
E-GUIDE

2021 Twilio Build Program Guide for Global Technology Partners



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Technology Program

The Technology Program focuses on enabling ISV partners who are embedding Twilio connectivity into their enterprise applications and selling the pre-built solutions into their customer base.

The Technology Program offers:

- Twilio trainings
- Solution Reviews
- 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

What's inside

Go Further with the Twilio Build Partner Program

Technology Program Tiered Badges

- Partner Program Tiers

Program Benefits

- Benefits by Tier
- Benefit Details
- Access to Partner Community
- Partner Hackathons
- Product Roadmap Reviews

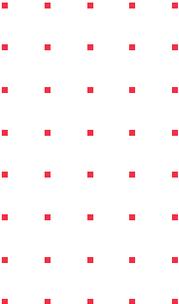
Partner Program Requirements

- Requirements by Tier

Getting Started



BUILD



Go Further with the Twilio Build Partner Program

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 and grow their businesses.

The Build Program enables partners to develop successful businesses on Twilio's cloud communications platform by providing the right mix of domain expertise, enablement and marketing resources, and varied distribution options that help extend a partner's sales force.

The Technology Program brings you support to drive your business forward with Twilio

Enhance your profitability with a long-term partnership — Twilio gives you the time, resources, and flexible pricing model designed to kickstart the success of your application. With Build, you have the runway and commitment from Twilio that you need to grow your customer base and build your business.

Build on the Twilio Super Network with powerful APIs — Twilio pairs reliability with scalability. Reach customers in over 140 countries on an ISO27001 and GDPR certified platform with up to 99.99% uptime SLA. Twilio APIs support critical communications needs across multiple channels using one platform.

Review your applications with Twilio experts — Application quality is critical to driving sales and building long-lasting customer relationships. Build gives you access to expert Twilio engineers to review your proposed solutions before bringing them to market.

This program aims to enable, launch, and grow partners' long-term success with Twilio. The Build Program 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.

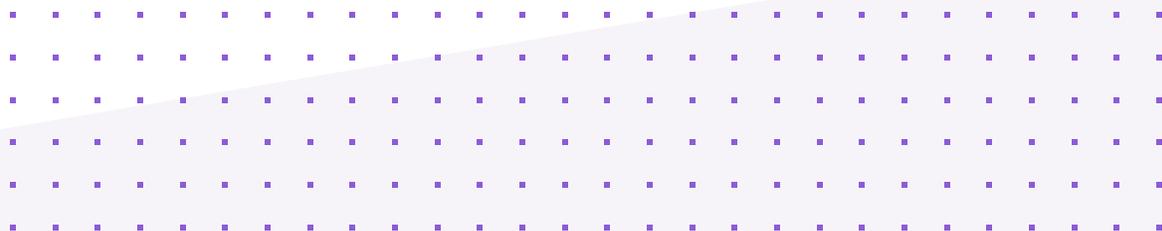


TIERS

Technology Program Tiers

The Technology Program offers a tiered structure comprised of Registered, Bronze, Silver, and Gold tiers. Partners can showcase their Twilio expertise and investment through the Build Program's tiered badging. All partners will enter the Program at the tier level that corresponds with their initial investment. In order to move up a tier, you must fulfill all program requirements. Please see "Partner Program Requirements" on [page 9](#) for reference. As you advance through the Build Program, each subsequent tier unlocks additional program benefits. Please see "Partner Program Benefits" on [page 5](#) for reference.

Partner Program Tiers





BENEFITS

Program Benefits

Each tier of partnership offers a valuable set of benefits to support the growth of your business. In CY 2021, you'll have access to an expanded range of benefits based on your level of partnership.

Benefit	REGISTERED	BRONZE	SILVER	GOLD
Access to Build Community	✓	✓	✓	✓
Showcase Listing	✓	✓	✓	✓
Build Tier Badge		✓	✓	✓
Go-to-Market Kits		✓	✓	✓
Self-serve Training		✓	✓	✓
Partner Solution Review		✓	✓	✓
Eligible for POC Program			✓	✓
Partner Hackathons			✓	✓
Partner Account Executive			✓	✓
Product Roadmap Reviews			Invite Only	✓
Eligible for MDF Program			✓	✓
Joint Account Mapping			Invite Only	Invite Only
Early Beta Access to Twilio Products				✓
Twilio Executive Sponsor				✓
Access to Executive Briefing Center				✓
Lead Generation for Partners				Invite Only
Eligible for Foundry Program				Invite Only
Financial Model	PayGo	PayGo	PTCV+	PTCV+



Benefit Details

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

Access to the Build Community

The Build Community is your one-stop shop for the content and resources needed at each stage of the partner journey. Partners from all tiers are able to access our Build Community.

Showcase Listing

Partners are invited to create a Twilio Partner [Showcase](#) listing to externally market their business offering to potential customers. All technology partner tiers will be featured within the Showcase.

Build Tier Badge

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

Go-to-Market (GTM) Kits

The Build Program will offer GTM Kits, varying by tier, that provide select marketing services and routes to market, including but not limited to press releases, sales enablement, field marketing, demand generation and content marketing.

Online Self-serve Training Program

The Build Community provides Twilio training courses that are self-paced and available within the Build Community upon logging in. These courses provide information that help engineering, developer, and support teams deepen their understanding of the Twilio Platform.

Partner Solution Review

Silver and Gold partners will be able to launch applications with confidence after participating in a Solution Review. The review will provide architectural guidance and best practices directly from Twilio Solution Engineers.



Proof-of-Concept (POC) Program

The POC Program will help accelerate time to market and customer adoption of your Twilio solution and/or products. The POC Program will co-invest with partners by providing cash or Twilio promotional credits to help accelerate the build of Twilio embed use cases by opening up developer resources that were either not available or not prioritized.

Partner Hackathons

Partners can leverage Hackathons to innovate their solutions in a supported environment to unleash the creativity of their developers. Hackathons can help you uncover business challenges that can be solved with Twilio products and equip a small team of developers to build POCs.

Partner Account Executive (PAE)

Silver and Gold Tier partners will receive a designated Partner Account Executive (PAE) who will support the continued growth of your Twilio practice. PAEs will serve as your primary point of contact at Twilio, help to conduct business planning, and liaise with technical resources as needed.

Product Roadmap Reviews

Silver (by invite) and Gold partners will have exposure to Product Roadmap Reviews led by Twilio product managers and PAEs. The product roadmaps will be delivered during scheduled Business Reviews and will focus on the vision and direction of Twilio's product offerings as they relate to the partner's use case.

Market Development Funds (MDF) Program

Twilio will use MDF to jointly invest in lead generation activities to grow your business. Silver and Gold partners may request MDF to support their sales and marketing strategies designed to develop joint revenue opportunities.

Joint Account Mapping

Silver and Gold partners can participate in joint account mapping by purchasing a license to Crossbeam. Joint Account Mapping is provided on an invite-only basis and can be established by talking with your Partner Account Executive.



Early Beta Access to Twilio Products

Stay ahead of your competition with beta access to Twilio's latest products and innovations. Twilio will offer early beta access to Twilio products for Gold Tier partners.

Twilio Executive Sponsor

Gold partners will work with their partner executive sponsor to facilitate additional relationships and opportunities within Twilio. The executive sponsor will help to further the partner's business and increase partner significance and opportunities for growth.

Executive Briefing Center

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

Lead Generation for Partners¹

Lead Generation for ISV Partners allows the Business Development team to connect Twilio customers, in need of an out of the box solution, directly to a partner that offers the best solution. This benefit is provided to Gold tier partners on an invite only basis.

Foundry

Foundry is an internal consulting service that helps companies reimagine their customer experience to achieve industry differentiation through customer engagement. Select Gold partners can work with our Foundry team on an invite only basis.

PTCV+

Partners can enhance their profitability by opting into a long-term partnership with Twilio via PTCV+. This model allows for PAEs to offer their partners access to discounted rates that correspond with their year 3 forecast. This gives our partners improved pricing on Day 1 while providing the runway for our partners to build their product and grow their customer base.

¹ Coming soon.



REQUIREMENTS

Partner Program Requirements

The multi-tier program allows you to determine how to best allocate resources toward your Twilio business. The current tier achievement is based on business and performance requirements which increase with each tier level. This tiered structure is designed to support partners with the right amount of resource investment at each stage of their partner journey.

Requirements by Tier

Requirement	BRONZE	SILVER	GOLD
Revenue Requirements: Twilio Contracted Revenue OR Monthly Revenue		\$200K - \$5M PTCV OR \$10K - \$250K MRR	\$5M+ PTCV OR \$250K+ MRR
Partner Agreement	●	●	●
Partner Commercial Model		●	●
Business Plan		Selective	●
Personalized Support Plan			●



Requirement Details

Revenue Requirements

For Silver and Gold tiers, Twilio will require revenue thresholds for eligibility to the tier. The revenue requirement is measured by either:

Monthly Recurring Revenue (MRR):

- Applicable to existing ISV partners
- The monthly revenue number will be reviewed annually and is calculated based on the average monthly recurring revenue of the prior calendar year

OR Total Contract Value of a signed, 3-year PTCV+ agreement:

- Applicable to existing and new ISV partners

Partners can qualify for tier eligibility by attaining one of the above performance measurements; for example, a Bronze partner with \$5K in MRR spend will be eligible for the Gold tier by signing a \$6M PTCV contract. In order to reach the Silver and Gold tiers, partners will need to comply with all remaining business and training tier requirements.

Partner Agreements

You must sign a partner agreement that governs the overall cooperative business relationship between Twilio and your organization. To become a Bronze partner, you must sign the Twilio Partner Terms of Service (PTOS) agreement, which outlines the terms governing management of the relationship as well as other pertinent aspects of the Twilio and partner arrangement. Silver and Gold partners must have a Partner Addendum signed in addition to the PTOS.



Business Plan

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

Personalized Support Plan

While this is a requirement for Gold partners, Twilio recommends that all ISV partners have a Personalized Support Plan. This support tier is designed to cater to high-touch partners who would benefit from a single point of contact — a dedicated Technical Account Manager (TAM). The TAM develops an in-depth understanding of the partner’s use cases, applications, feature requests, and the weaknesses that are most important to resolve in order to enhance the partner’s experience with Twilio’s services. Having a dedicated TAM is vital to the success of partners running business-critical applications that require 24x7 support coverage for their own customer base.



Program Governance

The Twilio Technology 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.

All partners will enter the Program at the tier level that corresponds with their initial investment. 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 work with the partner account team to determine your tier status in Q1 2021. New program year Calculations will be determined by a partner's performance throughout the preceding fiscal year. 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

Upon acceptance of program terms and conditions and formal enrollment, qualifying partners start in the Bronze tier and gain access to components of the program including:

- Partner Community (build.twilio.com) resources
- External Showcase Listing
- Go-to-Market content and templates



Thanks for reading

Interested in joining
Twilio Build? Apply today!

[Become a Twilio partner](#)



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