
E-GUIDE

2021 Twilio Build Program Guide for Consulting Partners



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OVERVIEW

Consulting Program

The Consulting Program is for consulting partners who are implementing and/or reselling Twilio's services. They consult on technology strategies and deliver services and support to Twilio customers.

There are two partner types supported by the Consulting Program:

Implementation Partners: Implementation Partners are trusted advisors that source and introduce prospective customers to Twilio's cloud communications and customer engagement solutions. Implementation 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.

Resell Partners: Resell Partners generate customer demand for Twilio and sell Twilio products, solutions, and usage directly to customers. **The resell program is by invite only.**

The Consulting Program offers:

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

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BUILD

Go Further with the Twilio Build Program for Consulting Partners

Partners are core to Twilio's go-to-market strategy and a vital extension of our sales organization. Twilio customers rely heavily on our partners to build, buy, and support Twilio services and solutions that help them drive engagement with their own customers.

The Consulting Program enables partners to implement or resell Twilio, by providing the right mix of technical expertise, training, and sales and marketing resources. This combination of expertise, training, and resources assists partners in building profitable Twilio practices.

The Consulting Program brings partners support to drive their businesses forward with Twilio

Influence innovation in cloud communications — Deliver on your customers' needs with confidence. The Consulting Program provides access and insight into Twilio's products and solutions so you and your customers stay on the cutting edge of communications and digital engagement.

Become a certified Build partner — Receive training from Twilio experts to empower your sales, support, and engineering teams with the skills they need to serve customers with confidence.

Drive your Twilio practice revenue — Leverage the Consulting Program's resources, guidance, and expertise to build and scale your practice built on Twilio.

The Consulting Program aims to enable, launch, and grow your long-term success with Twilio. The program also rewards you as you increase your investment into building a Twilio practice and achieve performance milestones — driving your business forward as you forge the future of communications with your customers.



TIERS

Consulting Program Tiers

The Consulting Program offers a tiered structure comprised of Registered, Bronze, Silver, Gold, and Global Strategic tiers. All partners enter the Consulting Program in the Registered tier. In order to move up in tier, you must fulfill all program requirements in the next tier. Please see “Consulting Program Requirements” on [page 10](#) for reference. Moreover, each subsequent tier unlocks additional program benefits. Please see “Consulting Program Benefits” on [page 5](#) for reference.

An additional benefit of advancing through the Consulting Program is earning a tiered badge. Partners have access to a Twilio-branded badge once they reach the Bronze tier level. You can showcase your Twilio expertise and investment to customers, and differentiate your practice from other Twilio partners, through the Consulting Program’s tiered badging.

Consulting Program Tiers





BENEFITS

Consulting Program Benefits

Each tier of partnership offers a valuable set of benefits to support the growth of your business. With the program enhancements for CY 2021, you will have access to an expanded range of benefits, based on your level of partnership.

Benefit	REGISTERED	BRONZE	SILVER	GOLD	GLOBAL STRATEGIC
Access to Build Community	✓	✓	✓	✓	✓
Deal Registration	✓	✓	✓	✓	✓
Certification & Training Program	✓	✓	✓	✓	✓
Showcase Listing		✓	✓	✓	✓
Build Tier Badge		✓	✓	✓	✓
Joint Account Mapping		✓	✓	✓	✓
Eligible for POC Program		Invite Only	✓	✓	✓
Eligible for MDF Program		Invite Only	✓	✓	✓
Twilio Demo Environment Access		Invite Only	✓	✓	✓
Partner Account Manager			✓	✓	✓
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	✓
Access to Twilio Engagement Center				✓	✓
Business Plan				Invite Only	✓
Twilio Executive Sponsor					✓



Glossary of Benefits

Please see the table on [page 5](#) of this guide to confirm tier eligibility for each benefit.

Build Tier Badge

You can promote your Twilio partnership tier on your website and other marketing assets by leveraging your Build Tier Badge.

Certification & Training Program

You will have access to Twilio Build certification and training programs in order to deepen your sales, engineering, developer, and support team members' knowledge and skill sets. Online, self-paced learning paths are available 24x7 as the primary delivery method. Content access is gated by Build tier and some learning paths will have prerequisites for access.

Deal Registration

The Consulting Program aims to reward partners that proactively bring net-new opportunities and accounts to Twilio. This process keeps you aligned with our sales, technical, specialist, and Professional Services team members on the activities you propose to provide in the sales cycle.

Early Beta Access to Twilio Products

Partners will stay ahead of the curve with Twilio's latest products and innovations. Twilio will offer early beta access to Twilio products for Silver, Gold, and Global Strategic tier partners.

Featured on Partner Showcase

Partners are invited to create a [Twilio Showcase](#) listing to market their services and products to potential customers. Bronze, Silver, Gold, and Global Strategic tier partners will be featured within the Showcase.



Managed Services Program

The Managed Services program is a Partner-delivered technical support program that opens up support revenue for partners. It allows for a select group of partners to provide front line technical support to end customers (vs. the customer going directly to Twilio Support). Managed Services Partners are required to troubleshoot all technical issues from customers and only escalate a technical issue to Twilio Support if they cannot resolve it on their own through at least a two-tier support environment.

These Managed Services Partners will receive access to training and a dedicated team of Twilio support engineers specifically focused on supporting partners. Managed Services Partners will also receive complimentary Flex licenses and Twilio credits in order to build out lab and/or pre-production environments for your customers.

Market Development Funds (MDF) Program

Twilio will use MDF to jointly invest in lead generation activities with our partners. Silver, Gold, and Global Strategic partners may request MDF to support their sales and marketing strategies designed to develop revenue opportunities for the partner and Twilio. Bronze partners are eligible in select regions, on an invite-only basis.

Partner Account Manager

Silver, Gold, and Global Strategic tier partners will have access to a Partner Account Manager (PAM) who will support the partner's continued growth of their Twilio practice. PAMs will serve as a partner's main point of contact and help to support the relationship by conducting business planning and supporting sales opportunities.

Build Community

The Build Community is your one-stop-shop for resources and tools for each stage of the partner journey. These assets include the Deal Registration request form, Twilio opportunity management, and access to go-to-market materials.



Partner Jumpstart Demo Kit

The Partner Jumpstart Demo Kit will provide 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, etc).

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 will work closely with PAMs and assigned partners during the entire technology adoption journey with Twilio.

Proof-of-Concept (POC) Program

The POC Program provides funding to help offset the cost of strategic customer projects on Twilio. The POC Program co-invests with partners by providing cash or Twilio promotional credits 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 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

This invitation-only program unlocks resell terms, custom pricing, and dedicated resell tools, including the Partner Admin Center. The Resell Program enables you to maintain end-to-end ownership and visibility across your Twilio customers' lifecycles.

Joint Account Mapping via Crossbeam

Partners can participate in Joint Account Mapping with a Crossbeam account. Twilio can send our partners a Crossbeam invite or partners can sign up directly and connect their account with Twilio. Either way, Joint Account Mapping can be established by talking with your Partner Account Manager.



Twilio Demo Environment Access

Select Bronze, Silver, Gold, and Global Strategic tier partners will have a “Demo Like Twilio” learning path series and the ability to use our internal demo environment during their business development activities. Partners will receive training and supporting collateral on the vertical demos we use to deliver high-value demos to our customers.

Twilio Engagement Center

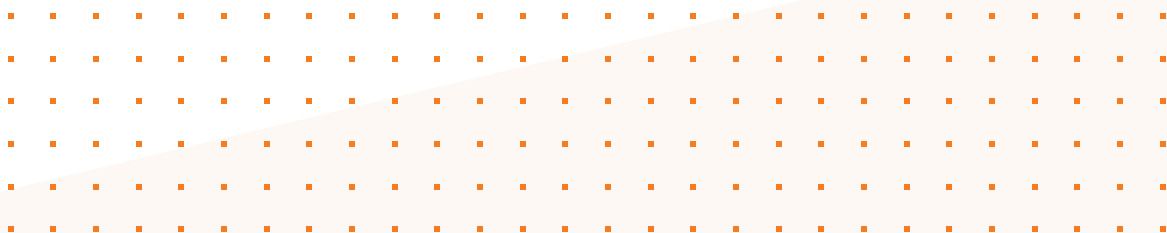
Gold and Global Strategic partners will have access to Twilio’s Executive Briefing Center in San Francisco, CA for hosting high-value meetings with the end customer executive stakeholders.

Twilio Executive Sponsor

Global Strategic partners will work with their Twilio executive sponsor to facilitate additional relationships and opportunities within Twilio. The executive sponsor will work to 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, executive sponsors will help to further partners’ businesses and increase partner significance and opportunities for growth.

Business Plan

Select Gold and Global Strategic partners have the opportunity to collaborate with Twilio on a joint business plan that will set forth the activities and revenue targets, addressing the financial and business requirements of the partnership. The joint business plan comprises a roadmap of investments in resource planning, certification, training, and enablement to grow our partnership. The plan will be reviewed regularly and may include regional plans.





REQUIREMENTS

Consulting Program Requirements

The multi-level program allows you to determine how to best commit resources toward tier achievement. The current tier achievement is based on business, training, and performance requirements, which increase with each tier level. This tiered structure is designed to support you with the right amount of resource investment at each stage of your partner journey. Tier advancement today occurs with an increased commitment to Twilio based on your overall performance and investment in training, practice-building, and staffing.

Requirements by Tier

Benefit	REGISTERED	BRONZE	SILVER	GOLD
Partner Agreement	●	●	●	●
Dedicated Build Certified Resources		3	5	10
Dedicated Sales Trained Resources		1	3	5
Twilio Closed-Won Influence Revenue ¹		\$20,000	\$200,000	\$1,000,000

¹ All program fees and revenue requirements are in US Dollars.



Glossary of Requirements

Please see the table on [page 10](#) of this guide to confirm tier responsibility for each requirement.

Certification & Training Dedicated Resources

Partners must maintain a minimum number of certified and trained resources based on their program tier. You will have access to Twilio Build certification and training programs in order to deepen your sales, engineering, developer, and support team members' knowledge and skill sets. Online, self-paced Learning Paths are available 24x7 as the primary delivery method. Access to content is determined by your Build Tier and some Learning Paths will have prerequisites for access. You may attend developer certification courses hosted at our San Francisco office (travel and expenses not included). If you would like to host a private training or have the Twilio training team travel onsite for training delivery, there will be an additional cost. For scheduling certification course attendance and training sessions, please contact your partner account team.

Partner Agreements

Partners will need to sign a partner baseline agreement that governs the overall cooperative business relationship between Twilio and your organization. To become a partner, you must sign a Partner Agreement, which outlines the terms governing the management of the relationship as well as other pertinent 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 will require revenue thresholds for eligibility to the tier. The revenue requirement is measured by the Twilio estimated annual recurring revenue for closed sales. This revenue number will be calculated annually at the start of the new program year and is based on your prior calendar year revenue. Your professional services revenue is not included. For any mid-year tier changes, your revenue number will be calculated based on a trailing 365-day calculation.

Your 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). Your participation in a sales cycle in Twilio's sales system can occur in one of two ways:

- A member of the Twilio sales team adds you to the sales opportunity at any time prior to the close of a sale.
- Upon Twilio approval of a Deal Registration opportunity you have submitted, you will be automatically added to the sales opportunity.

To ensure revenue is accurately captured, you should review all of your Twilio sales activity with your partner account team during regular pipeline calls. You can submit a Deal Registration request for any missing opportunities that you have sourced. For more details on the Deal Registration process, please refer to the resources section on build.twilio.com.



Program Governance

The Twilio Consulting Program operates on a calendar year basis (January 1st — December 31st). If you join the program after January 1st, you will have an anniversary date of January 1st of the following calendar year. This program is meant to support you in your business and keep the partnership thriving.

The first tier, Registered, is the entry point for all new partners to the Twilio Build Program. As you meet the requirements to move up tiers, the program will unlock additional benefits to provide you with enhanced sales, marketing, and engagement opportunities.

Existing partners will receive their new program year tier status in Q1 2021. New program year calculations will be determined by a partner's performance in the preceding fiscal year.

Depending on the preceding year's performance, partners may move up or down a tier at the start of the new program year.

Mid-year tier calculations will be calculated based on a partner's performance during the trailing 365 days. Partners can only move up a tier during mid-year calculations.

Getting Started

Please sign up on the Twilio website [here](#). Upon acceptance of program terms and conditions and formal enrollment, you will start in the Registered tier and gain access to components of the program including:

- Partner Community (build.twilio.com) resources
- Access to Twilio certification and training classes
- Access to Deal Registration
- Access to nominate a project for POC or MDF funding

Thanks for reading

Interested in joining
Twilio Build? Apply today!

[Become a Twilio partner](#)



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