

PROGRAM GUIDE

| **PARTNER CONNECT**

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COUPA PARTNER PROGRAM GUIDE

The Coupa Partner Program Guide establishes the partner program rules and policies that govern participation in the Coupa Software Partner Program (“Partner Connect”). Coupa Software may update this guide occasionally and the latest version will be made available within the Coupa Partner Portal and on https://www.coupa.com/pdf/CoupaLink_Program_Guide.pdf)

All program rights and benefits are subject to compliance with the most current version of this guide. Coupa Software reserves the right to modify the program referenced herein at its discretion or restrict/deny participation based on the published program rules.

The terms of this partner guide are subject to the terms of any Coupa Alliance Agreements or Master Subcontracting Agreement between Coupa Software and each participant. Coupa Software does not provide any warranties regarding this guide or the information contained herein and specifically disclaims any liability for damages incurred in connection with reliance on this guide.

To gain access to the Coupa Partner Program, each legal entity must apply to participate in the Program, satisfy the Program membership requirements, and execute a separate agreement with Coupa Software. Those organizations accepted into the partner program will receive confirmation via email, along with a request to execute the necessary NDA, Master Subcontracting Agreements, Resell, Referral, Influence Agreements or CoupaLink Agreement directly from the Coupa Alliances Team. An affiliate, subsidiary, or acquired company cannot avail itself of the rights provided under a parent or affiliated entity’s partner agreement without the prior written consent of Coupa Software. In the case of acquisitions, mergers or other business combinations, the membership of the surviving entity and the operating status of the acquired or merged entity, as applicable, will determine the membership applicable to the newly formed entity. Participant must disclose planned changes to corporate structure in advance to allow Coupa Software the opportunity to approve or reject, as appropriate, the effect of such changes on participation in the Program.

OVERVIEW OF COUPA PARTNER PROGRAM

Coupa's partner program, Partner Connect, was designed to create an experienced and highly leveraged partner ecosystem capable of supporting mutual customers looking to optimize business spending from end to end. Partners consist of consulting and implement technology providers, and resellers focused on procure to pay, expense management, third party risk management, supply chain planning and design, business process optimization, change management, and supplier onboarding.

Coupa's partner ecosystem enables Coupa to grow both sales and delivery capabilities at a faster pace, and a more efficient level than could otherwise be achieved. In addition to time to value, Coupa's partners are enabled to deliver implementations that are focused on customer success and driving sustainable business value for our shared customers.

The purpose of this document is to provide an overview of the partner program including the tier specific requirements and benefits as they pertain to delivery, training, marketing, and relationship management for each partner type.

PROGRAM HIGHLIGHTS

- Overview of partner types and tiered partner structure
- Requirements associated with partner tier
- Benefits specific to achieved partner tier
- Summary of available web based, virtual, and instructor led partner enablement offerings

PARTNER TYPES

REFERRAL OR INFLUENCE PARTNERS

Coupa's referral or influence partners are industry experts and advisors in their fields that provide their customers with expertise and recommendations to improve efficiencies and reduce costs. They help organizations through operational transformation by leveraging process, best practices and new technology. This optional, no cost, no commitment program, is ideal for those who want to recommend Coupa Software in exchange for a referral fee. Partners are also able to participation with no fee.

It is important to note that unless otherwise approved through an exception process, new regional partners will enter the Coupa partner program as a referral partner. Partners will only be considered for the Implementation Partner program in the event they have expressed an interest in delivering Coupa implementation services and have generated an agreed upon number of opportunities (converted to customers) within a set time period.

RESELL PARTNERS

Coupa’s reseller partners enhance our customer impact and extend our global presence with integrated technologies, applications, BPO, GPO services and regionalized offerings. All of our reseller partners have been trained and certified to sell, demonstrate and implement Coupa’s Business Spend Management Platform.

COUPALINK TECHNOLOGY PARTNERS

The CoupaLink Program is designed to help independent software vendors (ISVs) bring Coupa-integrated solutions to market. These partners work with the CoupaLink team to ensure both business and technical approaches are validated, resulting in valuable, well-architected end to end solutions for our customers. CoupaLink is also focused on helping partners reach Coupa’s ever-expanding base of customers. We work with partners on co-marketing and co-selling their solutions, ensuring partners can build significant new lines of business with Coupa.

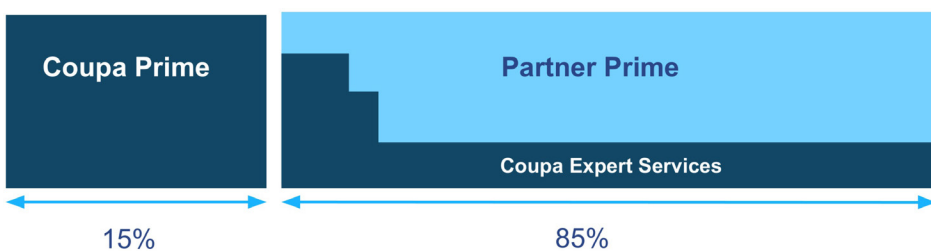
Accelerators from select System Integrator (SI) partners can leverage Coupa’s API-based open integration platform to develop solutions for our shared customers. These solutions include Tax Engine Integration, ERP Integration, Invoicing, Travel & Expense, and Middleware solutions. Coupa’s SI partners leverage their deep knowledge of the Coupa platform, technical acumen, and third-party solution expertise to develop solutions that help our customers expedite their integration solutions. When paired with implementation services, CoupaLink SI Integration Accelerators can provide customers with a complete solution to their implementation and integration needs.

CoupaLink’s partner program consists of three Tiers; Silver (Certified), Gold (Co-Market), Platinum (Co-Sell). See the [CoupaLink Partner Program Requirements, Entitlements and Guidelines](#) and [CoupaLink Certification](#) sections for complete details.

IMPLEMENTATION PARTNERS

Coupa Certified Implementation partners are highly skilled and trained to deliver the Coupa Business Spend Management solution. After completing platform certification training, Coupa’s Implementation partners work collaboratively with Coupa Expert Services to implement Coupa’s best in class business spend management solution. Both Coupa and our partners have a vested interest in ensuring customer success and driving sustainable business value.

Coupa Expert Services follows the model shown below. As a Coupa partner practice matures, Coupa Expert Services will decrease. This model can be described in more detail with your Partner Success Director.



IMPLEMENTATION PARTNER TIERS

For implementation partners, Coupa supports three tiers that represent the level of delivery capability and capacity, geographic coverage, implementation experience, and general investment in establishing a Coupa Practice. Assignment to a particular tier is granted at the sole discretion of the Coupa Alliances Team.

GLOBAL ELITE IMPLEMENTATION PARTNER

Coupa's Global Elite Implementation partners are those organizations that have developed significant delivery capability across all supported regions. These partners have built substantial global practices of certified Coupa practitioners and have a proven track record for delivering success on the largest and most complex global deployments of the Coupa solution. In addition to unlimited access to Partner Connect, Global Elite partners have quarterly sales, marketing, and delivery reviews as well as a dedicated Alliances Manager.

PREMIER IMPLEMENTATION PARTNER

Coupa's Premier Implementation partners are those organizations that have developed significant delivery capability and experience with the Coupa platform over a number of years. They have established practices of certified Coupa consultants and have delivered the highest quality of successful implementations for a large number of customers. In addition to unlimited access to Partner Connect, Premiere partners have quarterly sales, marketing, and delivery reviews as well as a dedicated Alliances Manager.

CERTIFIED IMPLEMENTATION PARTNERS

Coupa Certified Partners have strong consulting and procurement practices and have invested in training and certifying Coupa practitioners. These partners are organizationally and contractually aligned with Coupa's partner focused delivery approach, and they have full access to the Partner Portal which provides standard marketing, sales, and implementation material. There is no dedicated Alliances Manager for this tier.

MANAGED SERVICE PROVIDER (MSP) PARTNERS

GLOBAL ELITE MSP PARTNERS

Coupa's Global Elite MSP partners are those organizations that have developed significant implementation and Contingent Worker Program delivery capability on a national and international level. These partners support Coupa Contingent Workforce's (CCW) unique software licensing pricing and have built substantial global practices of certified CCW practitioners who configure the CCW technology tool into their overall Contingent Worker Program framework. Global Elite MSP Partners have a consistent proven track record for delivering success on the largest (Fortune 500), and most complex global deployments of the CCW solution. Their program spend under management of Contingent worker, Statement of Work, and Independent Contractor spend is \$50MM and up. In addition to unlimited access to Partner Connect, Global Elite partners have quarterly sales, marketing, and delivery reviews as well as a dedicated Alliances Manager.

NATIONAL PREMIER MSP PARTNERS

Coupa's National Premier MSP Partners are those organizations that have developed implementation and Contingent Worker Program delivery capability on a national (United States) level, as well as support CCW's unique software licensing pricing. These partners have built substantial practices of certified CCW practitioners who configure the CCW technology tool into their overall Contingent Worker Program framework. MSP Partners have a solid proven track record for delivering success for mid-size Contingent Worker Program, that range from \$10MM to \$50MM of contingent worker spend. In addition to unlimited access to Partner Connect, National Premier partners have quarterly sales, marketing, and delivery reviews as well as a dedicated Alliances Manager.

AUTHORIZED MSP PARTNERS

Authorized MSP Partners are organizations that work with Coupa to implement and operate a Contingent Worker Program for a specified client. These Authorized MSP Partners must go through an approval process with Coupa to define scope, pricing, roles & responsibilities, governance, etc. for the CCW implementation for these specific clients. Authorized MSP's dedicate implementation resources to work alongside Coupa Expert Services and fund the Coupa Expert Services costs through savings in the CCW software license pricing model. Coupa Authorized MSP Partners have full access to the Coupa Partner Portal, which provides standard marketing, sales, and implementation material.

APPLICATION MANAGEMENT PARTNERS

Coupa's Application Management partners are organizations that specialize in helping our shared customers optimize the value they're driving from the Coupa Platform in a production environment. These partners have invested in building a team of platform trained and certified resources capable of providing application management services including general optimization, release readiness support, supplier enablement strategy and execution, and platform administration.

In some instances, application management partners also support business process outsourcing and may fully or partially own the sourcing, contract management, procurement, or invoicing processes for a Coupa customer.

Note: Application Management partners have a minimum of 25 platform certified resources and have executed a Coupa Application Management Partner Agreement or Master Subcontracting Agreement with Coupa.

MANAGEMENT CONSULTING PARTNERS

Coupa's Management Consulting partners are the trusted advisors for global business leaders to solve complex business problems with transformative solutions.

Coupa's Management Consulting partners are strategic problem solvers that look across the organization to define the best course of action when tasked with optimizing solutions to complex business issues. These partners have distinct business practices which have honed decades of best practices across organization models, governance, and capabilities required for long-term success. They understand the role Coupa's Business Spend Management applications play in optimizing organizational processes to deliver significant value to the customer.

SUPPLY CHAIN DESIGN PARTNERS

Coupa's supply chain partners help customers build intelligent supply chains.

Coupa's supply chain design partners possess deep domain expertise and passion for designing efficient and optimized supply chains. Our partners help customers model, analyze, and evolve their supply chain operations for trackable improvements in service, sustainability, and risk mitigation. Our customers work with these transformative firms to create value from the most complex supply chain decisions.

COUPA PAY & TREASURY PARTNERS

The Coupa Pay partner ecosystem encompasses a wide breadth of partners that touch many different components of the complex payment and treasury process. This includes banking partners that have integrated their credit card issuance into Coupa, and also offer a set of payment rails for Coupa customers as well as deployment partners, who lead and support the deployments of Coupa Pay products, inclusive of our Treasury workstation.

Additionally, Coupa has FinTech partners who augment and add value to critical aspects of the payment process such as credit card acquirers, payment facilitators, credit card branding, mobile technology payment providers and so on. Our Coupa Pay partners add meaningful value to the overall platform that Coupa provides to customers. Coupa Pay partners are often seen as trusted advisors by our customers given the sensitive nature of handling, managing, and reconciling cash.

PARTNER PROGRAM REQUIREMENTS

Partner Tier	Global Elite	Premier	Certified
Annual Program Fee	No Fee	No Fee	No Fee
Executed Contracting Agreement	Completed	Completed	Completed
Dedicated Alliances Manager (Partner)	Yes	Yes	No
Minimum Practice Size	450+ Platform Certified Resources	40 Platform Certified Resources	25 Platform Certified Resources
Minimum Completed Engagements	50+ Completed Engagements	25+ Completed Engagements	5+ Completed Engagements
Minimum Countries Supported (Sales and Delivery Resources)	5+ Countries Supported	One	One

PARTNER PROGRAM REQUIREMENTS SUMMARY

Annual Program Fee: At this time, there is no fee associated with the individual partner tiers. Coupa reserves the right to change this in the future.

Subcontracting Agreements: In Coupa's Expert Services Model it is common for the implementation partner to own the direct statement of work with the end customer. Coupa's services team will subcontract under the partner to provide the necessary solution architect, technical architect, and executive steering required to support the engagement. To support this model, it is mandatory that the necessary subcontracting agreements are in place between Coupa and the selected implementation partner. Coupa's standard agreements are referenced in the appendix of this document.

Alliance Manager: A dedicated Alliance Manager is a resource responsible for owning or serving as the initial point of contact for all marketing, sales, and delivery related items between Coupa and the manager's organization.

Practice Size: Practice size refers to the number of Coupa platform trained and certified resources. Following instructor led certification, resources are required to maintain their certification through three web-based release specific training courses per year.

Completed Engagements: Completed engagements refer to the number of implementations delivered by the partner from kickoff to initial Go-Live. These may include variations of use such as P2P, P2O, S2O, S2P, Expenses, and an assortment of Power Applications.

Supported Countries: Supported countries refers to the individual countries where a partner has platform trained and certified resources capable of supporting an implementation.

PARTNER PROGRAM BENEFITS

The below information covers those benefits that partners are able to receive based on the current tier of their Coupa Practice.

DELIVERY

Partner Tier	Global Elite	Premier	Certified
Unlimited access to Coupa's Success Portal (Technical KnowledgeBase)	Yes	Yes	Yes
Unlimited access to Coupa's community forum	Yes	Yes	Yes
Preferred Expert Services Rates	Yes	No	No
Implementation support via Coupa Expert Services typically subcontracted under	Yes	Yes	Yes

Partner Portal Access: As a Coupa Partner, resources are given access to partnerconnect.coupa.com as well as support.coupa.com. These portals give users access to search release notes about all project features, submit cases to Coupa Support, and register/track opportunities. Sales and Marketing material is also available via the Coupa Partner Portal.

Coupa Community Forum: The community forum is the main application through which feature ideas can be submitted and reviewed. Partners have the ability to suggest new ideas, as well as review ideas submitted by customers. The Coupa project team provides direct feedback within the community forum.

Services Rates: In Coupa's standard delivery model Coupa will subcontract under the partner leading the Coupa Implementation. Rates are specific to the base country of the implementation (base country of the end customer), however Global Elite Partners will be supported with a preferred rate.

Expert Services: The Coupa Expert Services model consists Coupa resources subcontracting under an approved partner to provide the necessary functional and technical expertise to supplement the project team and ensure a successful implementation. For those partners that have not yet executed a master subcontracting agreement and achieved a sufficient level of proficiency, Coupa will reserve the right to contract directly with the end customer.

TRAINING

Partner Tier	Global Elite	Premier	Certified
Unlimited Access to Web-based learning	Yes	Yes	Yes
Number of demo instances supported	2 per country	2 Instances	2 Instances
Access to new release and training webinars.	Yes	Yes	Yes
Access to online and instructor led sales training	Yes	Yes	Yes
Access to Partner Conducted Training	Yes	Yes	No

Web-based learning: Through Coupa University, Coupa provides a wealth of web-based learning that can be taken by partner resources on demand. All certifications are tracked within Coupa University, and release specific certification is required three times per year to maintain platform certification.

Demo Instances: Demo instances are provided to partners for the purpose of supporting configuration testing, vertical specific configurations, and software demonstrations.

Sales Enablement: Sales enablement training is available through web-based learning within Coupa University in special instances, Coupa will consider supporting attendance at a Coupa hosted sales onboarding session.

Partner Conducted Training (PCT): Partner Conducted Training refers to a program through which partners can become certified to train and certify their own resources (train the trainer). This model gives partners flexibility around training schedule and class size, as well as a reduced price per person. If you wish to pursue PCT training, please contact training@coupa.com or your Alliances Manager.

Discounted Training Pricing: All approved Coupa partners receive a reduced price on training with the applied discount increasing with each elevation in partner tier. Check with your Alliances Manager for discount codes and rates.

Partner Connect Program Packages Include:	Key Program Benefits Include:
<ul style="list-style-type: none"> Unlimited eLearning for all Practice Participants Unlimited eLearning certification or test only option where applicable for all Practice Participants Unlimited virtual instructor led training for all Practice Participants based on availability Unlimited consumption of release certification 3x annually for all Practice Participants Partner Sandbox Access for a specified number of core BSM instances Partner Sandbox Access for a specified number of Power Application instances. 	<ul style="list-style-type: none"> Single Partner Connect Program Fee Predictable pricing model that aligns with practice size and growth initiatives Enable partner teams to expand capabilities across the full Coupa suite without incremental certification cost Aligned with Coupa’s training and certification strategy focusing on the expansion of on-demand eLearning certification

Partner Connect Program Pricing	
Basic (Under 10 Resources)	\$6,000 USD
Basic+ (11-20 Resources)	\$10,000 USD
Silver (21-50 Resources)	\$20,000 USD
Gold (51-100 Resources)	\$35,000 USD
Platinum (Global Elite)	\$125,000 USD

MARKETING

Partner Tier	Global Elite	Premier	Certified
Distinct classification on Coupa Website including customer testimonials and videos	Yes	Yes	Yes
Support of Annual Marketing Planning	Yes	Yes	No
Approved use of Coupa Certified Logo	Yes	Yes	Yes
Access to Coupa Marketing Tools & Campaigns	Yes	Yes	Yes
Approved Co-Marketing Funds	Yes	No	No
Early access to Inspire Sponsorship Opportunities	Yes	Yes	No
Support for joint press releases	Yes	Yes	Yes

Website Classification: All partners and their corresponding classification will be noted on Coupa’s website under the Partner Connect or Locate a Partner subpages. It is important to note that partners have the opportunity to provide information on their company specific pages including practice overviews, case studies, white papers, and customer testimonials.

Annual Marketing Planning: As part of our business review process, partners at certain tiers will also have an opportunity to plan out yearly joint marketing plans with Coupa.

Approved use of Coupa Logo: All Global Elite, Premier, and Certified partners are permitted to reference Coupa and use Coupa’s certified logo.

Coupa Marketing Tools and Campaigns: As part of marketing planning, partners will have the opportunity to take part in Coupa Connect events and other campaigns driven by the marketing team.

Joint Press Releases: Partners within the Coupa Partner Connect program will have the opportunity to release joint press releases highlighting key customer acquisitions and go-lives as well as technology and geographical expansions in the partnership. View the [Coupa Partner Connect - Partner Press Release Guidelines & Entitlements](#) for more details.

MDF OVERVIEW

With the introduction of the partner classification structure, select partner tiers will be eligible for the Marketing Development Funds (MDF).

ELIGIBLE REIMBURSEMENTS

- **Joint Customer Events – This includes any event that has customers/prospects in attendance to include the following**
 - Field Events: Sporting Events, Coupa Connects, prospect/customer lead generation or deal closing activities.
 - Customer happy hours, breakfast, lunch or dinner events, essentially any meal-oriented event.
- **Joint Campaigns**
 - Thought leadership pieces: This includes payment to third party organizations for creation, hosting and subsequent lead generation programs associated with the piece. It can include digital assets as well as printed assets.
 - Content Creation: Payment to writers, editors, graphic designers, web design, digital assets, infographics, blog postings, costs associated with social media posts.
 - Design: Payment to graphical, print layout, website, technical diagram creation.
 - Call to Action email campaigns: Any email campaign to customer and prospects that could include html creation, landing page creation, a giveaway including contest or participation prizes.
 - Prospect List Purchases: Any list purchased for the purpose of co-marketing either by target buyer and/or vertical, geographical targets.
 - Webinars: Including third party speakers or agencies hosting and creating the content, moderators, hosting and digital asset creation. Also includes the buying of lists, marketing to drive attendance and follow up campaigns.
- **Joint Assets**
 - Customer Case Studies: Cost associated with customer interviews, content creation, design and printing, posting online costs.
 - Joint Product/Partnership Brochures: Cost associated with joint product/service messaging, relationship value messaging, content creation, design and printing, posting online costs.
 - Video: Cost associated with customer compensation if any related to time and/or travel expenses, videographer and crew and post filming editing, hosting and posting on respective partner/Coupa and/or third-party sites.
 - Whitepapers: Costs associated with writers, content development, third party agencies for creation and hosting, distribution costs.

- **Joint Advertising**

- Digital: Banners, ads, event participation promotion including SEO inclusion charges
- Print: Content and graphical creation, fees for placement in newspapers, magazines and printing costs for physical distribution
- Advertorials: content and graphical creation and promotion, third party hosting, placement fees and other related costs to the piece

- **Co-Branded Giveaways:** Purchase of items jointly branded to be used at any customer/ prospect facing event or meeting.

- **Co-Marketing Funds:** Partners in the Global Elite tier will have the option to take advantage of joint marketing funds. More details provided under the Marketing Development Fund (MDF) section.

- **Inspire Conference:** Coupa hosts an annual industry conference for customers, prospects, and partners. Higher tiers will provide partners with early access for registration and sponsorship opportunities.

- **Joint Industry Events:** Could include fees for speakers to speak on Coupa/partner behalf as industry experts, sponsorship fees if exhibiting together, all booth fees including set-up, carpeting, chairs, booth creation, electricity wireless, cleaning and special signage, roll-up banners, joint brochures. customer events associated with the event, PowerPoint and/or demo creation, joint ad creation. Including writers, content creation, graphical design and hosting fees for Joint PowerPoint Presentations, joint brochures, joint demos, webinar, newsletters, FAQs

- **Sales Tools:** The creation of any sales tool for the purpose of joint sales teams to present either internally for education or externally for prospects/ customers. Could include fees for speakers to speak on Coupa/ partner behalf as industry experts, sponsorship fees if exhibiting together, all booth fees including set-up, carpeting, chairs, booth creation, electricity wireless, cleaning and special signage, roll-up banners, joint brochures. Customer events associated with the event, PowerPoint and/or demo creation, joint ad creation

Ineligible Reimbursements

- **The following activities/items are not eligible for MDF reimbursement**
 - Inspire sponsorship fees
 - Training
 - Travel Expenses for employee training or other events unless the travel is for a customer or third party speaker
 - Fees associated with services payments to Coupa, i.e. when Coupa acts as a sub to the partner for customer implementation
- **All activities must be mutually agreed to in advance**
- **Partner must submit reimbursement request within 30 days of activity**
- **The program can be changed at any time without notification**

Relationship Management

Partner Tier	Global Elite	Premier	Certified
Dedicated Executive Sponsor and named Channel Account Manager	Yes	Yes	No
Unlimited access to Coupa's PartnerConnect Portal	Yes	Yes	Yes
Access to Partner Communications, Newsletters, and Updates	Yes	Yes	Yes
Access to deal registration program with referral fee	Yes	Yes	Yes
Discounts on platform for internal use	Yes	Yes	No

Dedicated Account Manager: For partners of a certain tier, a designated Coupa Account Manager will be appointed.

Partner Connect Portal: All Global Elite, Premier, and Certified partners will have access to the Partner Connect Portal which provides implementation, sales, and marketing connect as well as the ability to register/track opportunities.

Partner Communications and Newsletters: All Global Elite, Premier and Certified partners will receive periodic updates both through a formal newsletter, and less formal program updates from the Partner Success Management Team.

Deal Registration and Referral Program: Through the Partner Connect Portal, all partners will have the access to register and track opportunities. Global Elite and Premier partners may opt to leverage the MDF program rather than access referral fees.

Internal Platform Use: Many Coupa Partners leverage the Coupa Platform for their own internal procurement and expense management processes. Partners in the program have the opportunity to receive discounted pricing for their internal use of Coupa.

COUPALINK PARTNER PROGRAM REQUIREMENTS, ENTITLEMENTS AND GUIDELINES

CoupaLink's partner program consists of three Tiers; Silver (Certified), Gold (Co-Market), Platinum (Co-Sell), all have corresponding benefits and requirements which is illustrated below.

COUPALINK PARTNER PROGRAM BENEFITS

Benefits	Silver Certified	Gold Co-Market	Platinum Co-Sell
Customer Reach			
General			
Certification & Coupa issued certificate	✓	✓	✓
Marketplace listing	✓	✓	✓
Marketplace 'Featured App' in category		✓	
Marketplace showcase			✓
Marketplace category top tier placement			✓
Quarterly business review (and co-sell)			✓
Annual business review		✓	
Quarterly adoption and usage reports		✓	
Access to adoption and usage dashboard			✓
Business plan development			✓
Co-marketing strategy and plan development with Channel Marketing Director		Limited	Dedicated
Qualified for Partner Advisory Board consideration			✓
Support			
Dedicated Channel Marketing Manager support			✓
Dedicated Alliance Relationship Manager			✓
Marketing (Content & Digital)			
CoupaLink program welcome kit (Partner Kit)		✓	✓
Program logo usage and guidelines		✓	✓
Approved quote (for partner website usage)		✓	✓
Guest blog on Coupa.com		✓	✓
Social media amplification		✓	✓

Customer newsletter spotlight			✓
Partner newsletter spotlight			✓
Coupa branded solution brief (2-pager)			✓
Coupa endorsed press release template	✓	✓	✓
Coupa press release quote support	✓	✓	✓
Joint Coupa press release opportunities			✓
Case studies, whitepapers, eBooks, thought leadership articles, research reports, etc.			✓
Campaigns & Demand Generation			
Events (Coupa sponsors partner event*)		✓	✓
Events (preferred sponsorship opportunity for Coupa Inspire)			✓
Complimentary passes for Inspire		2	3
Field events			✓
Webinars (featuring joint customer)			✓
Co-branded campaign materials			✓
Sales Enablement			
Access to Coupa Partner Connect portal		✓	✓
Partner Engage webinar (presentation to Coupa customer facing teams)		✓	✓
Internal communications (email, newsletter)		✓	✓
Required partner solution learning course for Coupa services teams			✓
Coupa account introductions		✓	✓
Co-selling with Coupa AEs			✓
Account mapping			✓
Community matchmaking			✓
Solution Consultation			
Technical Enablement			
Product use case mapping	✓	✓	✓
Solution design	✓	✓	✓
Solution build & test support	✓	✓	✓
Certification (docs, solution review)	✓	✓	✓

Recertification review (3 times/year)	✓	✓	✓
Pilot customer enablement		✓	✓
Customer escalation and triage		✓	✓
Ongoing support to partner queries		✓	✓
Named Coupa Solution Architect			✓
Technology Access			
General			
Coupa instance access related support	✓	✓	✓
Access to Coupa Product Management and product direction		Basic	Extended
Early access to key technologies			✓
New product preview access			✓
Warm intro to Coupa Ventures			✓
Platform training seats	3	10	10

COUPALINK PARTNER PROGRAM REQUIREMENTS

Silver: This is the first level of partnership and is ideal for partners who wish to have a certification and placement in the marketplace. The cost for participation is \$12,000 annually.

Gold: This more advanced level is ideal for partners wanting the Silver benefits and expanded benefits of more support and marketing into the Coupa community. The cost for participation is \$15,000 annually with a perpetual 8% revenue share component.

Platinum: This is the highest level of partnership and includes all the benefits of Silver and Gold plus extensive co-selling. The cost for participation is \$20,000 annually with a perpetual 10% revenue share component.

Your acceptance into a CoupaLink Partner Program Tier will be reviewed by the CoupaLink Program Team.

COUPALINK PARTNER PROGRAM BENEFIT DEFINITIONS

Benefits	Benefit Definitions
Customer Reach	
General	
Certification & Coupa issued certificate	Once partner completes and passes the certification process, they will be issued a certificate indicating the solution is certified. They may use this designation externally.
Marketplace listing	Solution will be publically listed on the Coupa Marketplace - partner will provide collateral
Marketplace 'Featured App' in category	Solution will be publically listed on the Coupa Marketplace with a prominent location under the Featured App category on a rotating basis.
Marketplace showcase	Solution will be publically listed on the Coupa Marketplace with a prominent location in the showcase area.
Marketplace category top tier placement	Solution will be publically listed on the Coupa Marketplace with a prominent location in the top category area. This will be determined by customer utilization.
Quarterly business review (and co-sell)	Coupa and the partner will conduct a business review on a quarterly basis to measure results against goals on an ongoing basis.
Annual business review	Once a year, Coupa and the partner will do a year-end review and measure results against goals as well as conduct a post-mortem.
Quarterly adoption and usage reports	Partner will have access to reports from Coupa that will show customer adoption of the solution as well as usage metrics on a cumulative quarterly basis.
Access to adoption and usage dashboard	Partner will have access to dashboards from Coupa that will show customer adoption of the solution as well as usage metrics on a year to date basis.
Business plan development	Once a year, Coupa and the partner will meet to create a business plan for the following year that will include success metrics, GTM and sales plans.
Co-marketing strategy and plan development with Channel Marketing Director	Once a year, Coupa and the partner will meet to create a GTM plan for the following year that will include success metrics and marketing activities to drive business and adoption of the solution.
Qualified for Partner Advisory Board consideration	Qualified partner will be considered to participate in Coupa's Partner Advisory Board.
Support	
Dedicated Channel Marketing Manager support	Partner will have a dedicated Channel Marketing Manager who will work with their marketing team on GTM activities.
Dedicated Alliance Relationship Manager	Partner will have a dedicated Alliance Manager who will work with their Alliance Manager on business development activities.
Marketing (Content & Digital)	
CoupaLink program welcome kit (Partner Kit)	Once the CoupaLink agreement is executed by both parties, The partner will receive a welcome kit that will contain materials and templates to familiarize the partner with the benefits they will receive.
Program logo usage and guidelines	Please refer to the Coupa Partner Connect - Partner Press Release Guidelines & Entitlements document.
Approved quote (for partner website usage)	Partner will work with the Channel Marketing Manager to craft a quote for usage on their website from a Coupa Executive.
Guest blog on Coupa.com	Partner will work with the Channel Marketing Manager to agree on a topic and content for a guest blog to be written by the partner and approved by Coupa.
Social media amplification	Coupa will use reasonable efforts to amplify partner content on our social media platforms.

COUPALINK PARTNER PROGRAM BENEFIT DEFINITIONS

Customer newsletter spotlight	Partner's app/solution will be featured in the New Release Notes sent to Coupa customers for the release in which the solution is certified.
Partner newsletter spotlight	Partner's app/solution will be highlighted in the quarterly Partner Connect Newsletter that is sent to Coupa's partner community.
Coupa branded solution brief (2-pager)	Partner will work with the Channel Marketing Manager to develop a co-branded solution brief that highlights the joint value proposition and how it relates to BSM.
Coupa endorsed press release template	Please refer to the Coupa Partner Connect - Partner Press Release Guidelines & Entitlements document.
Coupa press release quote support	Please refer to the Coupa Partner Connect - Partner Press Release Guidelines & Entitlements document.
Joint Coupa press release opportunities	Please refer to the Coupa Partner Connect - Partner Press Release Guidelines & Entitlements document.
Case studies, whitepapers, eBooks, thought leadership articles, research reports, etc.	Partner will work with the Channel Marketing Manager to develop co-branded GTM materials that highlights the joint value proposition and how it relates to BSM.
Campaigns & Demand Generation	
Events (Coupa sponsors partner event)	Partner industry events will have participation from Coupa provided the audience is relevant to Coupa's target audience.
Events (preferred sponsorship opportunity for Coupa Inspire)	Partner will receive early access to priority sponsorships at Inspire, Coupa's annual user conference.
Complimentary passes for Inspire	Partner will receive additional free passes to attend Coupa's Inspire. Please note that the partner must also sponsor Inspire.
Field events	Partner will work with the Channel Marketing Manager to develop co-branded field events that highlights the joint value proposition and how it relates to BSM for the purpose of awareness and lead generation.
Webinars (featuring joint customer)	Partner will work with the Channel Marketing Manager to develop co-branded field webinars that highlights the joint value proposition and how it relates to BSM. There must be a joint customer participating in order to qualify for consideration.
Co-branded campaign materials	Partner will work with the Channel Marketing Manager to develop co-branded campaign materials that highlights the joint value proposition and how it relates to BSM.
Sales Enablement	
Access to Coupa Partner Connect portal	Partner will have access to Coupa's Partner Connect Portal for unlimited contacts.
Partner Engage webinar (presentation to Coupa customer facing teams)	Partner will have access to Coupa's global sales teams in the form of a 30-minute webinar for solution awareness and education. A recording and ancillary materials will be posted on Coupa's intranet for future availability.
Internal communications (email, newsletter)	Partner will be highlighted in the Alliances Newsletter to Coupa and company-wide emails that discuss new partner solutions.
Required partner solution learning course for Coupa services teams	Partner will develop a solution overview webinar that will be used to educate the Coupa services teams. The purpose of this is for these teams to be able to recommend the partner's solutions to customers and prospects.
Coupa account introductions	Coupa will make introductions to the Coupa AE managing a particular account at the request of either the partner or the AE
Co-selling with Coupa AEs	Partners will receive introductions to the Coupa sales teams for the purpose of co-selling into regions or targeted accounts.
Account mapping	Partners will receive prospect/customer lists that have been matched with Coupa prospect/customer lists once the initial list has been provided by the partner.

Solution Consultation

Technical Enablement

Product use case mapping	Partner will have access to a Solution Consultant to discuss the partner's use case and map it to the corresponding area of Coupa's product.
Solution design	Partner will work with a Solution Consultant to assess feasibility, discuss the business process and technical designs.
Solution build & test support	Partner will work with a Solution Consultant to answer technical questions and best practices during development and test.
Certification (docs, solution review)	The CoupaLink Team will review all solution materials and validate for security, privacy, performance. Note that certification is a prerequisite for Marketplace listing.
Recertification review (3 times/year)	3 times a year, partner will complete the certification process against the latest Coupa major release. The CoupaLink Team will review all solution materials.
Pilot customer enablement	For initial customer pilots, a Solution Consultant will assist the partner in troubleshooting implementation.
Customer escalation and triage	The CoupaLink Team will help route any customer escalations regarding an integration to the partner. The partner is expected to work directly with the customer, and can work with CoupaLink to assist in triaging and escalating where needed within Coupa.
Ongoing support to partner queries	Solutions Consultants will answer any periodic questions related to solution design or technical challenges.
Named Coupa Solution Architect	A solutions architect will be available to consult on advanced or challenging technical designs.

Technology Access

General

Coupa instance access related support	An instance of the latest version of Coupa will be made available and maintained by the CoupaLink Team, for the purposes of partner development.
Access to Coupa Product Management and direction	Partners will have access to periodically meet with Coupa PM to discuss product direction.
Early access to key technologies	When key technologies pertaining to platform integration are in development, partners will be given early access to beta tests and offer feedback.
New product preview access	In certain cases, new products or versions of products will be made available to partners to beta test and create integrations.
Warm intro to Coupa Ventures	Partner will have the ability to be introduced to Coupa Ventures for the purpose of investment.

Partner program fees will be billed automatically on an annual basis unless canceled per the CoupaLink agreement terms prior to that date. Revenue share will be for the initial partner sale.

The revenue share process will be as follows:

- Customer will complete the “Contact Me” form on the Coupa Marketplace located at marketplace.coupa.com
- A lead will be generated in Salesforce (SFDC) and will flow to the CoupaLink Operations Manager (COM).
- Upon approval by the COM, the partner will be notified of the lead and will be able to contact their prospect.
- The partner will update the lead as either closed won or closed lost once the customer has made the decision. If it is closed won, the partner will include the total amount of the sale.
- Within 15 days of the end of the calendar quarter, CoupaLink partner operations will send the partner a report of all deals. The partner has 15 days to approve. If the partner does not approve within 15 days, Coupa will assume that the report is accurate.
- Once approved the partner will be issued an invoice to be paid according to the Coupa order form. Please refer to the order form for specific terms.
- The Partner will be billed yearly thereafter for existing customers until proof of cancellation or termination is provided.
- The Partner will also be responsible to pay revenue share on any additional sales that may occur from a customer who originated through the marketplace if that product is integrated with Coupa. Non-integrated products and services are exempt from the revenue share.

COUPALINK CERTIFICATION

CoupaLink is Coupa’s API-based open integration platform that lets technology partners and independent software vendors (ISVs) integrate their products with Coupa. [CoupaLink](#) supports APIs for various solution areas. Visit [CoupaLink](#) for more details.

Partners are able to work closely with Coupa to define streamlined business processes integrated via the APIs that result in a well-architected end-to-end solution for our customers. These integrated solutions can include connectors, iframes, and panel applications to help our customers adopt Coupa faster at a significantly lower cost resulting in quantifiable value for their organizations. Please see the [CoupaLink program guide](#) for information on the certification process, benefits and go to market activities.

PROGRAM GOVERNANCE

Coupa performs an ongoing review to determine each partner’s appropriate tier placement, comparing the partner’s results to program requirements for the previous 12 months. In addition, performance results will be monitored on a regular basis to determine performance that may affect their Program status and result in possible tier promotions for the following year.

ABOUT COUPA

Coupa Software is the leading provider of BSM solutions. We offer a comprehensive, cloud-based BSM platform that has connected hundreds of organizations with more than four million suppliers globally. Our platform provides greater visibility into and control over how companies spend money. Using our platform, businesses are able to achieve real, measurable value and savings that drive their profitability. Learn more at www.coupa.com. Read more on the Coupa Blog or follow @Coupa on Twitter.

CONNECT WITH US ON SOCIAL:

Facebook: <https://www.facebook.com/coupasoftware>

Twitter: <https://twitter.com/Coupa>

Linkedin: <https://www.linkedin.com/company/coupa-software>

APPENDIX

[REFERRAL AGREEMENT](#)

[MUTUAL NONDISCLOSURE AGREEMENT FOR INFLUENCE REFERRALS](#)

[MASTER SUBCONTRACT AGREEMENT \(Coupa as Sub\)](#)

[MASTER SUBCONTRACT AGREEMENT \(Coupa as Prime\)](#)