Twilio Build program guide for technology partners

2022 program year

twilio

Contents

Twilio Build technology partner program overview

The Twilio Build technology partner program supports partners that build Twilio embedded software applications and integrations to simplify deployment of innovative solutions. Twilio designed this program to provide our technology partners the resources needed to scale their business with Twilio's Customer Engagement Platform.

The Twilio Build technology partner program offers:

- Twilio trainings
- Solution reviews
- Proof-of-concept funding
- Market development funding
- Access to product support and validation
- Go-to-market enablement and resources
- Business planning and practice-building guidance

Go further with the Twilio Build program for technology 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 Twilio Build technology partner 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 Twilio Build technology partner program supports partners to drive their business forward.

- **Enhance profitability with a long-term partnership** — Twilio gives partners the time, resources, and flexible pricing model designed to kickstart the success of their application. With Twilio Build, partners are given the runway and commitment they need to grow their customer base and build their 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. The Twilio Build technology partner program gives partners access to expert Twilio Solution Engineers to review their proposed solutions before bringing them to market.

This program aims to enable, launch, and grow partners' long-term success with Twilio. The Twilio Build technology partner program rewards partners as they increase their investment into building a Twilio practice and achieve performance milestones — driving their business forward as they forge the future of communications with their customers.

Twilio Build technology partner program tiers

The Twilio Build technology partner program offers a tiered structure, composed of 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, partners must fulfill all program requirements. Please see "Twilio Build technology partner requirements" on page 9 for reference. Each subsequent tier unlocks additional program benefits as a partner advances through the Build program. Please see "Twilio Build technology partner program benefits" on page 6 for reference.

Program tiers

Bronze technology partner

Silver technology partner

Gold technology partner

Twilio Build technology partner program benefits

Each tier of partnership offers a valuable set of benefits to support partners' growth. In CY 2022, partners have access to an expanded range of benefits based on their level of partnership.

Benefit	Bronze	Silver	Gold
Access to Build Community	✓	✓	✓
Showcase listing	✓	✓	✓
Build tier badge	✓	✓	✓
Self-serve training	✓	✓	✓
Partner hackathons	Invite only	✓	✓
Partner solution review		✓	✓
Go-to-market kits		✓	✓
Acceleration Program: MDF and POC co-investment		✓	✓
Partner management		✓	✓
Product roadmap reviews		Invite only	✓
Joint account mapping		Invite only	Invite only
Twilio executive sponsor			✓
Early beta access to Twilio products			Invite only
Lead generation for partners			Invite only
Eligible for Foundry program			Invite only

Benefits are listed and defined in alphabetical order. Please see the table on of this guide to confirm tier eligibility for each benefit.

Acceleration Program

The Acceleration Program includes proof-of-concept (POC) and market development funds (MDF) projects. It is designed to help accelerate partners' businesses by infusing funds on strategic projects and marketing campaigns.

MDF is available to silver and gold tier partners to co-invest in marketing activities. MDF can be used to support a wide-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.

POC funds help accelerate time to market and customer adoption of a partner's solution. The program co-invests with partners by providing cash, Twilio promotional credits, or professional services to help accelerate the build of Twilio embed use cases or Twilio integrations.

Build Community

The Build Community provides partners with the resources and tools to best navigate each stage of the partner journey. Partners from all tiers are able to access the Build Community.

Build tier badge

Partners can promote their Twilio partnership by placing their Build tier badge on their website and other marketing assets. Partners can review the comprehensive Partner Branding Guidelines document to understand Twilio's branding practices and how to engage in marketing activities with Twilio.

Early beta access to Twilio products

Partners can stay ahead of their competition with beta access to Twilio's latest products and innovations. Twilio offers early beta access to Twilio products for select gold tier partners.

Foundry

Foundry is an internal consulting service that helps companies reimagine their customer experience to achieve industry differentiation through customer engagement. Gold tier partners can be invited to work with our Foundry team.

Go-to-market (GTM) kits

The Twilio Build program offers GTM kits 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. Gold and silver tier partners can collaborate with Twilio's partner management teams to plan joint GTM activities.

Joint account mapping

Crossbeam is an automated account mapping tool that allows partners to cross reference their customer relationships with Twilio sales opportunities. Joint account mapping is provided on an invite-only basis.

Lead generation for partners
Lead generation for technology partners allows the business development team to connect Twilio customers, in need of a pre-built solution, directly to a partner that addresses their use case. This benefit is provided to gold tier technology partners on an invite-only basis.

Online self-serve training program
The Build Community provides technology partners with Twilio training courses that are self-paced. These courses provide information that help engineering, developer, and support teams deepen their understanding of the Twilio Platform.

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

Partner management
Gold and silver tier partners work with partner management teams who support the continued growth of their Twilio practice. Partner management teams serve as technology partners' primary point of contact at Twilio, help to conduct business planning, and liaise with technical and marketing resources as needed.

Partner solution review
Gold and silver partners can launch applications with confidence after participating in a solution review. The review provides architectural guidance and best practices directly from Twilio Solution Engineers.

Product roadmap reviews
Gold and silver (by invite) partners have exposure to product roadmap reviews led by Twilio product managers and partner account executives. The product roadmaps are delivered during scheduled business reviews and focus on the vision and direction of Twilio's product offerings as they relate to the partner's use case.

Showcase listing
Partners are invited to create a Twilio Partner Showcase listing to externally market their business offering to potential customers. All partner tiers are featured within the Showcase.

Twilio executive sponsor
Gold tier partners can 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.
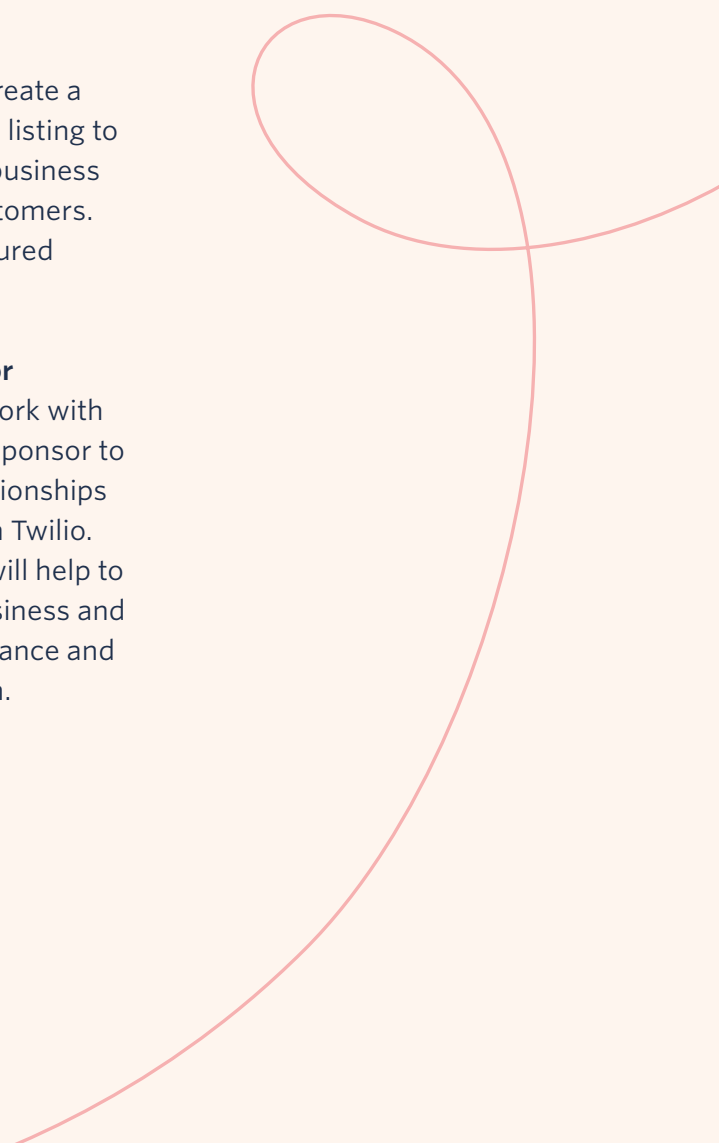
Twilio Build technology partner requirements

The multi-tier program allows partners to determine how to best commit resources toward their 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 resource investment at each stage of the partner journey.

Please review the table below to identify the requirements for each tier.

Requirements	Bronze	Silver	Gold
Twilio embedded solution or integration	✓	✓	✓
Agreement to Partner Terms of Service	✓	✓	✓
Go-to-market materials	✓	✓	✓
Revenue requirement (MRR)* Twilio embedded software only	$1K	$10K – $250K	$250K +
Influence revenue requirement (eARR)* Twilio integrations only	$0	$200K +	$1 Million +
Customer success story		1	2
Partner commercial model Twilio embedded software only		✓	✓
Business plan		Selective	✓
Partner support package			✓

*All revenue requirements are in US dollars.

Requirements are listed and defined in alphabetical order. Please see the table on page 9 of this guide to confirm tier eligibility for each requirement.

Business plan

Select gold and silver partners have the opportunity to collaborate with Twilio on a joint business plan. This plan 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.

Customer success story

Gold and silver partners are required to provide customer facing publications that highlight important customer wins and showcase how the product drove value. These stories do not need to include a shared customer, however, these assets are preferred. Authoring a customer story with Twilio is available to select partners and will be determined on a case-by-case basis. To learn more,

please contact your partner management team.

GTM materials

Technology partners that build integrations for Twilio products are required to author technical documentation prior to completing validation. Additionally, technology partners will need to produce internal and customer facing collateral to showcase the value of the integration. Materials will be created during the validation process and must be finalized before the integration is promoted externally.

Influence revenue requirement

Twilio requires technology partner integrations to meet certain partner influenced revenue thresholds for silver and gold tier eligibility. Revenue requirements can be met by driving joint revenue.

The revenue requirement is measured by the Twilio estimated annual recurring revenue (eARR)

for closed sales. This revenue is 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.

To ensure revenue is accurately captured, partners should review all Twilio sales activity with partner account teams during pipeline calls.

Partner integration support

The Partner support program allows partners to provide front-line technical support to end customers, creating high-margin and high-touch opportunities. Twilio also offers Partner support to partners with complex integrated solutions. This Partner support provides direct access to designated partner technical account managers (PTAMs) who are well versed in the specific integrations to the Twilio platform. Participation in this

program requires the execution of a Partner Support Addendum to the Master Partner Agreement, which stipulates all program requirements.

Revenue requirements

Silver and gold tiers require revenue thresholds for eligibility. The revenue requirements for technology partners is calculated based on Monthly Recurring Revenue (MRR). The monthly revenue number is reviewed annually and is calculated based on the average monthly recurring revenue of the prior calendar year.

Partners with Twilio embedded solutions can qualify for tier eligibility by attaining the above performance measurement and complying with remaining business requirements.

Partner agreements

Partners must sign a partner agreement that governs the overall cooperative business relationship between Twilio and their organization. To access the

Build Community, partners must agree to the Twilio Partner Terms of Service (PTOS), which outlines the terms governing management of the relationship as well as other pertinent aspects of the Twilio and partner arrangement.

Personalized support plan

While this is a requirement for gold partners, Twilio recommends that all technology partners that embed Twilio products 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 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 Build technology partner program operates on a calendar year basis (January 1st – December 31st).

All partners will enter the program at the tier level that corresponds with their initial investment. As partners meet the requirements to move up tiers, the program unlocks additional benefits that help to enhance sales, marketing and engagement opportunities.

Existing partners will work with the partner account team to determine their tier status in Q1 2022. New program year calculations are 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 or upon approval by program management mid-year. Mid-year tier calculations will be calculated based on a partner's performance during the trailing 365 days.

Getting started

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

• Build Community (build.twilio.com) resources

• Ability to create a Showcase listing

• Go-to-market content and templates

• Access to Twilio certification and training courses

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.