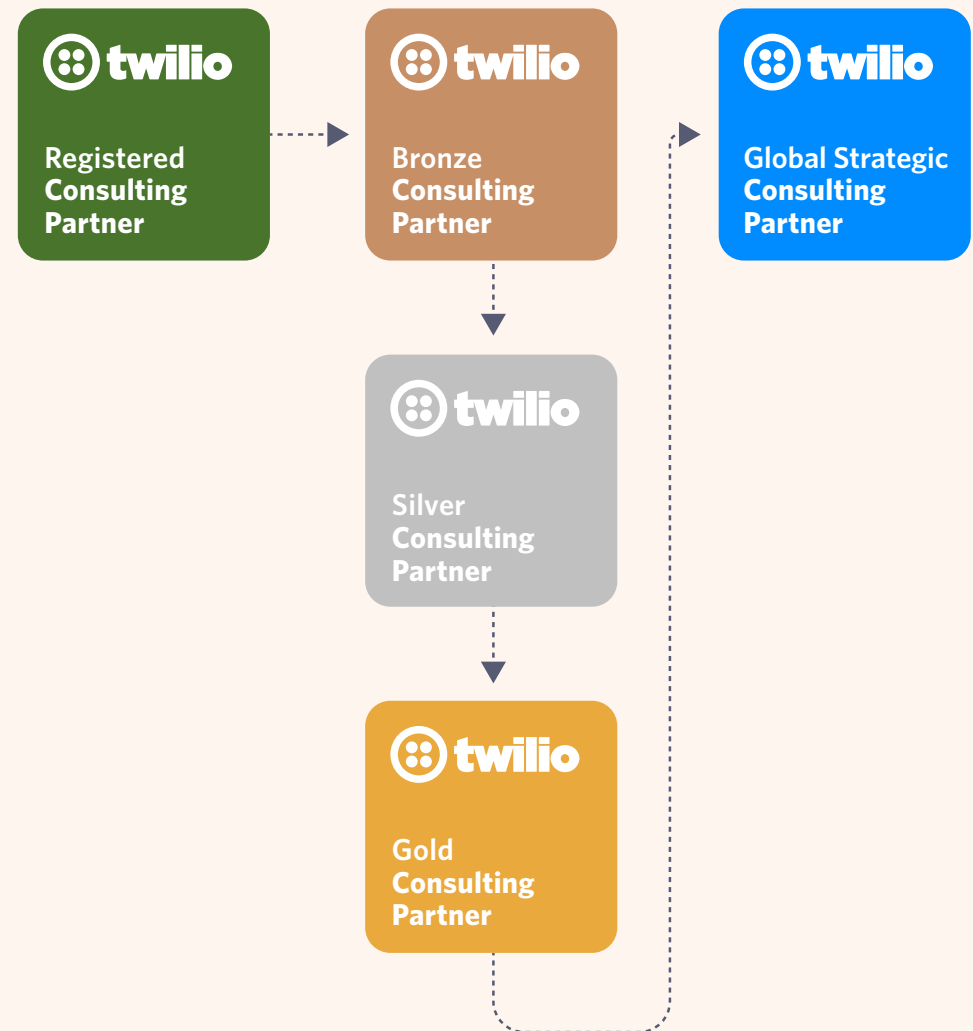
Twilio Build consulting program tiers

The Twilio Build consulting program offers a tiered structure comprised of registered, bronze, silver, gold, and global strategic tiers. All partners start at the registered tier level.

Before advancing to a new tier, partners must fulfill all their current tier program requirements. Please see “Twilio Build consulting program requirements” on [page 10](#) for reference. Moreover, each subsequent tier unlocks additional program benefits. Please see “Twilio Build consulting program benefits” on [page 6](#) for reference.

A benefit of advancing through the Twilio Build consulting program is earning a tiered badge. Partners meeting the bronze tier requirements have access to a Twilio-branded badge and can showcase their Twilio expertise and differentiate their practice from other Twilio partners through the program’s tiered badging.

Twilio Build consulting program tiers



Twilio Build consulting program benefits

Each tier offers valuable benefits to support partners' growth. With the program enhancements for CY 2022, partners can access an expanded range of benefits based on tier level. Benefits are listed and defined in alphabetical order. Please see the table on [page 6](#) of this guide to confirm tier eligibility for each benefit.

Benefits by tier	Registered	Bronze	Silver	Gold	Global Strategic
Access to Build community	✓	✓	✓	✓	✓
Deal registration	✓	✓	✓	✓	✓
Certification & training program	✓	✓	✓	✓	✓
Partner delivery assurance discounts	✓	✓	✓	✓	✓
Digital marketing		✓	✓	✓	✓
Showcase listing		✓	✓	✓	✓
Virtual event toolkit		✓	✓	✓	✓
Build tier badge		✓	✓	✓	✓
Joint account mapping		✓	✓	✓	✓
Flex implementation offering		✓	✓	✓	✓
Eligible for POC co-funding		invite-only	✓	✓	✓
Eligible for MDF co-funding		invite-only	✓	✓	✓
Twilio demo environment access		invite-only	✓	✓	✓
Twilio-led global events		✓	✓	✓	✓
Partner account manager			✓	✓	✓
Partner contact center licenses			✓	✓	✓
Eligible for managed services program			✓	✓	✓
Early Beta access to twilio products			✓	✓	✓
Partner jumpstart demo kit			✓	✓	✓
Partner solution architect			invite-only	✓	✓
Eligible for resell program			invite-only	invite-only	invite-only
Access to Twilio engagement center				✓	✓
Business plan				invite-only	✓
Twilio executive sponsor					✓



Build Community

The [Build Community](#) provides partners with the resources and tools to best navigate each stage of the partner journey. These assets include certification courses, deal registration, Twilio opportunity management, and access to go-to-market materials.

Build tier badge

Partners can promote their Build tier badge on their website and other marketing assets. Partners can review the comprehensive [Partner branding guidelines document](#) to understand our branding practices and how to engage in marketing activities with Twilio.

Business plan

Select gold and global strategic partners have the opportunity to collaborate with Twilio on a joint business plan that outlines activities and revenue targets and the financial and business requirements of the partnership. In addition, the joint business plan outlines a roadmap of

investments in joint goals, resource planning, certification, training, and go-to-market plans to grow the partnership.

Certification & training program

To deepen their sales, engineering, developer, and support team members' knowledge and expertise, partners can access Twilio Build certification and training programs. These trainings are online, self-paced, available 24x7 learning adventures. Access to content is gated by Build tier, and some learning adventures have prerequisites.

Deal registration

The Twilio Build consulting program aims to reward partners that proactively bring net-new opportunities and accounts to Twilio. This process aligns partners with Twilio sales, technical specialists, and professional services teams on the activities partners are proposing as part of the sales cycle.

Digital marketing

Digital marketing is an effective way for partners to promote a Twilio service or solution through blogs, email campaigns, partner-led events, or social media promotion.

Early Beta access to Twilio products

Twilio offers early beta access to Twilio products for silver, gold, and global strategic tier partners so they can stay ahead of the curve on Twilio's latest products and innovations.

Featured on partner showcase

bronze, silver, gold, and global strategic tier partners are invited to create a [Twilio showcase](#) listing to market their services and products to potential customers.

Flex implementation offering

This benefit includes up to five free Flex licenses for partner use when a customer is using the professional services of a Twilio partner to implement Flex. This will enable the SI partner to log

into the Flex platform and provide the implementation services and ongoing maintenance/analytics at no additional cost to the partner or the customer.

Joint account mapping via Crossbeam

Crossbeam is an automated account mapping tool that allows partners to cross reference their customer relationships with Twilio sales opportunities. Partners can participate in joint account mapping by speaking with a partner account manager. Twilio can send the partner a Crossbeam account invite, or partners can create their own Crossbeam account and link it to Twilio.

Market Development Funds (MDF) program

Market Development Funds (MDF) are available to some partners to co-invest in marketing activities. MDF can be used to support a range of demand generation initiatives to promote Twilio-based services or solutions. These campaigns



should create customer interest, drive partnership awareness, and ultimately, build pipeline and revenue. Please see eligible MDF activities in the [Partner marketing guide](#) (PMG) for examples.

Partner delivery assurance discounts

All partners have access to a discounted partner delivery assurance package for their customer engagements. The package gives partners access to expert resources from Twilio's professional services (PS) team. PS provides hands-on support to proactively identify and mitigate integration risks, while recommending approaches for the deployment of Twilio solutions. The package is designed to accelerate project timelines and de-risk implementation.

Partner support program

The Partner support program allows partners to provide front-line technical support to end customers, creating high margin

and high touch opportunities. Participation in this program requires the execution of a Partner Support Addendum to the Master Partner Agreement, which stipulates all program requirements.

Partner account manager

Silver, gold, and global strategic tier partners have access to a partner account manager (PAM) that supports the partner in growing their Twilio practice. PAMs are partners' primary point of contact and help with business planning and supporting sales opportunities.

Partner contact center licences

To increase knowledge, adoption, and aptitude of Flex; silver, gold, and global strategic tier partners have access to free 'named user' licenses for their internal use. The license allocation is determined by tier level and evaluated at the new program year based on tier assignment. Beyond the free licenses allotted by tier level, partners can purchase additional

licenses at a discounted rate for their internal use (not applicable to end customers).

Partner Flex starter pack

The partner flex starter pack provides silver, gold, and global strategic partners the ability to create an internal demo environment to showcase their Twilio-based solutions to their customers. These assets include UI Frontends, Flex Plugins, CRM integration, SSO, and Twilio services (Studio, TaskRouter, Functions, Autopilot).

Partner solution architect

Select silver, gold, and global strategic tier partners will receive access to a partner solution architect (PSA) from our partner practice development (PPD) team who will support the partner's continued growth of their Twilio practice. PSAs work closely with PAMs and their assigned partners throughout the technology adoption journey with Twilio.

Proof-of-concept (POC) program

The POC program provides funding to offset the cost of strategic customer projects built on Twilio. The POC program co-invests with partners by providing cash to help customers accelerate and de-risk their adoption of Twilio. This program allows a customer to explore Twilio capability and functionality with defined goals, objectives, and agreed-upon next steps with their trusted Twilio partner. Silver, gold, and global strategic partners may request POC funding by nominating a project via the Build community. Bronze partners are eligible in select regions on an invite-only basis.

Resell program

The Twilio resell program is invite-only and enables the partner to maintain end-to-end ownership and visibility across Twilio customers' lifecycle. Resell partners have access to resell terms, customer pricing, and tools.



Twilio-led global events

Twilio hosts several events throughout the year that we encourage partners to participate in (e.g., Engage Everywhere, Twilio Talks, SIGNAL). These are excellent opportunities to invite customers to learn more about Twilio. In some instances, partners may have the option to sponsor and/or contribute subject matter or industry-specific expertise.

Twilio demo environment access

Bronze, silver, gold, and global strategic tier partners can have a “demo like Twilio” learning adventure series and the ability to use our internal demo environment during their business development activities. In addition, partners will receive training collateral on the vertical demos Twilio uses to deliver high-value demos to our customers. Interested partners should speak with their PAM.

Twilio engagement center

Gold and global strategic partners have access to Twilio’s executive briefing center in San Francisco, CA, for hosting high-value meetings with the end customer and executive stakeholders.

Twilio executive sponsor

Global strategic partners will work with their executive sponsor to facilitate additional relationships and opportunities within Twilio. The executive sponsor will ensure Twilio’s sales teams are aligned by geography and industry. This relationship also provides an executive-level feedback loop for partners. By providing visibility for our partners’ initiatives at the highest level of Twilio, the executive sponsor helps advance the partner’s business and increase partner significance and opportunities for growth.

Virtual event toolkit

All partners have access to a variety of self-service marketing tools within the Build community to help build awareness and pipeline. Partners can leverage the virtual event toolkit, a comprehensive kit based on successful Twilio-led campaigns, to execute their virtual events.

Twilio Build consulting program requirements

The current tier achievement is based on business, training, and performance requirements that increase with each tier level.

This tiered structure is designed to support partners with the right resource investment at each stage of the partner journey. Tier advancement occurs with an increased commitment to Twilio based on a partner's overall performance and investment in training, practice-building, and staffing.

Requirements by tier	Registered	Bronze	Silver	Gold
Partner agreement	●	●	●	●
Dedicated Twilio platform certified technical resources		3	10	15
Dedicated sales-trained resources		1	5	10
Twilio closed-won influence revenue ¹		\$20,000	\$200,000	\$1,000,000

1. All revenue requirements are in US Dollars.



Please see the table on [page 10](#) of this guide to confirm tier requirements.

Certification & training dedicated resources

Partners must maintain a minimum number of certified and trained resources based on their program tier. Online, self-paced learning paths are available 24x7 in English, French, Japanese, Portuguese, and Spanish. Partners must complete the Sellers Series 101: Twilio overview to be classified as a sales trained resource. Developers must complete the Twilio platform course to be classified as Twilio platform certified technical resources.

Additional Twilio Build certification and training programs are available to deepen your sales, engineering, developer, and support team members' knowledge and expertise. Access to this content is determined by Build tier. (Note - some learning adventures require prerequisites for access).

Partner agreements

Partners need to sign a partner baseline agreement that governs the overall cooperative business relationship between Twilio and their organization. To become a partner, you must sign a partner agreement, which outlines the terms governing the management of the relationship and other relevant aspects of the Twilio and partner arrangement. If qualified and invited to the resell program, you must sign the resell addendum as part of completing resell program requirements.

Revenue requirements

For bronze, silver, and gold tiers, Twilio requires revenue thresholds for tier eligibility. The revenue requirement is measured by the Twilio estimated annual recurring revenue for closed sales. This revenue will be calculated annually at the start of the new program year and based on prior calendar year revenue. Professional services revenue is not included. For any mid-year tier changes, revenue numbers will be

calculated based on a trailing 365-day calculation.

Revenue numbers are based on closed business as recorded in the Twilio sales system and include both influenced, closed-won Twilio revenue and resell revenue (if applicable). Participation in a sales cycle in Twilio's sales system occurs in one of two ways:

A member of the Twilio sales team adds a partner to the sales opportunity at any time before the close of a sale.

A partner submits a deal registration opportunity. Once approved by Twilio, the partner is added to the sales opportunity.

To ensure revenue is accurately captured, partners should review all Twilio sales activity with partner account teams during pipeline calls. Partners can submit a deal registration request for any missing sourced opportunities. For more details on the deal registration process, please refer to the resources section on build.twilio.com.



Program governance

The Twilio Build consulting program operates on a calendar year (January 1 - December 31).

The registered tier is the entry point for all new partners to the Twilio Build Program. As you meet the requirements to advance tiers, the program unlocks additional benefits and enhanced sales, marketing, and engagement opportunities.

Existing partners receive their new program year tier status in Q1 2022. A partner's performance in the preceding fiscal year will determine new program year calculations. Therefore, depending on the prior year's performance, partners may move up or down a tier at the start of the new program year.

Mid-year tier calculations are calculated based on a partner's performance during the trailing 365 days. Partners can only advance tiers during mid-year calculations.²

2. Exception made if there is a mid-year certification provisional period.

Promoting Segment services

Partners that wish to promote Twilio's Segment services must complete Segment-specific sales certification, which consists of training that is available through the Partner Community.

During a transition phase taking place in 2022, Partners must also review and accept the Segment Partner Program Agreement available [here](#) in order to gain access to Segment's platform and set up a demonstration account.

To do this, simply create a free Segment demonstration account [here](#), and follow the dialogue box.

Please note that Partners must not use their Segment demonstration accounts for any production purposes. It is also critical that Partners only use non-production dummy data when demonstrating Segment to prospective customers.

Please also note that because Segment's partner program is being consolidated with Twilio, Segment's partner terms are subordinate to the Twilio Partner Terms of Service.



Getting started

To get started, please sign up on the [Build website](#). Upon acceptance of program terms, conditions, and formal enrollment, partners start at the registered tier and gain access to components of the program, including:

- Build community resources ([build.twilio.com](#)).
- Access to Twilio certification and training courses
- Ability to create a showcase listing
- Access to deal registration
- Access to nominate a project for POC or MDF funding





Thanks for reading



If you would like to learn more about what Twilio can do for your business,
please [contact the Twilio sales team](#) or give us a call at 844 814 4627.