# Leapwork Partner Program

Guide on how Leapwork works with our Partners

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# Introduction

## About Leapwork

Leapwork is the leading AI powered visual test automation platform, empowering the world's largest enterprises to adopt, maintain and scale automation in less than 30 days. Unlike traditional test automation, Leapwork is as easy and intuitive to use as cobbling Lego blocks together, for even the most complex test automation cases, which is why we are used by hundreds of global enterprises across all industries, from banks and insurance companies to life science, government, and automotive.

Clients include Mercedes Benz, PayPal, Beckman Coulter Life Sciences and BNP Paribas. The company is headquartered in Copenhagen, Denmark, and has local offices across Europe, US and Asia. To learn more about Leapwork, visit: https://www.leapwork.com/

## Why Leapwork

According to Leapwork's Risk Radar Report[1], eight in ten testers say up to 40% of software goes to market without sufficient testing. The reasons being a reliance on manual testing and a lack of skilled developers to maintain automation. The consequences of taking non-tested software to market can be dire as 77% of CEOs say software failures have harmed their company's reputation in the last five years and 95% of CEOs are concerned about losing their job in the wake of a software failure.

Leapwork provides a solution to companies to solve those challenges and alleviate the risks in the form of the leading global AI powered visual test automation platform. A tech-stack agnostic platform with a visual language without code, which is built to scale easily to secure the expected ROI.
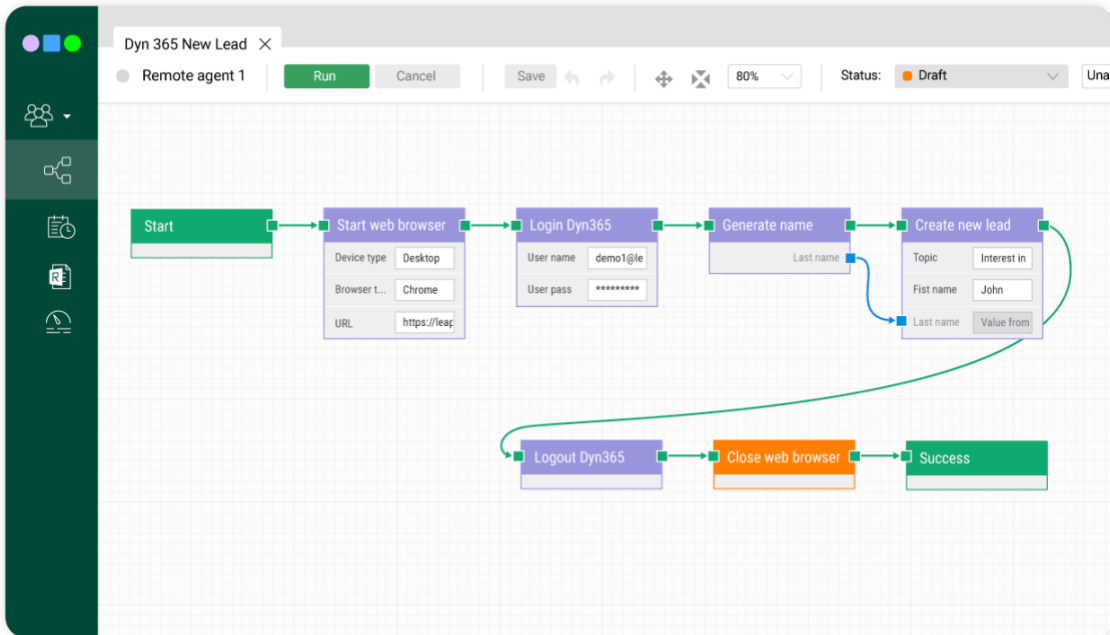


*Figure 1 - Illustration of Leapwork's visual language without code*

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[1] Risk Radar Report 2022 (leapwork.com)

## Leapwork Partner Program

The Leapwork Partner Program ("Program") provides Partners a straight-forward, profitable, and strategic Partnering environment. This program is built to better engage and enable Leapwork's valued partners and reward their efforts.

## About This Guide

This Leapwork Partner Program Guide ("Guide") is governed by and is an integral part of the Partner Agreement with Leapwork ("Agreement") and establishes the guidelines, rules, regulations, procedures, and policies governing the participation, as an authorized Partner of Leapwork in the Program. Capitalized terms used but not defined in these Program Rules may have the meanings provided in the Agreement. If there is a conflict between this Guide and the Agreement with Leapwork, the Agreement shall take precedence. Leapwork reserves the right to administer the Partner Program and to interpret and enforce the requirements and rules contained in this Guide at its discretion. Leapwork may update the Guide from time to time. Leapwork will provide notice of any material changes via the Leapwork Partner Portal ("Partner Portal").

This guide provides the framework which all our go-to-market approaches with Partners will follow. The guide is divided into the following sections:

- **Our Partnership approach describes how we will categorize, manage and go-to-market with our partners**
- **Partner sales enablement & marketing offerings** describes how Leapwork enables Partners with the needed Sales and Marketing material to engage their customers
- **Partner training & certification** outlines our 6-step approach for how we will work with each Partner to scale the Partner ecosystem with quality delivery of implementation
- **Partner support** detailing the support we make available to you and our focus on your success
- **End user support** explaining the support we provide to the end users and how that differentiates by existing and future value of this customer
- **Partner tiers** for information on our Partner Program tiers and the evaluation criteria we apply

# Our Partnership Approach

Our goal is to create a vibrant ecosystem that wins together to drive mutual growth and customer success. We continuously drive relevancy within our Partners to make Leapwork a dominant alliance partner and we excite and enable influencers within our Partners to create Leapwork advocates and provide a willing client team to partner with Leapwork Sales to create, drive and win joint opportunities. Ultimately, we create Partner Success with unwavering focus on delivery readiness and execution.

We are committed to your continued success and our Partner enablement journey reflects that. Our Partner Program is enriched with the tools, training, and collaboration you need to grow and strengthen your business.

Your investment will give you a competitive edge as you take our solution to your customers. Your knowledge, expertise, and engagement are crucial in building a future of accelerated growth. We couldn't be more excited about our Partnership as we bring predictability to the world.

The Program offers two distinct partner categories, Consulting and Technology, that provide a framework for each engagement model and the overall go-to-market activities of the partnership within each industry. These categories ensure that the specific requirements, benefits, and metrics of the partnership are aligned with the business needs of the partner and the partnership. Within the consulting category, three program levels exist; Registered, Gold and Elite to help set expectations for both Leapwork and its Partners relative to investments, resources, benefits, and results.

Depending on the partnership category and level, you may be managed by an assigned resource that is accountable for the success and governance of the partnership or through a shared-services, programmatic approach. In addition, these

partnerships will include commitments to training and certifying resources, developing integrations and expectations for lead generation activities and investments.

## Sales Approaches

Ultimately, the true measure of the success of the partnership is tied to the number of successful joint customers as well as the respective revenues attributed to the partnership. The partner's investment in its own sales resources, training, and initiatives is the most critical factor to achieving success. To help Leapwork partners sell more effectively, Leapwork will promote partners to its employees and to other Partners and provide tools and resources to help partners engage more effectively with Leapwork sales representatives. The level of promotion and resources is determined by the partnership category and level.

## Joint Selling & Sourced Opportunities

Partners are encouraged to register opportunities directly in the Leapwork Partner Portal ("Partner Portal") and communicate them to their Channel Managers. Registering an opportunity enables a partner to engage the Leapwork sales team quickly. If the opportunity is confirmed as net-new or "Sourced" for Leapwork, it also determines the field engagement level in the case where multiple partners are pursuing services business for the same Leapwork Test Automation opportunity. The Leapwork Rules of Engagement ("ROE") policies are documented in detail and can be found online.

## Leapwork Sourced Deals

Leapwork customers often look to us to provide guidance and introductions to partners who may be best qualified to deploy their Leapwork Test Automation solution or complementary applications that will provide key functionality or technologies to their project. The Leapwork sales team works closely with the Leapwork Channel team to identify a short list of Consulting and Technology Partners to introduce into the account. Preferential consideration is given to our higher tier consulting partners. Leapwork is committed to introducing qualified partners, those who have the skills, capacity, experience, and track record of customer success, to customers early in the sales cycle. The Leapwork ROE policies that govern deal introductions and field engagement cover this in more detail.

## Referral Program

Leapwork maintains a separate Referral Program where partners who do not wish to create a delivery practice can earn referral fees for recommending Leapwork to their customers and clients. Register the net-new opportunity with Leapwork via the Partner Portal and if accepted, you will be eligible for a referral fee based on the total ACV of the Leapwork opportunity.  Please refer to the Referral Program Guide for details.

# Partner Sales Enablement & Marketing Offerings

## Available Sales & Marketing Material

Subject to the terms of the Agreement, Leapwork grants Partner access to the Partner Portal. The Partner Portal is the central repository of all key Partner resources. The Partner Portal may only be accessed by Partners in good standing.

Leapwork provides extensive content and self-service education offerings for all Partners, which may include:

- Leapwork Site: (Leapwork.com): Customer case studies, blogs, white papers, events, recorded webinars, and other resources
- Leapwork Community (https://support.leapwork.com/): Public interactive question and answer forum
- Leapwork Partner Portal (Partners.leapwork.com): customer cases, marketing campaigns, pitch decks, ideal customer profiles, and other resources

- Leapwork on Social Media: Official communication on our channels as well as providing Partners with occasional social media templates as part of messaging kits or campaigns

## Partnership Promotion & Marketing Rights

As part of the Partnership, it is expected that Partners use reasonable efforts to actively market and distribute Leapwork's test automation platform in a manner that preserves the professional image and reputation of Leapwork. To achieve that, Leapwork provides brand and marketing guidelines alongside visual assets, campaign proposals and more on our Partner Portal. If needed, Leapwork reserves the rights to ask Partners to discontinue any promotional advertising or other material referring to Leapwork, which does not live up to Leapwork's guidelines. Leapwork requires visibility into publicly available/accessible materials prior to public launch of partnership, in line with section on Demand Generation

Based on Partner tier, Leapwork will also do co-marketing campaigns, offer partnership announcement templates and internal marketing. For more details on differences by Partner tier, see "Appendix A: Overview of our Partner tiers & their benefits".

## Marketing Resources

As part of the partnership, Leapwork provides our Partners with the resources needed to unpick when Leapwork is the right solution choice for your clients along with templates for creating joint value propositions and the assets needed to introduce Leapwork to said clients.

### Leapwork.com Partner Listing

Leapwork may list active Partners on the Leapwork website. Priority listing in the Partner directory may be available only through qualification within additional incentive programs for Leapwork Partners.

### Leapwork Co- Marketing & Demand Generation

Leapwork provides a wide range of marketing programs, materials, and resources to support marketing activities and demand generation. It is expected of Partners, at a tier qualifying them for joint marketing, to ensure they have capacity to co-create and have a dedicated point of contact with whom Leapwork can work and a set of accounts to focus marketing efforts towards and an agreement on shared responsibility to create activations leveraging the joint value propositions. All marketing materials and content used in a joint marketing activity must adhere to the Leapwork Brand Guidelines, messaging, and positioning and are subject to Leapwork's prior written approval.

### Reference and Case Study Development Support

To put the Partner organization's achievements and expertise in the spotlight, Partner agrees that Leapwork may create (and Partner shall cooperate with Leapwork in good faith) and publish a case study on a successful Leapwork deployment with a specific Customer.

### Leapwork Internal Marketing

Leapwork provides a variety of on-demand, virtual and in-person opportunities to equip Partners to take Leapwork to their customers and to showcase the results of the joint engagements. In addition to the training and certifications outlined below, this includes templates, internal frameworks & methodologies and for prioritized Partners, seller-to-seller knowledge sharing as well as occasional virtual or in-person Partner learning sessions
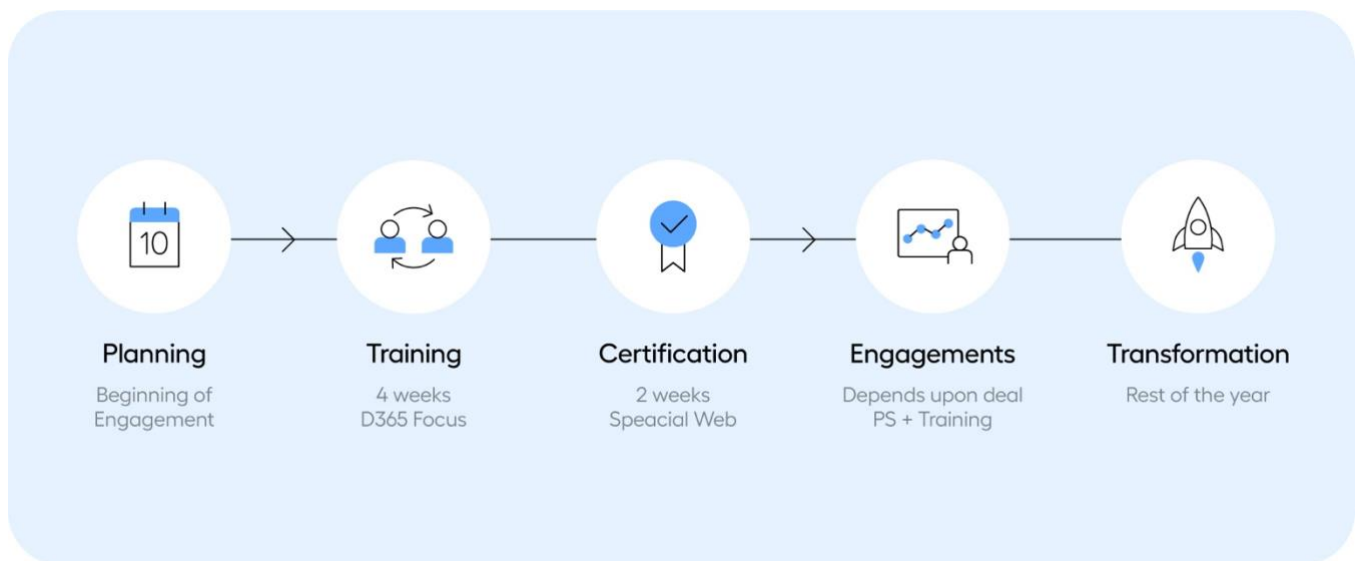
# Partner Training & Certification

To scale the Partner ecosystem with quality delivery of implementation, we provide our Partners with thorough training and implementation experience:

- **Technical Training** of the Leapwork Test Automation Platform will be provided for free for our Partners per the Partner Program
- **Post training**, Leapwork offers the Leapwork Certified Professional certification to our partner trained resources. The certification is offered for a fee and part of the requirements for the Partner Program.
- To provide needed experience to our new Partners, Leapwork encourages our partners to retain experienced Leapwork **Professional Services** resources for the first 3 projects or until such time they are confident in delivering a full Leapwork program

## Partner Technical Enablement Program

The Partner Technical Enablement Program is designed to enable our Partners throughout their journey with Leapwork providing them with the training and resources they need to help their end users effectively. The Partner training plan is explained in five phases below.



| Planning | Training | Certification | Engagements | Transformation |
| --- | --- | --- | --- | --- |
| Beginning of Engagement | 4 weeks D365 Focus | 2 weeks Speacial Web | Depends upon deal PS + Training | Rest of the year |

### Planning

During the Planning phase, a Channel Manager from Leapwork will host a kickoff meeting, where the Technical Specialist is introduced to do prework ahead of the formal Partner onboarding.

Purpose here is to agree on scope, timeline, technologies, training requirements, users who need training & installation date of the system.

Once the installation of Leapwork has taken place, Partners will move into the "Training" phase where onboarding of users through training sessions will commence.

### Training

With the timeline, users and training requirements settled in the Planning phase, a Technical Specialist from Leapwork will initiate training leveraging that information.

The training will be conducted as a 4-week online program with 4 days on-site. The timing will be jointly decided. Along the way feedback is continuously collected and implemented. In the end, practice exercises are handed over alongside a matrix of features and sellable criteria.

### Certification

Leapwork offers a comprehensive certification in test automation intended for consultants and other professionals who are experienced in working with the Leapwork Automation Platform. The certification consists of 2 parts:

1. Multiple choice questions (40 Questions)
2. Capstone Projects (1 Project)

Once the training is completed, the users are given a handful of curated assignments. Then, for the next two weeks, users need to prepare for Certification.

A Partner enablement workshop commences with a goal to make users ready for certification. In the workshop a Technical Specialist from Leapwork delivers sessions to resolve queries, review the exercises, suggest the best practices, host Q&A sessions and assesses certification readiness.

**Engagement**

During the Engagement phase, a Technical Specialist from Leapwork will work closely with the Partner to participate and deliver a demonstration to the end users, execute Proof of Values (PoVs) and in general enable the end users to succeed.

As noted previously, Partners are encouraged to involve Leapwork in their first 3 projects with end users or until the Partner has obtained sufficient critical mass of expertise to run projects successfully without the support of Leapwork. For the joint projects, the support of Leapwork's Professional Services will be gradually reduced as Partner experience with Leapwork increases.

**Transformation**

The last phase is when we see that Partners are effectively using Leapwork to transform their customers and independently can deliver the value-at-stake for those end users. In this phase, we expect that Partners will continue to bring value to Leapwork by providing us with customer insights and product feedback.

# Partner Management

Leapwork Partners will be assigned a primary point of contact for the Partner Program ("Channel Manager"). Each Partner is required to name a primary point of contact with respect to the Leapwork Partner relationship and the Partner Program management. Additionally, the Leapwork Channel Sales Engineer is the key technical resource and coach for Partners for mentoring, shadowing, and Proof-of-Value (POV) delivery with the Solution.

# End User Support

End user support is provided by Leapwork and it is sold directly to the end users. Support packages are priced and sold to end user in a similar approach regardless of how end user was originated and regardless of Partner tiers.

## Exclusions

The Support is intended to cover standard functionality and software defects. It does not include the provision of customization advice and consulting services. If the issue is specific to the Configuration of the customer knowledgebase or requires that we access and review the customer knowledgebase to provide a solution, it is classified as Consulting and is not covered under the support contract.

Problems caused by or arising from the following will not be considered "problems" for the purposes hereof and will not be subject to our obligation to provide Support Services:

- Failure of server hardware or equipment not owned or directly controlled by Leapwork.
- Failure of telecommunications or internet hardware or equipment not owned or directly controlled by Leapwork.
- Failure of telecommunications or internet hardware or equipment not owned or directly controlled by Leapwork.
- Failure resulting from errors made by the customer's system administrator.

- Irreversible destruction of data caused by direct actions taken by customers.
- Communication and execution are blocked due to customer network, internet, VPN, firewall, policies, or Windows updates.
- Failure in taking Leapwork database backup or losing Leapwork Password or database Encryption keys by customer.
- Force Majeure

## Success Community

Definition of Success Community. Include: Leapwork assigns a Customer Success Manager to all customers and will work with them directly.

# Partner Tiers

The Partner tiering has three main components defining the partnership level and will be reviewed annually and published 31 October ahead of the following financial year.

The three components are defined as:

1. **Leapwork Capacity & Certification Growth** defined as number of Leapwork-trained and certified partner resources, according to the current Leapwork certification,
2. **Annual Contract Value** (ACV) Sourced by the Partner
3. **Customer satisfaction** measured end user satisfaction with delivery to ensure quality as soon as we can measure it reliably.

Requirements by Partner tier for these 3 components can be found in "Appendix B: Requirements for Partner tiers".

# Appendix A: Overview of our Partner Benefits

The table below is valid from July 1st 2023 through December 31st 2023.

| | Tier 3<br>Registered Partner | Tier 2<br>Gold Partner | Tier 1<br>Elite Partner | Technology Partner |
|---|---|---|---|---|
| **Governance** | POC | Regional Channel Manager | Global Channel Manager | Channel Manager |
| **Business QBRs/ Pipeline review** | Bi-annual | Quarterly | Quarterly | Optional |
| **Demonstration environments** | 1 | Up to 5 | Up to 10 | Up to 10 |
| **Product Communication** | ✔ | ✔ | ✔ | ✔ |
| **Product release briefings** | Scheduled | Scheduled | Priority scheduling | Scheduled |
| **Partner advisory board** | ✘ | By invitation | By invitation | By Invitation |
| **SKO attendance** | By invitation | By invitation | By invitation | By invitation |
| **Sales & Co-Marketing** | | | | |
| **Joint selling** | ✘ | ✔ | ✔ | ✔ |
| **Leapwork-sourced opportunities** | ✔ | ✔ | ✔ | ✔ |
| **Partner listing on Leapwork.com** | ✔ | ✔ | ✔ | ✔ |
| **Partner logo usage permission** | ✔ | ✔ | ✔ | ✔ |
| **Leapwork.com Partner locator** | Included | Included | Featured top | Included |
| **Leapwork co-marketing & demand generation** | By invitation | By invitation | Priority participation | By invitation |
| **Customer Case Studies** | By invitation | By invitation | Included | By invitation |
| **Internal marketing** | Included | Priority | Priority | Included |
| **Partner Enablement** | | | | |

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|---|---|---|---|---|
| **Leapwork success community** | Full access | Full access | Full access | Full access |
| **Leapwork Partner training discount** | 100% | 100% | 100% | 100% |
| **Certification program** | Mandatory (cost covered by Partner) | Mandatory (cost covered by Partner ) | Mandatory (cost covered by Partner 10% discount) | Mandatory (cost covered by Partner) |
| **Specialty certification** | Mandatory (cost covered by Partner) | Mandatory (cost covered by Partner) | Mandatory (cost covered by Partner 10% discount) | Mandatory (cost covered by Partner) |
| **Train-the-trainer** | ✘ | Paid | Paid with 10% discount | ✘ |
| **Partnership announcement template** | ✔ | ✔ | ✔ Option for joint announcement if shared customer case is ongoing | ✔ |
| **Professional service model** | Strongly recommended for the first 3 partner-led engagements.  Optional after certification. | Strongly recommended for the first 3 partner-led engagements.  Optional after certification. | Strongly recommended for the first 3 partner-led engagements.  Optional after certification. | |

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# Appendix B: Requirements for Partner Tiers

|  | Tier 3<br>Registered Partner | Tier 2<br>Gold Partner | Tier 1<br>Elite Partner |
|---|---|---|---|
| **Capacity** | <10 certifications | 10-25 certifications | 25+ certifications |
| **Sourced ACV** | 0 | $350,000 | $500,000 |
| **End user satisfaction** | TBD | TBD | TBD |

# Appendix C: Partner Support

The perfect solution for enterprise Centers of Excellence (CoE) and effective adoption for Partners. It focuses on the business-critical responsiveness and problem-solving capabilities of our engineering team.

## Partner Support

### Support levels

L1 & L2 Support: Leapwork will provide support to Partners and the end users during the period when a Partner is actively supporting Training & Implementation for the end user.

L3 Support: Leapwork's support and development teams together address the technical issues and resolve them for the customer.

### What's included in Support

Online Chat: Pack of 100 free chats per year afterward Partner has to buy an additional chat package which comes in a block of 50 chats.

Ticket-based support for Partner

Incident management

Best practices sessions

Engineering team access: Relevant members of the core engineering team will participate in calls when product-related issues are escalated or by request.

*Additional chats come in a lot of 50 chats at $500*

### Online Support

**Learning Center** with freely available videos

**Knowledge Base** for easy troubleshooting

**Detailed Product Documentation**

### Maximum time to first reply

**P1 - Critical:** 4 hours

**P2 - High:** 8 hours

**P3 - Medium:** 12 hours

**P4 - Low:** 1 business day

### Maximum time to first reply

This metric measures the maximum time allowed from an email ticket is created or a chat message is sent to the first reply from a Leapwork automation specialist when the work to
resolve the issue has begun.

### Support availability hours

24 X 5 Support: Chat and Ticket support across the globe

### Support language

English only

For more information, reach out to
partners@leapwork.com