

# Twilio Segment Partner Program for consulting partners

2024 Program Guide



# Contents

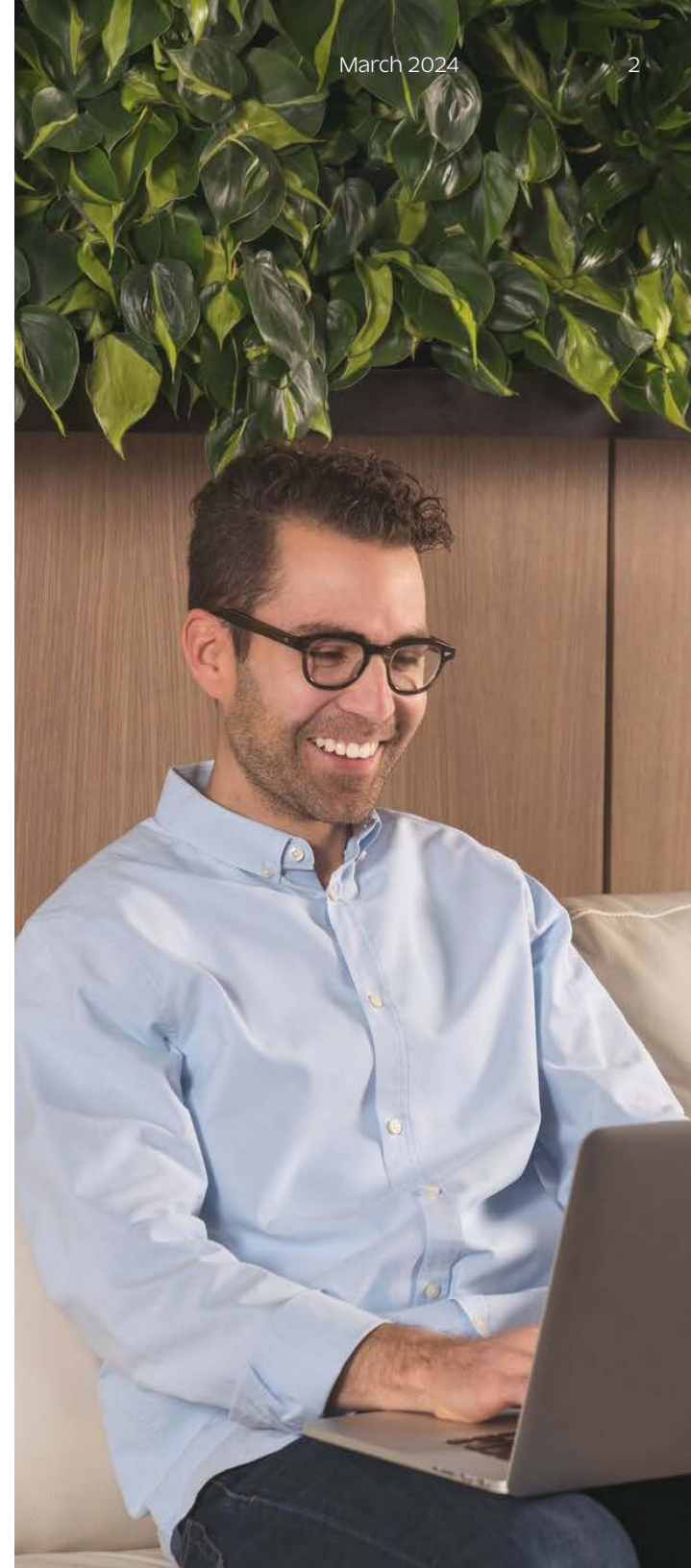
<b>Twilio Segment Partner Program overview</b>	03
<b>Program tiers</b>	04
<b>Program requirements</b>	05
<b>Program benefits</b>	06
<b>Requirements by tier</b>	09
<b>Program governance</b>	10
<b>Getting started</b>	11

# Go further with the Twilio Segment Partner Program

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 Segment Partner Program enables consulting partners to implement or resell Twilio Segment solutions by providing the right mix of technical expertise, sales training, and marketing resources. The Twilio Segment Partner Program for Consulting Partners aims to enable, launch, and grow a partner's long-term success.

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



# Twilio Segment Partner Program overview

The Twilio Segment Partner Program for Consulting Partners is for all types of organizations that offer consultative, implementation, support and/or run/operate services to Twilio customers. We'll refer to these partner types as system integrators (SIs); however, it includes the following partner types: system integrators, consultancies, management consulting organizations, and digital agencies. In addition to system integrators, we also support partners that look to resell Twilio solutions to their customers.

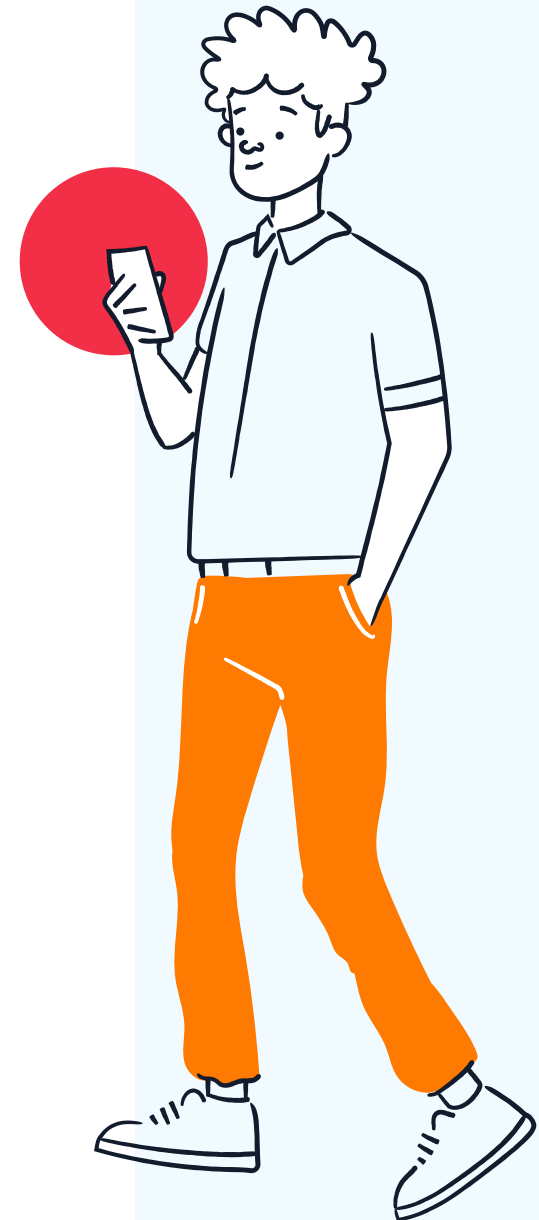
**To ensure consistency, Twilio Segment defines these partner types in the following manner:**

**System integrator (SI) partners:** SI Partners offer professional services (i.e., consulting, implementation, run/operate, etc.) that enable customers to leverage the power of Twilio, from transforming their contact centers to capturing customer data to transforming their customer engagement strategies. SI partners are seen as the trusted advisors that are an extension of our Twilio account team.

**Resell partners:** Resell partners generate customer demand for Twilio Segment and sell Twilio Segment products directly to customers. Currently, the reseller program is invite-only.

The Twilio Segment Partner Program includes:

- Twilio Segment sales & technical training and certifications
- Deal registration tools (referral fee available for Segment)
- Market development funds
- Product insights from our product teams
- Access to product and technical support
- Go-to-market enablement and resources
- Business planning and practice-building guidance



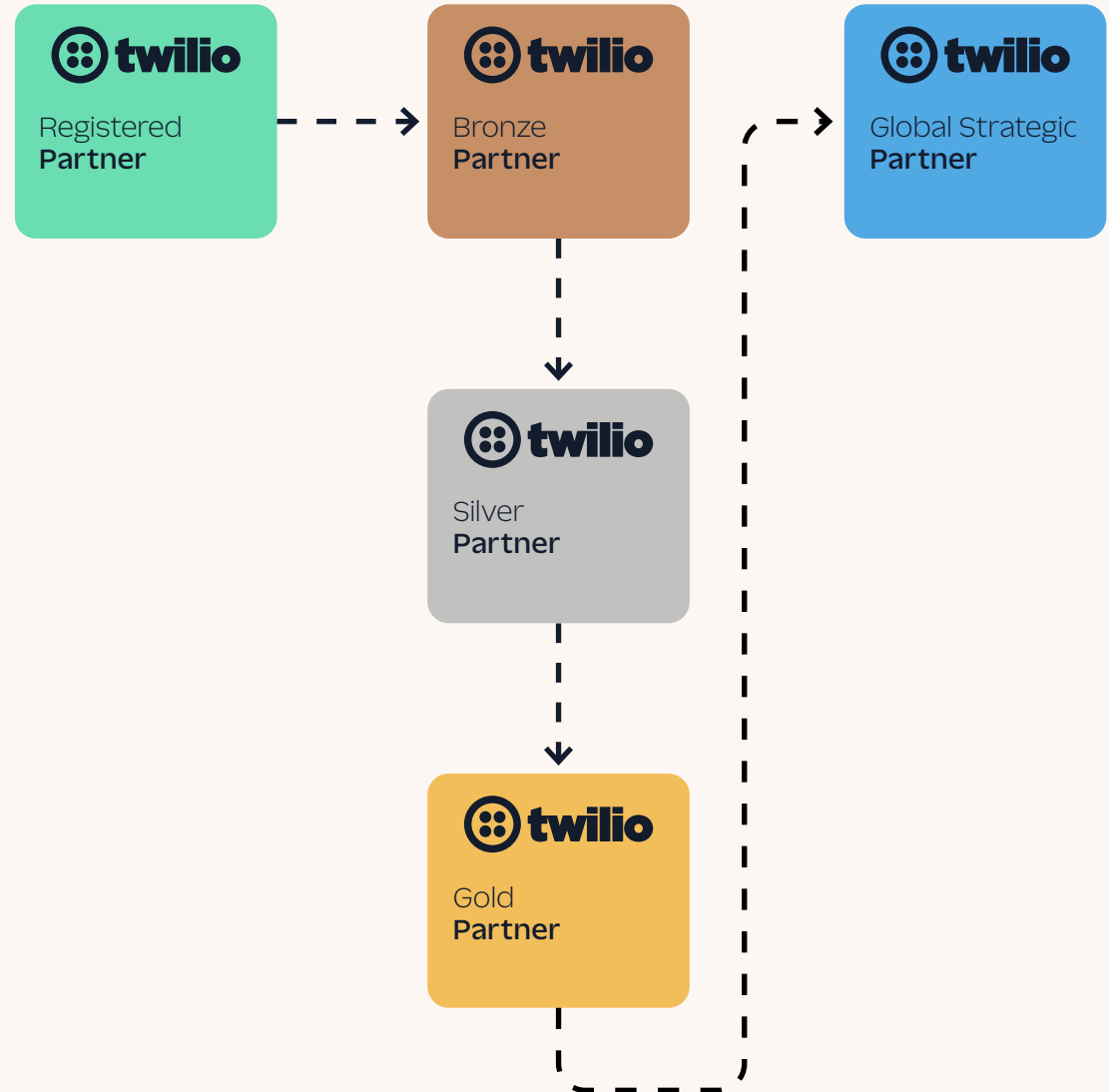
# Twilio Segment Partner Program for Consulting Partner Program tiers

The Twilio Segment Partner Program for Consulting Partners offers a tiered structure of registered, bronze, silver, gold, and global strategic. 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 “Program Requirements” on page 5 for reference. Moreover, each subsequent tier unlocks additional program benefits. Please see “Program Benefits” on page 6 for reference.

A benefit of advancing through the Twilio Segment Partner Program for Consulting Partners 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 Segment Partner Program Tiers



# 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.

2023 Requirements by tier	Registered	Bronze	Silver	Gold
Baseline partner agreement				
Twilio platform technical resources <sup>1</sup>		3	10	15
Sales-trained resources <sup>2</sup>		1	5	10
Twilio closed-won revenue <sup>3</sup>		\$20,000	\$200,000	\$1,000,000

<sup>1</sup> Required for Segment/Engage focused partners

<sup>2</sup> All revenue requirements are in US Dollars

<sup>3</sup> Required for resell of eligible products



# Program benefits

As a member of the Twilio Segment Partner Program for Consulting Partners, you'll have access to wide ranges of benefits to help grow your business. Access to benefits is driven by a partner's tier within the program. In some instances, a benefit can only be unlocked with an invitation from Twilio Segment's partner organization.

## Access & Portal Benefits

### Access to the Twilio Segment Partner Portal

Registered | Bronze | Silver | Gold | Global Strategic

The Twilio Segment Partner Portal equips partners with the necessary resources and tools to successfully navigate through every phase of the partnership journey. These resources include educational courses, deal registration, opportunity management, and access to specific marketing materials.

	Registered	Bronze	Silver	Gold	Global Strategic
<b>Access &amp; portal benefits</b>					
Access to the Twilio partner portal	●	●	●	●	●
Twilio Technology Partner Program (Invitation only)			✉	✉	✉
Twilio product roadmap		●	●	●	●
<b>Go-to-market support</b>					
Co-sell with Twilio				●	●
Market development funds			✉	●	●
Designated partner management			●	●	●
Referral fees			✉	●	●
Twilio Partner Advisory Board (Invitation only)			✉	●	●
<b>Technology &amp; innovation</b>					
Twilio Segment demo environment		●	●	●	●
Eligible for Twilio Segment reseller program (Invitation only)			✉	✉	✉
<b>Recognition</b>					
Twilio Partner badge		●	●	●	●
Partner listing		●	●	●	●
Twilio global event participation (Invitation Only)			✉	✉	✉

## Twilio Segment Technology Partner Program

### (Invitation Only)

Silver | Gold | Global Strategic

As a select Twilio Segment Consulting Partner, you will have the opportunity to also participate in our Technology Partner Program. This program supports partners that develop Twilio embedded software applications and integrations to make it easier to deploy innovative solutions. Twilio Segment has designed this program to provide technology partners with the resources they need to scale their business with Twilio's Customer Engagement Platform.

## Twilio Segment product roadmap

Bronze | Silver | Gold | Global Strategic

As a Twilio Segment Partner, you will have the opportunity to preview the Twilio public-beta product roadmap, giving you a competitive edge in planning your own product and sales strategy.

## Go-to-market support

### Co-sell with Twilio Segment

Silver | Gold | Global Strategic

Our co-selling program rewards partners who proactively identify new software opportunities and accounts to Twilio. This program aligns select

partners with Twilio sales, technical specialists, and professional services teams to support activities throughout the sales cycle. As a part of this program, partners can benefit from deal registration and dedicated sales programs which will be a catalyst for pipeline generation.

### Market development funds

Silver | Gold | Global Strategic

Market Development Funds (MDF) are available to select partners to co-invest in marketing activities. MDF can be used to support a range of demand generation initiatives increasing the visibility and reach of your solutions and services in the market. Funds need to be formally requested and approved by Twilio.

### Designated partner management

Silver | Gold | Global Strategic

Eligible partners focused on implementing software solutions have access to a Partner Account Manager for ongoing business planning and support. This includes regular business reviews, joint marketing planning, forecasting, and account mapping to ensure successful execution and growth of your solutions and services with Twilio.

### Referral fees

Twilio Segment will pay the partner referral fees for qualified referrals made to Segment for net new accounts and/or upsell opportunities (requires new product to be sold) which close within a specified time period. Partners are required to sign a separate referral addendum to be eligible for associated referral fees.

### Twilio Partner advisory board (Invitation only)

Select Twilio Segment partners will have the opportunity to join one of our product-focused Partner Advisory Board(s) (PAB). Each PAB will be composed of top-performing partners who will provide feedback and guidance on the Twilio product roadmap and strategy, as well as share best practices and insights on how to increase adoption and success with Twilio. Additionally, members of these boards will gain early access to the Twilio Segment Product Team, providing insights and leveraging partner feedback into the Product Roadmap and Strategy.



## Technology & Innovation

### **Access to the Twilio Segment Partner Portal**

Registered | Bronze | Silver | Gold | Global Strategic

The Twilio Segment Partner Portal equips partners with the necessary resources and tools to successfully navigate through every phase of the partnership journey. These resources include educational courses, deal registration, opportunity management, and access to specific marketing materials.

### **Twilio Segment demo environment**

Bronze (Invitation only) | Silver | Gold | Global Strategic

Eligible Twilio Segment partners will have the opportunity to experience a “demo like Twilio” learning adventure series and utilize our internal demo environment during your business development activities. This will provide you with an in-depth understanding of our capabilities and how to showcase them to your customers. Additionally, you will receive training materials and collateral on the various Twilio Segment use cases to deliver high-value demos to our customers.

Partners focused on Segment / Engage will gain access via Segment’s partner portal. With respect to Segment demo environments, 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.

### **Eligible for Twilio Segment Reseller Program (Invitation only)**

Silver | Gold | Global Strategic

Twilio Segment’s Reseller Program is an invitation-only opportunity. Partners who are a part of this program have access to resell capabilities enabling them to fully capitalize on the Twilio Segment platform and its benefits.

## Recognition

### **Twilio Segment Partner badge**

Bronze | Silver | Gold | Global Strategic

As a tiered Twilio Segment Partner, you can showcase your Partner Tier Badge on your website and other marketing materials. By reviewing the comprehensive **Partner Branding Guidelines** document, you’ll be able to understand our branding practices and how to engage in marketing activities in partnership with Twilio Segment.

### **Partner listing**

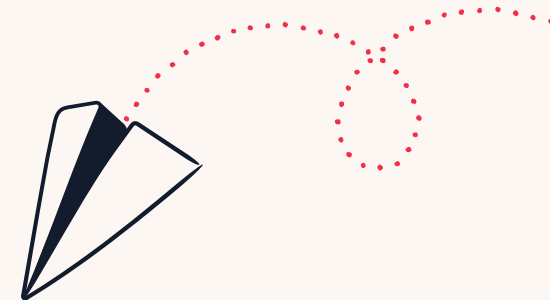
Bronze | Silver | Gold | Global Strategic

Selected partners are given the opportunity to create a Twilio Segment Partner Listing to promote their services and products to potential customers, increasing visibility and reach of their solutions.

### **Twilio global event participation (Invitation only)**

Silver | Gold | Global Strategic

Twilio hosts several global events throughout the year, and select partners are invited to participate in them (e.g. Transform, Twilio Talks, CDP Live, CDP Week, SIGNAL, Creator Summit). These events are excellent opportunities for partners to introduce their customers to Twilio. In certain instances, partners may have the option to sponsor and/or provide industry-specific expertise.



# Requirements by tier

Please see the table on page 5 of this guide to confirm tier requirements.

## Certification & training dedicated resources

Partners are encouraged to utilize the available training resources based on their program tier. Online, self-paced learning paths are available 24x7 in English and occasionally in other languages. Partners are recommended to complete the Sellers Series 101: Twilio overview to be classified as a sales trained resource. Developers are encouraged to complete the Twilio Segment platform course to be classified as Twilio platform certified technical resources.

Additional Twilio Segment 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 tier (Note - some learning adventures require prerequisites for access).

## Baseline partner agreements

Partners must agree to a baseline partner agreement that governs the overall business relationship and terms relevant to Twilio's platform between Twilio Segment and the partner's organization.

If a partner is qualified and invited to the resale program or MDF, the partner must sign a Resale Partner Addendum as part of completing resale program requirements and in order to resell Twilio's products and services to third parties. Affiliates of approved resale partners must be separately vetted and sign their own Resale Partner Addendum.

If a partner wants to participate in the MDF program, the partner must agree to MDF program terms, which requires the partner's sign-off on the funds it will receive from Twilio as part of the MDF program.

Any Twilio Segment partners wishing to participate in the Twilio Segment referral program will need to sign a separate Partner Referral Addendum.

## Revenue requirements

For bronze, silver, and gold tiers, Twilio Segment requires revenue thresholds for tier eligibility. The revenue requirement is measured by the influenced and resold Twilio Segment estimated annual recurring revenue (eARR) for closed won opportunities. 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:

1. A member of the Twilio sales team adds a partner to the sales opportunity at any time before the close of a sale, or
2. 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 Segment 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 available on the partner portal.

## Program governance

**The Twilio Segment Partner Program operates on a calendar year (January 1 - December 31).**

All new partners enter the Twilio Segment Partner Program for Consulting Partners as Registered. 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. 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. As it relates to Registered partners, Twilio will review activity levels on a quarterly basis and reserves the right to deactivate accounts for lack of engagement.





# Getting started

To get started, please sign into the Twilio Communications or Twilio Segment partner portals. Upon creation of an account and formal enrollment, partners start at the registered tier and gain access to components of the program, including:

- Twilio Partner community resources  
[build.twilio.com](https://build.twilio.com)  
[partners.segment.com](https://partners.segment.com)
- Access to training courses
- Access to deal registration
- Access to nominate a project for MDF funding







## Thanks for reading

Thank you for exploring the Twilio Segment Partner Program for consulting partners. If you have any questions, please contact us at the following:

Segment Technology Partnerships,  
email [bd@segment.com](mailto:bd@segment.com)

Twilio Technology Partnerships,  
email [partnerships@twilio.com](mailto:partnerships@twilio.com)

