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LINK Technology Partner Program Guide
# Succeed. Together.

# TABLE OF CONTENTS

# succeed together

## WELCOME

Thank you for your interest in the Demandware LINK Technology Partner Program. The Demandware LINK Technology Partner Program takes a unique approach to partnerships by enabling value-added tools and applications to interoperate with the Demandware platform. Once integrated, these technologies are made available to Demandware customers through the LINK Marketplace, allowing retailers to weave together rich, robust capabilities commonly deployed with a platform to deliver best-in-class commerce solutions.

With today's connected consumers at the center of commerce, Demandware acknowledges that no single vendor can provide the differentiated experience consumers are seeking. As a result, the LINK Technology Partner Program strives to bring together best-in-class commerce solutions to deliver innovation and mutual success.

Demandware enables its customers to more easily adopt the latest and most innovative technologies in the market today, by streamlining the process of creating integrated solutions. As a result, the LINK Technology Partner Program has created a true marketplace—where buyers and sellers meet to satisfy a common set of commerce needs. It also dramatically accelerates time to market, enabling customers to deploy a full-featured on-demand commerce platform in a fraction of the time and cost typically associated with custom integrations. That means faster time to value, quicker ROI and easier business justification of new, innovative tools and applications.

Since launching the LINK Technology Partner Program in early 2010, Demandware has engaged with 200+ commerce technology providers to deliver high-value, integrated commerce solutions. Through Demandware's LINK Technology Partner Program, customers benefit from a rich set of easily accessible commerce features while LINK Technology Partners benefit by tapping into aggregated demand for their tools and applications, which translates into new sources of revenue. Demandware benefits by enabling its customers to easily consume LINK Technology Partner innovations in conjunction with the Demandware platform. When interests are aligned, a market is made, and we all succeed together. That's the power of the LINK Technology Partner Program. We invite you to apply and look forward to working— and succeeding—together.

## PROGRAM OVERVIEW

*The LINK Technology Partner Program enables customers to deliver comprehensive and differentiated commerce solutions by combining the richest, most robust features.*

The Demandware LINK Technology Partner Program facilitates the development of pre-built integrations that enable Demandware customers to deliver comprehensive and differentiated commerce solutions by combining the richest, most robust features—in the areas of payment, fraud prevention, social commerce, e-mail marketing, order management and more—integrated with the Demandware platform.

**The Demandware LINK Technology Partner Program is comprised of the following steps:**

- **Step 1:** Apply for partnership at www.demandware.com/joinlinktech and schedule time to speak with the Demandware LINK team

- **Step 2:** Execute LINK Technology Partnership Agreement and pay program fee

- **Step 3:** Integrate—develop a solution integration to Demandware for certification and validate your integration in accordance with Demandware certification standards

- **Step 4:** Go-to-market—generate awareness and demand, and succeed together

## PARTNERSHIP

Demandware is consistently ranked as a leading commerce platform by industry analysts and the market at large. Today, Demandware is the foundation for major commerce sites, including some of the best-known retailers and brands in the world. As a leading commerce platform, there are several reasons why it makes sense to integrate your solution with Demandware's platform:

**New customers:** As of December, 2014, the Demandware customer base is made up of more than 200 customers with more than 1000 sites for brands such as adidas, Bare Escentuals, BUTLERS, CLARINS, Columbia Sportswear, Crocs, Jewelry Television, The Jones Group, LACOSTE, Lands' End, Marks & Spencer, New Balance, Panasonic, Quiksilver and s.Oliver, to name just a few. Participation in the Demandware Participation in the Demandware LINK Technology Partner Program provides access to a large and growing community of retailers that have made commerce innovation a top priority.

**Motivated buyers:** Demandware customers recognize that the competitive battlefield is rapidly shifting from brick-and-mortar to omni-channel and globalization strategies; they recognize that to remain competitive, they must constantly innovate to attract, convert and grow customer relationships across web, mobile and social commerce. Demandware customers are motivated to continuously innovate to build profitable and lasting customer relationships. This translates into an active, vibrant marketplace for LINK Technology Partners.

**Faster time to value:** Today, retailers can spend inordinate time and resources on infrastructure and custom integration work to cobble together a comprehensive commerce solution. Customers want a better way to consume value-added commerce innovation. They want to mix and match best-of-breed tools and applications in a way that delivers maximum value and differentiation to their commerce experience at a fraction of the cost. Providing pre-built integrations between LINK Technology Partner products and the Demandware platform has proven to significantly reduce deployment times.

**Easier business justification:** Custom integration work and long implementation cycles are often what stall commerce investment decisions. By significantly reducing these headaches with pre-built and certified integrations, the Demandware LINK Technology Partner Program makes it easier for customers to justify and approve licensing of value-added tools and applications.

**Integration advantage:** LINK Technology Partners can deliver differentiated and repeatable integrated solutions that "pull through" their tools and applications. This has the potential to create substantial advantage for specific partners who create the highest value innovations on top of the Demandware platform.

## PARTNERSHIP TIERS

Companies approach relationships in a variety of ways, with different goals in mind. As such, a partnership program that forces every partner to participate in the same way may not make sense. Accordingly, the LINK Technology Partner Program is comprised of three tiers of participation, allowing prospective partners to choose the level that best reflects their goals and priorities.

### Trial Tier

This tier is for prospective partners that prefer to walk before they run. It affords them the opportunity to experience the LINK Technology Partner Program model and explore the benefits before they make a more significant financial and resource commitment. This level offers the lowest program fee and provides an extended time period for participants to build their integration.

***\*\*Please note: Participation in the Trial Tier is for a maximum of one year, after which participants who remain in the program are required to submit their integration for certification and move into either the Certified Tier or Premier Tier.\*\****

### Certified Partner

Certified Partners receive the benefit of having Demandware review and certify the integration that they have built. With this added level of trust in the functionality of the integration, Certified Partners are able to participate with Demandware in additional marketing activities to help drive customer awareness and adoption of Certified Partner technology; certification allows this to happen.

### Premier Partner

Premier Partners benefit from the added trust and value of a certified integration as well as significant marketing exposure through joint programs and a more hands-on approach to partnership. Demandware works most closely with its Premier Partners and, accordingly, these partners are more prominently displayed throughout LINK Technology Partner marketing vehicles and programs.

## BENEFITS BY TIER

The Demandware LINK Technology Partner Program is designed to align benefits with a partner's specific needs. The following chart outlines the general and technical benefits associated with each partnership tier:

| General Benefits | Trial* | Certified | Premier |
|---|---|---|---|
| Demandware XChange Collaboration Center Access | X | X | X |
| Named Partner Account Manager | | X | X |
| Technical Discussion Forms | X | X | X |
| Demandware Tutorials & Content | X | X | X |
| Integration Technical Support | Self-service | X | X |
| Demandware Training | 10% discount | 15% discount | 25% discount |
| Dedicated Sandbox Environment | X | X | X |
| Integration Pre-Development Scoping | | X | X |
| Integration Pre-Certification Review | | | X |
| Integration Certification | | 3 included; $500 per additional integration | 5 included; $500 per additional integration |
| **Annual Program Fee** | **$2495** | **$4995** | **$9995** |

*\*Please note: Participation in the Trial Tier is for a maximum of one year.*

## GENERAL BENEFITS

### Demandware XChange Collaboration Center Access

The XChange Collaboration Center is a Demandware portal that provides a rich library of documentation, tutorials, webinars, discussions, commentary and other support resources to help optimize your integration and selling efforts as part of the LINK Technology Partner Program. All partner tiers are granted access.

### Named Partner Account Manager

For all Certified and Premier Partners, Demandware provides a dedicated partner account manager to work as a liaison between the partner and the Demandware community. Having this dedicated resource helps to build and sustain partnership momentum by aligning activity to business goals, identifying opportunities, and accelerating customer uptake of partner tools and applications.

*The Demandware LINK Technology Partner Program is designed to align benefits with your specific needs.*

## TRAINING AND SUPPORT

### Technical Discussion Forums

Demandware maintains an active technical discussion forum with participation from Demandware product experts, customers and partners. This provides an opportunity to troubleshoot, problem-solve and optimize partner's integrated solution through community expertise and best practices.

**Demandware Tutorials & Content**

LINK Technology Partners have access to a rich library of on-demand tutorials, technical guides and best practices that are available for download and replay via the XChange Collaboration Center.

Available tutorials include topics such as:

- Introduction to the Demandware Commerce Platform
- Software Architecture Overview
- Integration Overview
- Integration Technical Support

**Integration Technical Support**

All Demandware LINK Technology Partners have self-service access to technical support for developing new integrations and ongoing technical support for maintenance and troubleshooting existing integrations via the XChange Collaboration Center support portal.

Certified and Premier partners receive additional, direct support via access to the LINK technical support team.

**Demandware Training**

LINK Technology Partners may prefer on-site training to support their efforts. Demandware offers a variety of training options to Certified and Premier Partners at a discounted rate.

## DEVELOPMENT

**Integration Expectations of LINK Technology Partners**

LINK Technology Partners are expected to provide a technical resource who is available to respond to feedback and make adjustments during the certification process in order to permit a timely certification with minimal interruptions.

**Dedicated Sandbox Environment**

Demandware LINK Technology Partners have access to a dedicated development instance of the Demandware platform, which provides simple access to all services, APIs, and user interfaces for the purpose of developing and testing a partner's integrated solution.

**Integration Pre-Development Scoping**

Before Certified or Premier Partners get started with their integration, Demandware will help define joint use cases, identify key integration points, and assist in architecting an integrated solution. This will prepare partners to enter the development phase with an understanding of how to complete the work.

**Integration Pre-Certification Review**

Once a Certified or Premier Partner, completes development, Demandware will review the integration, provide feedback, and make recommendations for refinements to promote a smooth and successful certification process. This allows partners to head off potential integration issues in advance in order to ease certification.

**Integration Certification**

Certifying a LINK integration is how partners gain Demandware support to bring their solution to market. LINK integrations are certified based on functional testing and review of documentation. Demandware certification signifies product-level quality, and functionality of their integration, allowing our customers to deploy a partner's integrated solution with confidence.

## GETTING STARTED

The application process for joining the LINK Technology Partner Program is straightforward.

**Step 1: Apply**

The application process for joining the LINK Technology Partner Program is straightforward. Following a partnership application submission, via www.demandware.com/joinlinktech,  a member of the LINK team will set up a time to discuss a prospective partner's goals and objectives and to learn about their products and solutions. The LINK team will help determine the appropriate partnership tier, process the partnership agreement, and create a roadmap for success. Prospective partners will find that it's easy to get started and that Demandware is eager to help.

**Step 2: Integrate**

With hundreds of technology providers actively participating in the Demandware LINK Technology Partner Program, the LINK team possesses a clear understanding of what it takes to make LINK Technology Partners successful. At the core of a successful partnership is a mutual accountability and a willingness to make a thorough and timely investment to build one or more integrations to the Demandware platform.

These are the standard expectations:

• Build a product-quality integration in accordance with Demandware certification guidelines
• Write high-quality documentation of the integration
• Complete the integration within two months of joining the program
• Support the integration for a minimum of two years from general availability
• Co-market and co-sell with Demandware at new opportunities
• Allocate a resource to periodically participate in the community (developer forums)

For partners that don't have the resources in-house to complete their integration, Demandware has a substantial community of solution partners who can help you on a contractual basis. Please don't hesitate to ask for recommendations, and the LINK team will gladly broker an introduction.

**Step 3: Certify**

Certification programs often have a reputation for cumbersome, excessively administrative processes that add time, cost, and complexity to the goal of delivering a certified solution. We don't believe in process for its own sake—we're committed to making the LINK Technology Partner integration certification process as easy as possible with the goal of activating a selling partnership.

The goal of the certification process is to promote ongoing trust and value. Trust is essential to the effectiveness of any marketplace. This is particularly true when the stakes are high—as they are in commerce initiatives, where brand and revenue are on the line. Achieving trust requires transparent information and consistent policy enforced by a trusted broker. Demandware acts as the trusted broker of the LINK community with two primary roles: curator of integrations, permitting a useful and well-organized collection of integrated solutions; and arbiter of quality, setting and enforcing standards for performance, security, scalability, and supportability.

Trust is important in enabling the integrated solutions delivered by our partners to solve a meaningful business problem and do so in a way that best leverages the Demandware platform.

We believe that the secret to a thriving marketplace is delivering something of value that customers can trust. That's the purpose of LINK certification and Demandware's commitment to its ecosystem.

To assist you in building a certified integration, we offer the following resources to partners (please reference chart above for which resources are available to which tier)

| | |
|---|---|
| **Meetings** | • Kick-off meeting to determine integration path, time frame, and resources<br>• Technical evaluation meeting to scope and validate technical integration approach<br>• Pre-certification meeting to head off potential certification hurdles |
| **Collateral and documentation** | • Getting Started Guide that outlines the process and support options<br>• API documentation that contains Demandware APIs<br>• Demandware product documentation |
| **XChange Collaboration Center** | • Online forum for answering questions, providing support, sharing ideas, best practices and sample integrations as a blueprint or starting point |
| **Training** | • Recorded web-based integration training |
| **Support** | • Email & phone support for integration build-out<br>• Community-based support through forums and knowledgebase |

**Step 4: Go-to-market**

We recognize that sales and marketing is where you will harvest your technical investments and realize the true benefits of the LINK Technology Partner Program.

We've designed programs that will help you promote your integrated solution and gain repeatable sales traction. Demandware offers a variety of go-to-market programs and resources, which are aligned with each partnership tier. These annual benefits include:

| LINK Marketplace | Trial* | Certified | Premier |
|---|---|---|---|
| Listing on XChange Collaboration Center Marketplace | | X | X |
| Marketing materials on XChange Collaboration Center marketplace profile | | X | X |
| Listing on public Marketplace | | X | X |
| Receive leads from public Marketplace | | X | X |
| **Marketing Activities** | **Trial*** | **Certified** | **Premier** |
| Joint webinar with Demandware | | | X |
| Complimentary pass to XChange Conference | | | X |
| Use of the LINK Technology Partner Program logo | | X | X |
| Press release support | | X | X |
| Blog support | | X | X |
| Participation in Demandware events | | X | X |
| Engage Demandware Retail Practice/Subject Matter Expert Team | | X | X |
| Receive Demandware approved customer list | | X | X |
| **Engaging Demandware** | **Trial*** | **Certified** | **Premier** |
| Conduct Demandware employee briefing | | Pre-recorded | In person |
| Support for partner-led events | | X | X |
| Promotion and campaign support | | X | X |
| Content support including:<br>• Case studies<br>• Datasheets<br>• White papers and thought leadership content | | X | X |
| Partner-led webinar support | | X | X |

*\*Please note: Participation in the Trial Tier is for a maximum of one year.*

## LINK MARKETPLACE

### Listing on XChange Collaboration Center Marketplace

The XChange Collaboration Center is available to Demandware clients, partners, and employees only. This is where your cartridge will be made available for download. You may also post marketing materials like datasheets or case studies.

### Marketing Materials on XChange Collaboration Center Marketplace Profile

Certified and Premier Partners have the opportunity to include a limited quantity of marketing collateral on the public marketplace. It is strongly suggested that the primary collateral directly address functionality contained within the integration.

### Listing on Public LINK Marketplace

The LINK Marketplace is a public community that features integrated solutions and raises partner visibility across the Demandware ecosystem. All current Certified and Premier partners with a certified integration are included on the LINK Marketplace, which helps to generate awareness and demand.

### Receive Leads From Public Marketplace

Certified and Premier Partners have the opportunity to receive leads from prospective customers via the public marketplace. These leads are distributed as they are received to help facilitate timely follow up.

*Demandware offers a variety of go-to market programs and resources, which are aligned with each partnership tier.*

## MARKETING ACTIVITIES

### LINK Technology Partner Program Logo

All current Certified and Premier Partners may display the LINK Technology Partner logo on their website, and in their marketing collateral. Display of this logo builds confidence with customers by signifying your investment in the Demandware LINK Technology Partner Program.

### Press Release Support

Partners are encouraged to issue a press release to announce their partnership with Demandware, customer launches on Demandware, technology integrations and/or services to Demandware or other newsworthy topics. Demandware must review your press release prior to distribution for approval and feedback. Demandware may at its option supply an executive quote and/or support press and analyst inquiries with an expert spokesperson.

Demandware has made it easy for you to create a press release by creating a Demandware LINK Technology Partner Press Release Guidelines and Template for you to follow.

### Joint Webinar with Demandware

For Premier Tier partners, Demandware will host one webinar focused on industry trends, best practices or other thought leadership topics. The partner will take a leading role in developing and presenting the content and Demandware will encourage joint clients or industry experts as co-presenters. Demandware and the partner will both promote the webinar via various channels such as email and social media. The partner receives the full attendee list and a recording of the webinar for additional lead generation.

### Complimentary Pass to XChange Conference

The Demandware XChange Conference is an annual customer workshop and user conference that brings together the Demandware customers, partners, and corporate and product leadership for working sessions, as well as technical and business tracks to learn and share best practices for commerce success. We currently host the

conference in the U.S. and in Europe. Sponsorship opportunities are available for all partnership tiers. Premier Partners receive a free pass to one XChange Conference, whether or not they elect to sponsor the event.

### Blog Support

Demandware's blog, Commerce Innovations, is frequently read by retailers, analysts and the press. Demandware aims for content that provides strategic direction, best practices and proof points of success within commerce and Demandware's community. We have outlined Demandware LINK Partner Blogging Guidelines for you to follow on creating and getting a blog post successfully published.

*Demandware is a company that operates according to a "succeed together" philosophy, which translates directly to our LINK partner ecosystem.*

### Participation in Demandware Events

Demandware often sponsors industry events or hosts events where partners may be invited to participate. The frequency and type of participation will vary and are by invitation only. If you are selected to participate in Demandware events, we will provide the proper background for the event, including description, goals, Demandware and partner responsibilities and financial commitments.

### Engage Demandware Retail Practice/Subject Matter Expert (SME) Team

Demandware is a company that operates according to a "succeed together" philosophy, which translates directly to our LINK partner ecosystem. We recognize that partners enrich the value of the Demandware offering, so when Certified and Premier partners are engaged in discussions with a Demandware customer, they are encouraged to work with the Demandware Retail Practice Team to help understand customer needs and create the best strategy for the customer.

Certified and Premier Partners will also be able to engage with an assigned SME on the Demandware Retail Practice Team, who is focused on a particular partner technology. SMEs will meet with partners in their technology focus area on a regular basis to receive product and customer and company updates. Demandware also encourages partners to proactively provide this information to their SME.

### Receive Demandware Approved Customer List

Certified and Premier Partners receive a copy of the Demandware approved customer list. This allows LINK Technology Partners to map sales and marketing campaigns and align account pursuit. Because of privacy and contractual considerations, detailed contact information cannot be shared.

## ENGAGING DEMANDWARE

### Conduct Demandware Employee Briefing

Premier Partners have an opportunity to present in-person to key Demandware employees, to prepare them to carry your message as evangelists on your behalf (Certified Partners can produce similar content that Demandware employees can

access on-demand, via the XChange Collaboration Center). This creates cross-pollination effects that often lead to sales and marketing opportunities for partners.

**Support for Partner-Led Events**

Demandware encourages partners to involve Demandware in their sponsorship of industry events (e.g. Shop.org, eTail) or partner-initiated events (e.g., a customer conference, partner hosted dinner). Demandware can provide support for such events. Please refer to our Demandware LINK Partner-Led Events Support Guidelines.

**Promotion and Campaign Support**

All partners are encouraged to utilize content as part of promotions and campaigns, such as email or advertising campaigns, in newsletters, at events and posting on your website. Demandware provides logo and branding support and may elect to cross-promote published campaigns. Demandware may also provide input as to how to execute the promotion or campaign.

**Content Support**

- Case Studies: Customer success stories represent the best way to articulate our joint solution to the market. All partners are encouraged to create case studies. Demandware must review and approve your case study. Demandware has simplified the case study creation process by providing an example of a Demandware case study which could serve as a reference for your own case study. This example and other related materials can be found in the Demandware LINK Partner Case Study Guidelines for more information about how Demandware could support you on case study.

- Datasheets: We encourage all partners to create datasheets that provide potential customers an overview of the joint solution. Datasheets often validate the partnership and provide a consolidated reference point for prospects to learn more about the partnership that may not exist elsewhere. Refer to an example of a Demandware datasheet, which serves as a reference point for your datasheet via the Demandware LINK Partner Datasheet Guidelines for more information about how Demandware provides support for datasheet creation.

- Whitepapers and Thought Leadership Content: Whitepapers, ebooks, research reports and other related content pieces are a great way to drive joint thought leadership in the market, awareness of our joint solution and generate leads. Demandware will support partners in creating whitepapers or other thought leadership content pieces by reviewing and providing input to such content pieces that you author. We have simplified the process by providing an example of a Demandware whitepaper, which serves as a reference in constructing your own whitepaper or other content asset. Refer to the Demandware LINK Partner Whitepaper and Thought Leadership Content Guidelines for more information about how Demandware supports content asset development.

- Partner-led webinar support: Webinars are a popular way to reach a targeted audience with material that supports a variety of topics, including proof points of our joint value proposition together. Demandware encourages all partners to create, host, promote and execute webinars. To enable successful webinar support, Demandware provides Demandware LINK Partner Webinar Support Guidelines.

## PROGRAM REQUIREMENTS

The LINK Technology Partner Program is open to all commerce technologies that are complementary to the Demandware platform and which fulfill the requirements set forth in this guide and the LINK Technology Partnership Agreement. As curators of the LINK community, we are committed to a standard of quality that promotes the trust and value that we honor and our customers expect.

While it is not our goal to limit the number of partners in the LINK Technology Partner Program, we do limit participation to those vendors who share a commitment to these standards. We believe that doing so results in meaningful, revenue generating partnerships, our mutual goal.

*Apply to the Demandware LINK Partner Program today. We look forward to succeeding together!*

Follow these three easy steps to get started:

**1** Apply for partnership at www.demandware.com/joinlinktech

**2** **Execute LINK Technology Partnership Agreement:** The LINK Technology Partnership Agreement sets forth the obligations of LINK Technology Partner as well as what each partner can expect from Demandware. Please sign and return an executed LINK Technology Partnership Agreement to the appropriate partnership manager.

**3** **Pay Program Fee:** To be considered a partner in good standing, the applicable annual program fee must be paid in full.

## ABOUT DEMANDWARE

Demandware, the category defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in our complex, consumer-driven world. Demandware's open cloud platform provides unique benefits including seamless innovation, the LINK ecosystem of integrated best-of-breed partners, and community insight to optimize customer experiences. These advantages enable Demandware customers to lead their markets and grow faster. For more information, visit www.demandware.com, call +1-888-553-9216 or email info@demandware.com.

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