

zendesk partners

Partner Program

Zendesk builds software for better customer relationships. It empowers Service Providers, Business Process Outsourcers, Systems Integrators, and Value Added Resellers to improve customer engagement and help their clients better understand their customers.



Zendesk offers a flexible, value-based program that provides the skills, tools and support you need to take advantage of a digitally transforming world where your customer's business relies on delivering better customer experience.

- Value-based with increased benefits based on capabilities and contributions
- Flexible to support your evolving business strategy
- Profitable to grow and enable re-investment in your business

At its core, the program is designed to enable partners to build an industry-leading customer experience practice and rewards partners based on competencies and results. At the same time, the Zendesk Partner Program offers the flexibility to support partners across multiple business strategies as they evolve. Whether you're looking to earn revenue through referral, resale or implementation of Zendesk products and services, find new opportunities with existing clients or acquire new customers, build out apps or deliver value-add services, or all of the above, the Zendesk Partner Program provides the tools and resources to open new revenue streams and grow your business.



Referral partners

Take advantage of Zendesk's growing family of products that work together to improve customer relationships. Refer your existing clients and prospects to Zendesk earning referral fees along the way and rest assured they are in good hands with a customer service company Gartner placed in the "Leader" quadrant for CRM Customer Engagement Centers.



Solution providers

Engage prospects and clients with innovative, market-proven customer experience solutions that are in high demand—and reap the rewards from successful go-to-market and resale activity.



Business process outsourcers

Leverage Zendesk's leading customer experience offerings to ensure your services are delivering business value while optimizing your cost of delivery to provide the most profitability.



Implementation partners and developers

Implement, operationalize and customize the Zendesk platform through APIs, apps, and mobile SDKs to generate profitable client engagements with great business outcomes.

Investment creates value and mutual investment creates success.

Zendesk recognizes that not all partners are alike so Zendesk's value-based and flexible partner framework provides opportunities to refer, resell, implement, provide services, develop, or integrate—and you are encouraged to participate in any combination of the above.

Choose the model that is right for your business and is consistent with your desired level of investment.

Affiliate Zendesk Partner

Ideal for new partners that are exploring a business strategy with Zendesk or partners that have client opportunities which they would like to capitalize on through a Zendesk partner relationship.

Select Zendesk Partner

For the partner that sees a growing business with Zendesk, interested in developing a CX practice and actively seeking growth through new and installed-base client opportunities and engagements.

Master Zendesk Partner

At the deepest level of partnership, these are the partners that engage closely with Zendesk to drive significant business results based on mastery of Zendesk products and services, demonstrated success and experience.



	Zendesk Affiliate Partner	Zendesk Select Partner	Zendesk Master Partner
Benefits			
Referral Fee	Base %	Higher %	Higher %
Resale or BPO Discounts		New, Expansion and Renewal	New, Expansion and Renewal
Rebates Incentives			●
Access to Zendesk Partner Portal	●	●	●
Use of Zendesk Marks/Logos	Zendesk Partner Logo	Select Logo and Marks	Master Logo and Marks
Access to Online Enablement Program	●	●	●
Access to Regional Trainings	Space Available	Priority	Top Priority
Go-to-Market Resources	●	●	●
Technical Support		Priority	●
Sponsored Demo Accounts		10 Seats	10 Seats
Lead Distribution			●
Market Funds		Eligible	Budgeted
Zendesk Partner Directory		●	Featured
Access to Partner Management Team	●	●	●
Named Partner Manager			●
Sponsorship Opportunities		Available	Priority
Requirements			
Apply online	●	●	●
Sign agreement	●	●	●
Actively promote Zendesk	●	●	●
Joint business planning		●	●
Manage end customer billing		●	●
ARR bookings or Pro Service Hours Commitment		●	●
Partner sales and product training	●	●	●
Sales and Technical Qualifications		●	●
Sales and Technical Certifications			●
Named partner manager		●	●



Comprehensive Certification and Accreditation Program

Zendesk provides a modern approach to enablement allowing partners to gain a comprehensive understanding of CX market dynamics and trends, solution-based selling skills, technical expertise and best practices for customer success. All of this is offered through online role-based guided learning paths as well as regular regional trainings with awarded Qualifications and Certifications to support rapid skill development and a practice-based go-to-market strategy. And, Zendesk is here to back you up. Whether in a sales opportunity or implementing at a customer site, Zendesk supports its partners to ensure the best possible outcomes.

We're looking for partners who share our vision, culture, and passion for customer service and engagement to work together to help your clients provide great customer experiences.

Apply online at www.zendesk.com/partners or email partners@zendesk.com

