



KNIME Partner Program for Services Partners





Thank you for your interest to become a KNIME Partner and join our global network of consulting companies and system integrators.

By joining the KNIME Partner Program you get access to exclusive support, training, and sales & marketing resources to ensure the success of your customers and help you stand out from the crowd.

The KNIME Partner Program is built on integrity and fairness. We seek to create an environment to enable you to grow your business and in turn drive the commercial success of KNIME so that we can continue to develop relevant products and features for our ecosystem, partners, and customers.

This guide explains the program's tiers and the different benefits, requirements, and incentives.

If you have any questions, comments, or suggestions please send them to partners@knime.com.

Why partner with KNIME?

At its core, KNIME is an open-source company with the user at the center of every decision being made. We are a fast-growing international B2B company and used by many Fortune 500 enterprise customers, across 50 countries. Become a partner to expand your market reach and stay ahead of the competition with an end-to-end data science solution for large-scale collaboration and dissemination of analytics across the enterprise.

Discover the four tiers of partnership

The KNIME Partner Program offers four tiers: Registered, Standard, Trusted, and Elite – each with different benefits, requirements and incentives specific to the tier.

Access benefits & incentives designed just for you

Partnership Support	Sales & Marketing Support	Technical Support	Financial Support
Exclusive partner resources and dedicated partner managers get you early access to new functionality, product training, and materials.	Sales tools, demand generation planning, and marketing activities to increase your visibility and enhance your revenue.	KNIME experts and solution engineers to help you guide your customer journeys and maximize customer satisfaction.	Commission paid out based on new business to drive sales, grow your own business, and move up through the partnership tiers.

Explore the business & technical requirements for each tier

Business requirements	Registered	Standard	Trusted	Elite
Partner in good standing	✓	✓	✓	✓
Signed current partner agreement	✓	✓	✓	✓
Business generation	-	Source at least 5k € annually in SaaS / PAYG paid-services	Source at least 60k € new KNIME Enterprise license revenue annually	Source at least 120k € new KNIME Enterprise license revenue annually
Completion of KNIME Sales Enablement sessions	-	-	at least 1 session	at least 2 sessions
Sales pitchback	-	-	✓	✓
Dedicated partnership contact	✓	✓	✓	✓
High customer loyalty	✓	✓	✓	✓
Inclusion of logo on KNIME website and promotional materials	✓	✓	✓	✓
Annual Business Plan	-	✓	✓	✓
Regular Business Reviews	-	-	Bi-annual	Quarterly

Technical requirements	Registered	Standard	Trusted	Elite
"KNIME Ready" status	-	✓	✓	✓
Provision of technical support Levels 1 and 2	-	✓	✓	✓
Dedicated tech support contact	✓	✓	✓	✓
Creation of technical content (Forum posts, blog posts, innovation notes, etc.)	-	-	✓	✓

Review the benefits of being a tiered partner

Partnership support	Registered	Standard	Trusted	Elite
Access to exclusive Partner Portal resources	✓	✓	✓	✓
Dedicated KNIME Partner Manager	-	-	✓	✓
Invites to partner events	✓	✓	✓	✓
Partner advisory board participation	-	-	By invitation	✓
Regular check-ins	-	-	Quarterly	Monthly or bi-weekly
Partner newsletter	✓	✓	✓	✓

Marketing support	Registered	Standard	Trusted	Elite
KNIME Partner logo	-	✓	✓	✓
Access to marketing tools & resources	✓	✓	✓	✓
Joint-marketing activities	-	-	✓	✓
Public relations opportunities	-	-	✓	✓
Self-service demand generation resources	✓	✓	✓	✓
Promotion of joint solutions to address use case or industry needs	-	-	✓	✓
Listing as partner on KNIME website	-	✓	✓	Highlighted
Partner awards	-	Eligible	Eligible	Eligible
Booth at KNIME events (if applicable)	-	-	Eligible	Priority eligibility

Sales support	Registered	Standard	Trusted	Elite
Financial incentives	-	€	€€	€€€
Access to sales resources	✓	✓	✓	✓
Sales collaboration, opportunity & account mapping support	<u>Partner Support Desk</u>	<u>Partner Support Desk</u>	✓	✓
Lead/customer opportunity referrals	Eligible	Eligible	Priority eligibility	Priority eligibility

Professional services via delivery partners	Registered	Standard	Trusted	Elite
Authorized KNIME Delivery Partner designation	-	Eligible	Priority eligibility	Priority eligibility

Technical support	Registered	Standard	Trusted	Elite
Online self-paced tech onboarding program	✓	✓	✓	✓
Access to tech certifications (free)	Eligible	✓	✓	✓
Access to tech workshops (free, but excl. travel)	-	-	Remote or in-person	Remote or in-person
Training passes for KNIME events	-	-	Eligible	Eligible
Discount on training at KNIME events	-	✓	✓	✓
Tech support via ticket submission and forum	-	✓	✓	✓
Access to KNIME Enterprise environment	Eligible	Eligible	Eligible	Eligible
Access to dedicated solution engineer for ad hoc requests	-	-	✓	✓
Support to build a KNIME CoE	-	-	-	✓
Product roadmap updates	✓	✓	✓	✓
Participation in beta programs	-	-	Eligible	Eligible
Access to Certified Training Program	-	Eligible	Eligible	Eligible

Find definitions for Partner Program terms and policies

Explanations of business requirements

Partner in good standing

Partners are expected to maintain strong professional business and social media standards, have a public facing website, and possess an email domain.

Signed current partner agreement

To be a member of the KNIME Partner Program, partners must have a signed Partnership agreement with KNIME.

Termination, partner level, and commissions adjustment

KNIME reserves the right to change the partner's tier, adjust or deny commissions, or terminate the Partnership agreement upon any violation of KNIME's terms of use, licensing agreements, or other quality, ethical, or legal standards that KNIME or its customers may hold the partner to.

Inclusion of logo on KNIME website and promotional materials

This refers to marketing and acceptable use of the logo. Partners across all tiers are encouraged to promote their relationship with KNIME through blogs, marketing, PR, their website, or other channels upon written permission from KNIME. All promotions must adhere to KNIME brand guidelines.

Sales pitchback

Partners are required to present a mock pitch to their KNIME partner manager and team to determine proficiency in positioning KNIME for a fictitious client opportunity. KNIME offers feedback and recommendations on positioning, messaging, and presentation.

Partner lead registration

Leads are submitted via the Partner Portal and then accepted by KNIME. Leads must be MEDDPICC qualified.

Sales: closed/won

Closed/won transactions include either new customers or expanding existing customers via either an enterprise contract, PAYG offering, or SaaS offering. Transactions must be partner-sourced or partner-assisted (via a lead referral program).

New customers are defined as companies who have never been a KNIME customer or have not been a KNIME customer in the prior 12 months. Subsidiaries that are separate legal entities are considered to be new customers.

Customer success – win wires

"Win Wires" are confidential documents summarizing successful customer engagements. Partners should use the Win Wire template provided by KNIME. Win Wires must be shared by Partners annually.

Customer success – customer surveys

To ensure customer satisfaction, partners and KNIME will work together to survey specific end users through a survey process provided by KNIME. The partner chooses which customers and users to be surveyed, and the results are shared with the partner. It is mandatory to fulfill this survey requirement annually.

Annual business plan

KNIME encourages all partners to develop an annual business plan to define their KNIME partnership activities. This business plan is ideally set up together with KNIME to align expectations.

Quarterly/bi-annual business reviews

The quarterly/bi-annual business reviews are collaborative meetings, held with the Partner Manager and related KNIME team members, to provide clarity on the state of the business, lead generation activities, joint sales goals and opportunities, and technical enablement efforts.

Explanations of technical requirements

“KNIME Ready” status – technical enablement

Gaining the right competencies around KNIME Software is crucial to customer success and retention as well as to providing proper sales and marketing approaches. Partners must therefore achieve and maintain Technical and Partner Certifications as defined in the KNIME Partner Program based on their specific tier. Certifications have to be updated every two years. Read more about KNIME Ready status in the [Partner Portal](#).

Provision of technical support levels 1 & 2

Level 1 covers the provision of assistance in connection with all general questions around the KNIME Software and trouble shooting such as software installations and setup.

Level 2 covers the provision of more advanced installation issues and preliminary bug identification (requires log review, testing, remote calls for investigation, etc.)

Note that advanced bug identification and bug fixing, which can often only be provided with specific technical knowledge of KNIME’s development team, is considered to be Level 3 support. Partners are not expected to handle this support level.

Explanation of partnership support benefits

Partner Portal access

All of the partner’s end users gain access to the KNIME Partner Portal. Partner organizations are registered on an email domain basis, after setting up a user profile on KNIME Forum.

Dedicated KNIME Partner Manager

Trusted and Elite partners have an assigned partner manager at KNIME. Elite partners gain a greater level of proactive support. Registered and Standard tier partners gain support via the Partner Support Desk (email & phone).

Partner Advisory Board participation

The advisory board meets once or twice a year and gains visibility into roadmap and pre-launch programs. The board is made up of a core group of leaders from our top partners, who KNIME looks to for direction on product, go-to-market, programs, strategy, and other partner-relevant topics.

Explanation of sales support benefits

Access to sales resources

Sales resources such as standard presentations, customer references, and more are available to all partners via the Partner Portal.

Sales collaboration, opportunity and account mapping support

KNIME works proactively with partners on joint customer pursuits and identifies potential prospects via account mapping sessions. KNIME provides increased levels of support to higher-tier partners. Registered tier partners access support via the Partner Support Desk (email & phone).

Lead/customer opportunity referrals

KNIME receives inbound requests from customers and seeks to involve partners in all customer opportunities, matching the best-suited partners to address the customer’s needs. Here we take criteria into account such as: location preference, technical need, scale, specialization, speed (in the form of a solution accelerator), existing Master Service Agreements (MSA) or the contractual relationship, etc. KNIME also distributes leads on the basis of track record and tier level.

Explanation of marketing support benefits

Demand generation plan

The content of the plan allows each partner to leverage their specific strengths and focus areas. Partners should work with their partner manager to define and document the plan and are provided with resources from sample best practices (e.g. for social media posts), to self-service demand generation campaigns, to opportunities to organize collaborative activities (e.g. joint webinars with KNIME), pending availability, and more.

Co-marketing activities

Co-marketing activities are promotional strategies that involve KNIME and one or more partners working together to promote each other's products or services. These can include

- Conferences and trade shows
- Advertising and increased online presence
- Direct mail or email campaigns
- Other white-glove support services

Eligible partners can submit their co-marketing proposal activities to KNIME.

Explanation of technical support benefits

Access to Certified Training Program

A Certified Training Partner is defined as a partner who has gone through a testing and validation process to adequately run KNIME trainings. As a Certified Training Partner you have access to the certified training curriculum developed by KNIME for use by partners. Other benefits include administration and promotional materials. Read more on the Partner Portal.

Access to technical workshops

These are technical sessions designed to help with a number of activities, for example to establish a KNIME center of excellence (CoE), onboard a team for technical support, or advance a particular area of knowledge. For access to be free of charge, you must guarantee an audience of at least 10 for the duration of the workshop. The agenda can be tailored to the audience in content, style, and duration at the discretion of the partner and technical support from KNIME.

Access to KNIME Enterprise environment for demo/upskilling

This entails access to a KNIME Software Enterprise demo environment to support the partner's sales, marketing, internal training, customer training, and offer development activities. (Note that this may not be used for commercial purposes, internal production work, hosting, MSP, outsourcing, or subcontracting.)

Other definitions

How we determine the partnership tier

Each partner-accepted opportunity that is closed will be credited as a partner-level achievement at full value upon payment by the customer. In the case of debooking, partner commission and tier-related credit will be updated accordingly.

A partner achieves consideration for the next tier as soon as all requirements for that tier are met. From that moment forward until the end of that calendar year, all commissions will be paid at the higher partner-level commission rate. If a particular opportunity falls between more than one partner level, the amount will be prorated such that any value over and above the amount needed to reach the higher tier will be paid at the higher commission rate. At the start of each calendar year, partners will continue at the tier-level they held at the end of the previous year. As long as the partner is on track throughout the year to maintain that level, no adjustments will be made. KNIME reserves the right to review year-to-date performance at any time and adjust the partner's tier level on the basis of attainment.

Existing business

An organization or division within an organization whom KNIME holds a contract. A lead is considered to be covered by the existing business status if the client adds incrementally to an existing contract rather than establishing a new contract with KNIME.

Upsell

At time of renewal, the amount over and above the annual renewal amount is paid by the customer. Commission will be provided for this amount at the 'Upsells' commission level.

Renewal

When an existing client decides to repurchase KNIME at the end of their contract, this is considered to be a renewal. The partner receives renewal commission if they have proactively encouraged the renewal or have driven usage and adoption of KNIME that has led to the renewal. Emails with the customer or other proof of this effort to drive the renewal may be required in order to process the renewal commission.

Authorized delivery partner

KNIME has the right to engage subcontractors to assist KNIME in carrying out performance professional services purchased by KNIME customers. From time to time, KNIME may, but is under no obligation to, subcontract the delivery of professional services to delivery partners. Partners from KNIME Partner Program qualify as potential Delivery Partners if they are Standard, Trusted or Elite Tier partners and have signed a KNIME subcontractor agreement as an addendum to KNIME partner agreement.