Coupa App Marketplace Program Guide

COUPA APP MARKETPLACE PROGRAM GUIDE

The Coupa App Marketplace Program Guide establishes the App Provider program rules and policies that govern participation in the Coupa Software App Provider Program ("App Provider Connect"). Coupa Software may update this guide occasionally and the latest version will be made available within the Coupa Partner Connect Portal and on https://get.coupa.com/rs/950-OLU-185/images/CoupaApp Provider_Connect_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 App Provider 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 App Provider 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 App Marketplace program will receive confirmation via email, along with a request to execute the Coupa Mutual NDA and the Coupa App Marketplace Agreement. An affiliate, subsidiary, or acquired company cannot avail itself of the rights provided under a parent or affiliated entity's App Provider 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.

COUPA APP MARKETPLACE PROGRAM GUIDE

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

The App Marketplace Program consists of three Tiers: Silver (Certified), Gold (Co-Market), and Platinum (Co-Sell).

COUPA APP MARKETPLACE PROGRAM
REQUIREMENTS, ENTITLEMENTS AND GUIDELINES

The Coupa App Marketplace program consists of three Tiers: Silver (Certified), Gold (Co-Market), and Platinum (Co-Sell). All have corresponding benefits and requirements which is illustrated below.

COUPA APP MARKETPLACE PROGRAM BENEFITS

Benefits	Silver	Gold	Platinum
Customer Reach			
General			
App certification	✓	✓	✓
Marketplace listing	✓	✓	✓
Marketplace 'Featured App' in category			✓
Marketplace category top tier placement			✓
Annual business review		✓	✓
Co-marketing strategy & plan development with Marketing lead		Limited	Dedicated
Qualified for Partner Advisory Board Consideration			✓
Support			
Dedicated Marketing Manager support			✓
Dedicated Alliance Relationship Manager			✓
Marketing			
Coupa App Marketplace Co-Marketing Kit	✓	✓	✓
Approved quote (for partner website usage)		✓	✓
Guest blog on Coupa.com		✓	✓
Social media amplification		✓	✓
App Marketplace newsletter spotlight	✓	✓	✓
Customer Value newsletter spotlight	✓	✓	✓
Design assistance with Coupa branded solution brief (2-pager)			✓

COUPA APP MARKETPLACE PROGRAM BENEFITS, continued

Coupa endorsed press release template	✓	✓	✓
Coupa press release quote support	✓	✓	✓
Case study/customer success story support	✓	✓	✓
White papers, eBooks, thought leadership, research reports, etc.			✓
Campaigns & Demand Generation			
Events (Coupa sponsors partner event)		✓	✓
Events (opportunity to sponsor Coupa Inspire)	✓	✓	✓
Field events			✓
Webinars (featuring joint customer)			✓
Co-branded campaign materials			✓
Sales Enablement			
Access to Coupa Partner Connect portal	✓	✓	✓
Partner Sales Enablement (present to Coupa field teams)		✓	✓
Required partner solution learning course for Coupa services teams			✓
Coupa account planning/introductions			✓
Co-selling with Coupa			✓
Solution Consulting			
TECHNICAL ENABLEMENT			
Product use case mapping	✓	✓	✓
Solution design advisory and review		✓	✓
Review and test of app provider's solution build	✓	✓	✓
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		✓	✓

Coupa | App Marketplace

COUPA APP MARKETPLACE PROGRAM BENEFITS, continued

Technology Access			
Coupa instances 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

COUPA APP MARKETPLACE PROGRAM REQUIREMENTS

Silver:
This is the first level and is ideal for App Providers 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 App Providers 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 most comprehensive program tier 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 an App Marketplace Program Tier will be reviewed by the Coupa App Marketplace team.

COUPA APP MARKETPLACE PROGRAM BENEFIT DEFINITIONS

Benefits	Benefit Definitions
Customer Reach	
General	
App certification	Once the app has completed review by the Solution Consulting team and the listing is live on the App Marketplace, the app is officially certified.
Marketplace listing	Solution will be publicly listed on the Coupa App Marketplace.
Marketplace 'Featured App' in category	Solution will be included in the 'Featured Apps' section of the Marketplace homepage.
Marketplace category top tier placement	Solution will be listed with a prominent location toward the top of the list within the category.
Annual business review	Once a year, Coupa and the App Provider will do a year-end review and measure results against goals, and conduct a post-mortem.
Co-marketing strategy & plan development with Marketing lead	1x year, Coupa and App Provider will meet to create a GTM plan for the following year that will drive business and adoption of the app.
Qualified for App Provider Advisory Board Consideration	Qualified App Provider will be considered to participate in Coupa's App Provider Advisory Board.
Support	
Dedicated Marketing Manager support	App Provider will have a dedicated Marketing Manager who will work with their team on all GTM activities
Dedicated Alliance Relationship Manager	App Provider will have a dedicated Alliance Manager who will work with their Alliance Manager on business development activities.
Marketing	
Coupa App Marketplace Co-Marketing Kit	Once the app is certified, the App Provider will receive access to the Co-Marketing Kit which outlines marketing opportunities by tier.
Approved quote (for App Provider website usage)	App Provider will work with the Marketing Manager to craft a quote for usage on their website from a Coupa Executive.
Guest blog on Coupa.com	App Provider will work with the Marketing Manager to agree on a topic and content for a guest blog to be posted on Coupa.com.
Social media amplification	Coupa will use reasonable efforts to amplify App Provider content on our social media platforms.
App Marketplace newsletter spotlight	App Provider's solution will be featured once in the monthly App Marketplace newsletter.
Customer Value newsletter spotlight	App Provider's solution will be highlighted once in Coupa's monthly Customer Value Newsletter.
Design assistance with Coupa branded solution brief (2-pager)	App Provider will work with the Marketing Manager to develop a co-branded solution brief that highlights the joint value proposition.
Coupa endorsed press release template	Please refer to the App Provider Press Release Guidelines and Entitlements Document.
Coupa press release quote support	Please refer to the App Provider Press Release Guidelines and Entitlements Document.
Case study/customer success story support	App Provider will work with the Marketing Manager to develop a case study that demonstrates the solution joint value through a customer story.
White papers, eBooks, thought leadership, research reports, etc.	App Provider will work with the Marketing Manager to develop co-branded materials.

COUPA APP MARKETPLACE PROGRAM BENEFIT DEFINITIONS

Technology Access	
Coupa instances access related support	An instance of the latest version of Coupa will be made available and maintained by the App Marketplace Team, for the purpose of development.
Access to Coupa Product Management and product direction	App Providers 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, App Providers 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 App Providers to beta test and create integrations.
Warm intro to Coupa Ventures	App Provider will have the ability to be introduced to Coupa Ventures for the purpose of investment.
Platform training seats	App Provider will receive platform training seats to orient their team on Coupa.

Campaigns & Demand Generation	
Events (Coupa sponsors App Provider event)	Coupa may decide to sponsor an App Provider's industry events if the audience is relevant to Coupa's target audience.
Events (opportunity to sponsor Coupa Inspire)	App Provider may sponsor Coupa Inspire.
Field events	App Provider will work with the Marketing Manager to develop co-branded field events that highlight the joint value proposition and drive lead gen.
Webinars (featuring joint customer)	App Providers will work with the Marketing Manager to develop co-branded webinars that highlight the joint value. There must be a customer participating to qualify for consideration.
Co-branded campaign materials	Coupa and the App Provider will conduct a business review on a basis to measure results.

Sales Enablement	
Access to Coupa Partner Connect portal	App Provider will have access to Coupa's Partner Connect portal for unlimited contacts.
App Provider Sales Enablement (present to Coupa field teams)	App Provider will have access to Coupa sales teams for enablement sessions. A recording and materials will be posted on Coupa's internal site.
Required App Provider solution learning course for Coupa services teams	App Provider will develop a solution overview video that will be used to educate the Coupa services teams to help with recommendations.
Coupa account planning/introductions	Coupa will make introductions to the Coupa account owner(s) at the request of the App Provider. App Provider will provide account prospect/customer lists to be matched with Coupa prospect/customer lists to establish alignment. Any such planning/introduction request by an App Provider will qualify for Revenue Share.
Co-selling with Coupa	App Providers will receive introductions to the Coupa account owners for the purpose of co-selling into regions or targeted accounts. Co-sell situations qualify for Revenue Share.

Coupa | App Marketplace

COUPA APP MARKETPLACE PROGRAM BENEFIT DEFINITIONS

Solution Consulting	
TECHNICAL ENABLEMENT	
Product use case mapping	App Provider will have access to a Solution Consultant to discuss the App Provider's use case and map it to the corresponding area of Coupa.
Solution design advisory and review	App Provider will work with a Solution Consultant to assess feasibility, discuss the business process and technical designs.
Review and test of App Provider's solution build	App Provider will work with a Solution Consultant to answer technical questions and best practices during development and test.
Certification (docs, solution review)	Review all solution materials and validate for security, privacy, performance. App review is a prerequisite for Marketplace certification.
Recertification review	App Provider will complete the certification process against the latest Coupa major release. The team will review all solution materials.
Pilot customer enablement	For initial customer pilots, a Solution Consultant will assist the App Provider in troubleshooting implementation.
Customer escalation and triage	The App Marketplace Team will help route any customer escalations regarding an integration to the App Provider. The App Provider is expected to work directly with the customer, and can work with the App Marketplace team to assist in triaging and escalating where needed within Coupa.
Ongoing support to App Provider 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

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

The revenue share process will be as follows:

- Coupa Customer, Prospect, Coupa Field Representative or App Provider will complete the "Get Started" form on the Coupa App Marketplace located at marketplace.coupa.com.
- A lead will be generated in Salesforce (SFDC) and will flow to the App Marketplace Operations Manager.
- Upon approval by the Operations Manager, the App Provider will be notified of the lead and will be able to contact their prospect.
- The App Provider will update the lead as either closed won or closed lost once the customer has made the decision. If it is closed won, the App Provider will include the the total amount of the sale (ACV), the close date and win notes.
- The partner has 15 days to approve or disqualify a registered opportunity within the Partner Connect Portal. If the partner does not disqualify the registered opportunity in the Partner Connect Portal within 15 days, Coupa will assume that the registered opportunity is valid and eligible for revenue share.
- The App Provider will be issued an invoice to be paid according to the Coupa order form. Please refer to the order form for specific terms.
- The App Provider will be billed yearly thereafter for existing customers until proof of cancellation or termination is provided.
- The App Provider will also be responsible to pay revenue share on any sales that may occur from an Account Planning/Introduction by Coupa or requested by App Provider, or 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.

COUPA APP MARKETPLACE CERTIFICATION

Coupa App Marketplace is Coupa's API-based open integration platform that lets App Providers and independent software vendors (ISVs) integrate their products with Coupa. The Coupa App Marketplace supports APIs for various solution areas.

App Providers 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 Coupa App Marketplace program guide for information on the certification process, benefits and go to market activities.

PROGRAM GOVERNANCE

Coupa performs an ongoing review to determine each App Provider's appropriate tier placement, comparing their 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.

marketplace.coupa.com