



# Twilio Communications Partner Program

2024 Program Guide

March 2024 - v.1.0





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# Go further with the Twilio Communications Partner Program



The Twilio Communications Partner Program views our partners as vital extensions of our sales and go-to-market strategy. Strategic alliances with these partners are key to building, buying, integrating, and supporting Twilio solutions, enhancing customer engagements.

Our program empowers partners through a comprehensive framework supporting the implementation, integration, connection to, embedding, or reselling of Twilio solutions. With technical expertise, sales training, and robust marketing resources, it serves as a catalyst for partner success.

Our unwavering commitment to innovation and scalability ensures partners stay ahead in the evolving CEP landscape. As a valued partner, you'll benefit from support, extensive resources, and a collaborative ecosystem for mutual success. Whether you're a technology provider, systems integrator, or reseller, the Twilio Communications Partner Program is your gateway to dynamic opportunities. Let's redefine the future of customer engagement together. Join us to shape the next generation of communication solutions and propel your business to new heights.

Chapter 01

# Twilio Communications Partner Program overview



The Twilio Partner Program is for all types of organizations that offer consultative, implementation, support, run/operate services, integrate with and connect to Twilio customers and solutions.

Regardless of the partner type or motion, Twilio designed this program to provide our Partners the resources needed to scale their business with Twilio's Customer Engagement Platform.

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

**Consulting, or System Integrator (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. Consulting Partners are seen as the trusted advisors that are an extension of our Twilio account team.

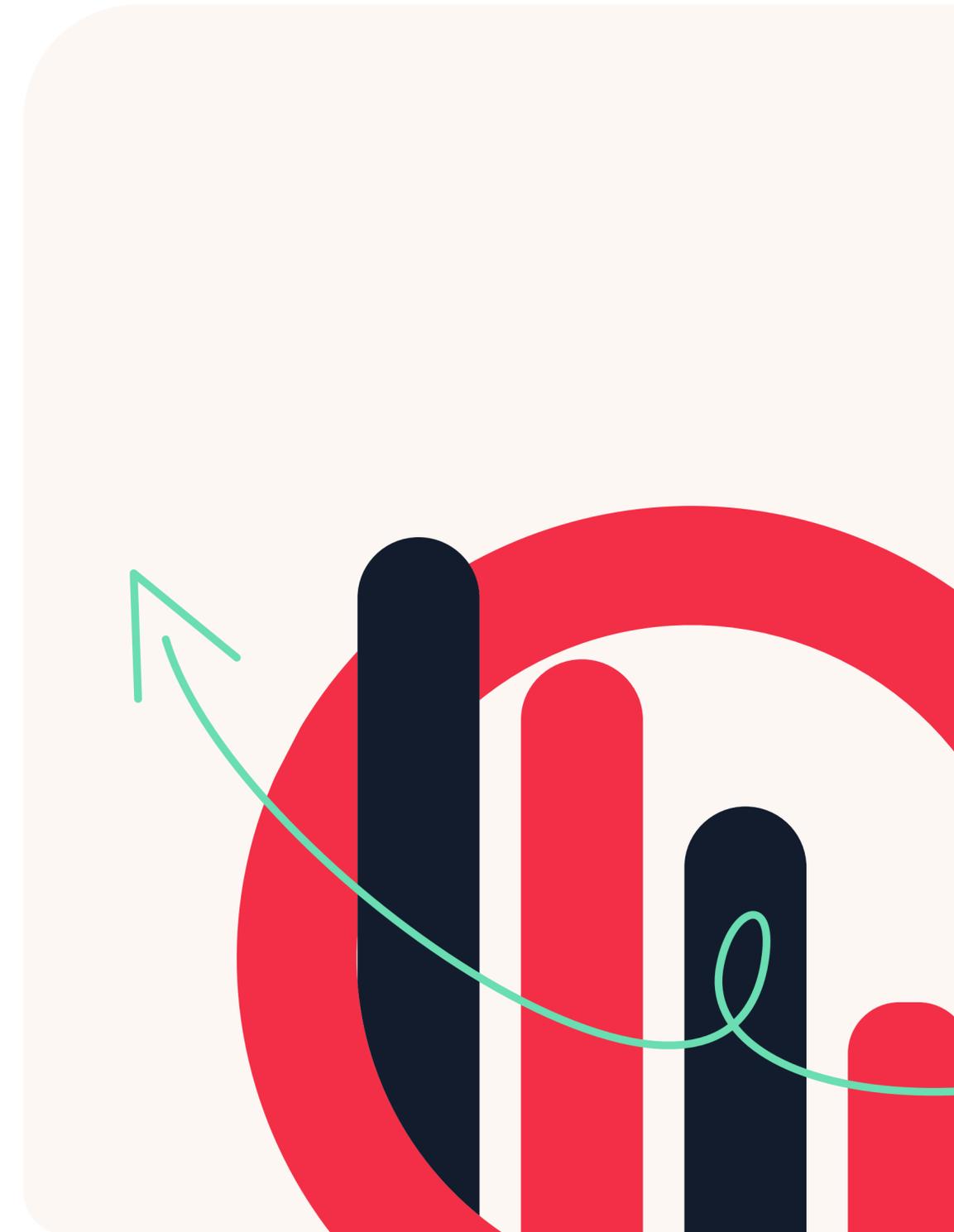




**Resell partners:** Resell partners generate customer demand for Twilio and sell Twilio products directly to customers. Currently, the reseller program is invite-only for Twilio partners who have Technical Resources, Sales-Trained Resources and Closed-Won revenue. Reselling Segment and/or Engage is covered within the Twilio Segment partner program guide.

**Technology partners:** Companies that develop software solutions that naturally complement and extend Twilio's capabilities through direct integrations. While the Twilio roadmap does not encompass these specific functionalities, their presence is crucial. Utilizing Technology Partners allows Twilio solutions to offer a broader set of features and integrations without direct in-house development, accelerating the time to innovation. (For the avoidance of doubt, technology partners do not generate pull-through revenue whereas ISVs who embed Twilio solutions will).

**ISV Embed Partners:** Providers that have their own independent application and use Twilio to power the communication channels on the back-end. ISV Embed Partners embed Twilio's Messaging, Voice, or Email Services into their overall solution that they then sell to their end customers. ISV Embed Partners are required to architect their Twilio environment so they can manage billing, compliance, product consumption and technical components for large numbers of end customers. ISV Embed Partners are not permitted to sell Twilio Services to their end customers on a standalone basis. ISV Embed does not include Flex. (**Note:** the partner program for ISV Embed Partners is in "Beta"; therefore, eligibility and benefits are by invitation only at this time.)





Chapter 02

# Twilio Communications Partner categories





The Twilio Communications Partner Program offers two levels of engagement: Registered Partner or Preferred Partner.

**Registered Partners:**

Registered Partners refer to a category of partners within the Twilio Partner Program, who have the autonomy to explore and invest in their partnership in a self-guided manner. These partners are responsible for navigating their engagement with the program, leveraging available materials and programs to generate pipeline and drive success. The self-service materials provide partners with flexibility and independence, allowing them to progress at their own pace within the partnership framework.

**Preferred Partners:**

Preferred Partners are a distinguished category within the Twilio Partner Program, exemplified by strategic significance and demonstrated excellence in collaboration. These partners receive a high level of support, guidance, and resources from the program and through dedicated account management. Preferred Partners are eligible

to receive exclusive benefits, including a special level of personalized support often referred to as “white glove” treatment, creating a collaborative environment that enables them to thrive, extend their market reach, and deliver exceptional value to shared customers.

Before being considered for advancement to a new category, partners must fulfill all their current category program requirements - subject to annual review by Twilio. Please see “Program Requirements” on [page 9](#) for reference.

A benefit of advancing through the Twilio Partner Program is achieving a categorized badge. Partners have access to a Twilio-branded badge and can showcase their Twilio expertise, solution or integration and differentiate their practice from other Twilio partners.





Chapter 03

# Program requirements





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

This structure is designed to support partners with the right resource investment at each stage of the partner journey and for every type. Category advancement occurs with an increased commitment to Twilio based on the following criteria:

### Partner requirements

2024 Requirements by category	Registered	Preferred
Baseline partner agreement	●	●
Twilio platform technical resources <sup>13</sup>		15
Go to market trained resources <sup>13</sup>		10
Publish customer success story <sup>3</sup>		●
Complete joint GTM business plan <sup>3</sup>		●
Partner support package (CPaaS, Flex) <sup>2</sup>		●
		●

<sup>1</sup> Required for resell of eligible products

<sup>2</sup> Partner support is personalized with better margins for Twilio Embed ISVs

<sup>3</sup> Twilio reserves the right, at its sole discretion, to make exceptions for any partner requirements

### Partner revenue requirements

2024 Revenue requirements	Registered	Preferred
Twilio closed won revenue <sup>123</sup>		\$1,000,000

<sup>1</sup> All revenue requirements are in US Dollars

<sup>2</sup> Required for resell of eligible products

<sup>3</sup> Twilio reserves the right, at its sole discretion, to make exceptions for any partner requirements

Chapter 04

# Program benefits





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

 Access & portal benefits	Registered	Preferred	Program benefits
Access to the Twilio partner portal	●	●	The Twilio Partner Portal equips partners with the necessary resources and tools to successfully navigate through every phase of the partnership journey.
Twilio Flex Product Roadmap	●	●	As a Twilio 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			
Deal registration		●	Deal registration is a streamlined process that allows partners to secure their ability to pursue and close specific opportunities. By registering deals, partners gain a competitive edge to ensure successful outcomes.
Educational courses	●	●	Educational courses are a cornerstone of our partner program, providing partners with valuable knowledge and skills to enhance their expertise and deliver exceptional value to their customers. Our comprehensive educational courses cover a wide range of topics, empowering partners to stay ahead in the ever-evolving technology landscape.
Marketing collateral	●	●	Marketing collateral serves as a powerful toolkit within our partner program, offering a suite of materials designed to support partners. Our diverse range of marketing collateral empowers partners to effectively showcase and promote our products and services to their clients and prospects.
Designated partner management		●	Eligible partners focused on implementing software solutions have access to a Partner Account Manager and Solution Architect 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.
Sales data & insights		●	Eligible partners may have access to joint third-party sales insights services that help identify areas of mutual customer opportunity in order to better enable the co-sell motion with Twilio.



 Programs	Registered	Preferred	Program benefits
Access to the Twilio executive programs & briefing team		 (Invitation only)	Unlock growth, gain executive mindshare, and expand relationships by providing relevant, differentiated insights and personalized white-glove experiences. Partner cross-functionally to showcase our strategy, strengthen customer trust and inspire our customers' success by conveying the vision and value of Twilio.
Co-Sell with Twilio		 (Invitation only)	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		 (Invitation only)	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.
Referral program			Our referral program is a straightforward way for partners to effortlessly extend the benefits of our products and services to their network. By participating in the referral program, partners can effortlessly recommend our solutions to their contacts and enjoy rewards for their contributions to our growing customer base.



 Technology and innovation	Registered	Preferred	Program benefits
Technical training content	●	●	Twilio Partners are provided with comprehensive resources and courses to deepen technical expertise. This content empowers partners with the knowledge and skills needed to effectively implement, integrate, troubleshoot, and optimize solutions, ensuring exceptional service delivery to our customers.
Partner solution review		●	Partner solution reviews are a crucial aspect of our collaborative ecosystem, allowing partners to showcase their innovative solutions and receive valuable feedback from our experts. These reviews offer partners an opportunity to refine their offerings and strengthen their position in the market, fostering growth and success within our program.
Twilio partner advisory board		 (Invitation only)	Select Twilio partners will be eligible 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 Product Team, providing insights and leveraging partner feedback into the Product Roadmap and Strategy.
Twilio demo environment		 (Invitation only)	Eligible Twilio 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 use cases to deliver high-value demos to our customers.
Proof of concept co-funding		 (Invitation only)	As a Twilio partner, you will be eligible for Proof of Concept (POC) co-funding to support strategic customer projects built on Twilio. This program co-invests with select partners by providing financial assistance to help customers accelerate and mitigate risks associated with adopting Twilio.



 Recognition	Registered	Preferred	Program benefits
Twilio partner badge	●	●	As a Twilio Partner, you can showcase your Partner Badge on your website and other marketing materials. By reviewing the comprehensive <b>Partner Branding Guidelines</b> document, you'll be able to understand our branding practices and how to engage in marketing activities in partnership with Twilio.
Partner showcase listing	●	●	Partners within our ecosystem can craft a distinctive Twilio Partner Showcase listing, designed to spotlight their services and products, amplifying their solution's visibility to potential customers. Moreover, preferred partners have the exclusive advantage to secure a prominent featured listing, maximizing their exposure and enhancing their presence in the marketplace.
Twilio global event participation		 (Invitation only)	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.



Chapter 05

# Requirements by category

Please see the table on **page 9**  
of this guide to confirm  
category requirements.



## Certification & training dedicated resources

Partners are encouraged to utilize the available training resources based on their program category. Online, self-paced learning paths are available 24x7 in English and occasionally in other languages.

Additional Twilio 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 category (Note - some learning paths 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 and the partner's organization.

If a partner is qualified and invited to the resale program, 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/POC program, the partner must agree to MDF/POC program terms, which requires the partner's sign-off on the funds it will receive from Twilio as part of the MDF/POC program.

Any Twilio Partner wishing to participate in the Twilio Referral Program will need to sign a separate Partner Referral Addendum.

For ISV Partners wishing to co-sell, the Co-Selling Partner Addendum must be signed.





## Revenue requirements

For Preferred Partners, Twilio requires revenue threshold eligibility. The revenue requirement is measured by the influenced and resold Twilio 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. 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 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](#).





Chapter 06

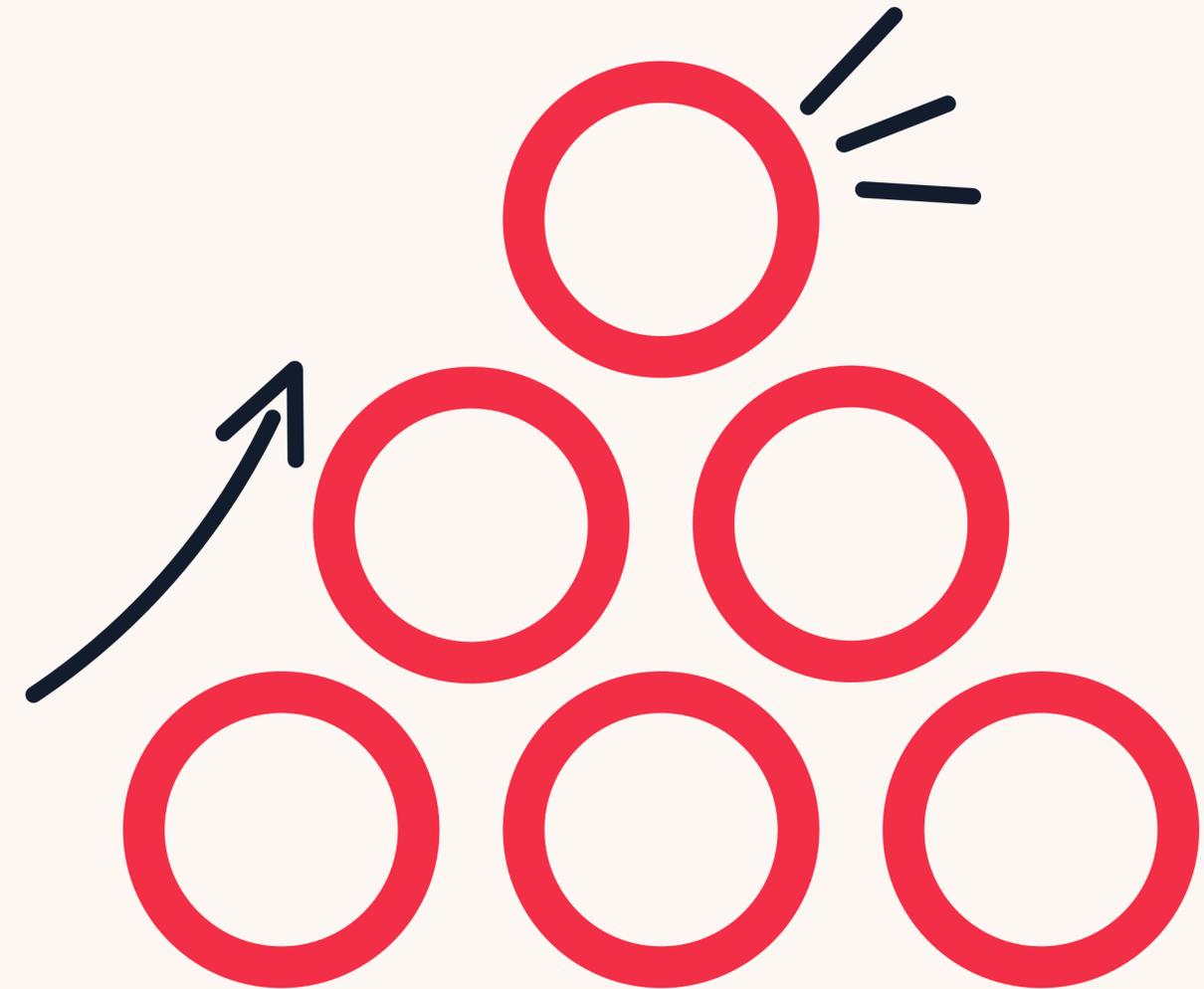
# Program governance





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

All new partners enter the Twilio Communications Partner Program as Registered. As you meet the requirements to advance categories, the program unlocks additional benefits and enhanced sales, marketing, and engagement opportunities at our discretion. Existing partners receive their new program year status in Q1 2024. 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 category at the start of the new program year. 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.

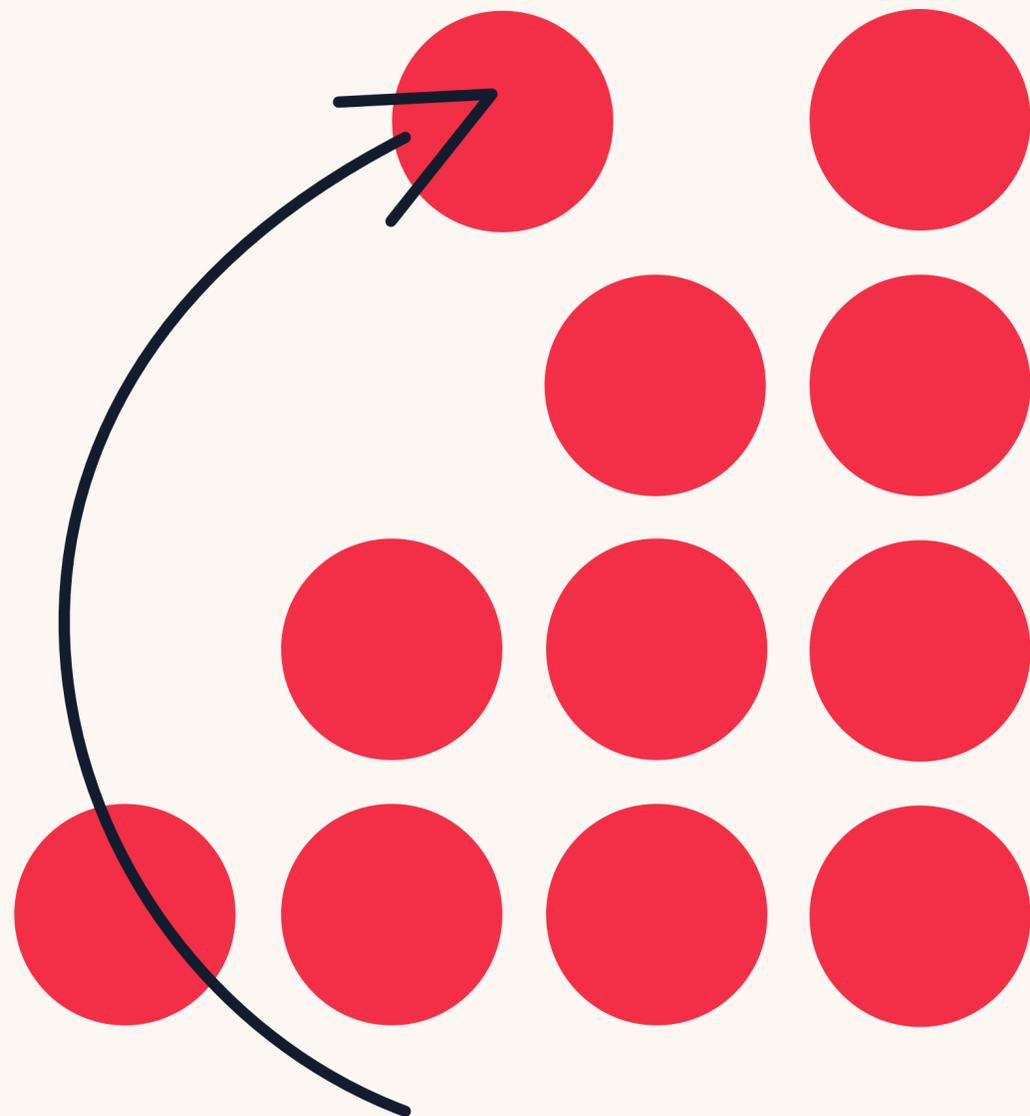




Chapter 07

# Promoting Segment solutions





Partners that wish to promote, integrate or connect Twilio's Segment / Engage offerings should complete product specific training, which is available through Segment's partner portal and outlined in the Twilio Segment Partner Program Guides. At the present time, Twilio and Segment's partner portals are separate as we continue the integration of our tools / processes.

Chapter 08

# Getting started





To get started, please sign into the Twilio or Segment partner portals. Upon creation of an account and formal enrollment, partners start in their designated category and gain access to components of the program, including:

- Twilio Partner Portal, visit either:
  - [Portal.twiliopartners.com/](https://portal.twiliopartners.com/) (Twilio Flex & Communications)
  - [Partners.segment.com](https://partners.segment.com) (Segment/Engage)
- Access to training resources
- Deal registration
- Go-to-market content
- Ability to create a partner listing



Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use their communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.

For more information about Twilio (NYSE: TWLO), visit: [www.twilio.com](http://www.twilio.com).

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