



TeamUp Partner Program Guide

For Resellers/System Integrators

March 2023
Version 1.0

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TeamUp Partner Program Guide





Scope of **persons** covered by this Partner Program Guide.

This Guide applies to the following channel partners enrolled in the Partner Program:

✓ Tier 1 Reseller

A Partner that has entered into a *Channel Partner Agreement* for Reseller with TeamViewer (provided in exceptional cases) and purchases TeamViewer products for resale directly from TeamViewer

✓ Tier 2 Reseller

A Partner who has been authorized by a Distributor to assist with sales of TeamViewer products and purchases TeamViewer products for resale from an authorized Distributor of TeamViewer.

✓ System Integrator

A Partner that has entered into a *Channel Partner Agreement for System Integrator* with TeamViewer to resell TeamViewer with value-added partner services, in terms of this Guide treated the same as Tier 1 Reseller

This Guide does **not apply** to:

- ✗ Any sub-dealers that are engaged by a Reseller to assist the resale and/or that purchases from a Reseller.



Tier 2 Resellers may only receive discounts and/or payouts from the Distributor from which it purchases, and not from TeamViewer:

- ✓ The Distributor is solely responsible when entering into an agreement with Tier 2 Resellers in connection with the distribution and sets its resale price to the Tier 2 Resellers
- ✓ TeamViewer is not a party to any agreement(s) between Distributor and Tier 2 Reseller
- ✓ TeamViewer will provide a discounted price to the Distributor and encourage the Distributor to pass on the margin, but cannot prescribe the allocation of margin
- ✓ TeamViewer assumes no commitment or liability to Tier 2 Resellers with respect to the distribution activities, transactions, and pricing etc.

Distributor

A Partner that has entered into a Channel Partner Agreement for Distributor with TeamViewer. Distributor is authorized by TeamViewer to promote and distribute TeamViewer products within a defined Territory, for which it may appoint sub-dealers as its own Resellers (Tier 2 Reseller) to assist its distribution activities.

Reseller

A Partner that purchases TeamViewer products either from TeamViewer or Distributor and resells such to the Customers.

Customer

A legal entity or an entrepreneur who acquires the TeamViewer products for its own use (end customer).



TeamUp Partner Program Framework

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We are delighted to launch our first global channel partner program, the TeamUp Partner Program (“Program”), to help our registered channel Partners (“Partners”) accelerate their growth. This Program will provide our Partners with robust benefits based on product sales as well as useful product information and training. Through this Program, TeamViewer will offer a more supportive business partnership.



Financial
Rewards



Collaboration



Training &
Enablement



Deal
Registration



Market
Development
Funds



Partner
Portal



Partner Levels

Program Guide

Benefits

EMEA Benefits

Deal Registration

Partner Levels

As a Champion Partner, you will be our top-tier Partner. Your in-depth understanding of TeamViewer products and astute ability to sell means you will reap the highest rewards with a discount of up to 25%. You will be our main collaborator and receive more benefits than anyone else.

As a Premier Partner, you will be an immense part of our success. This will be rewarded with a discount of up to 20%. And it doesn't stop there, we will also provide you with learning opportunities, co-investments in marketing, and strategic support in driving new business opportunities.

As a Business Partner, you will be eager to sell reliable, high-quality products to your customers. Utilizing available learning courses, you will understand what TeamViewer has to offer and know exactly how it benefits your customers. To learn more about a discount of up to 15%, find your local Distributor.

 TeamViewer

Champion
Partner

 TeamViewer

Premier
Partner

 TeamViewer

Business
Partner

TeamUp Benefits





TeamUp Benefits Overview

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[Benefits](#)
[EMEA Benefits](#)
[Deal Registration](#)
[Partner Levels](#)

Benefits	Business	Premier	Champion
Discount rates* <small>More details s. slide Discount Rates</small>	€	€€	€€€
Dedicated Channel Account Manager (CAM) <small>to support sales improvements in line with the Partner's specific needs and drive more revenue and profit for the business</small>	×	✓	✓
Access to Partner Portal* <small>with valuable information, training, resources and tools, e. g. Deal Registration, visibility of Partners and TeamViewers pipeline, MDF requests submission and Sales & Marketing collaterals.</small>	×	✓	✓
Partner Locator <small>at teamviewer.com/partner-locations enabling Customers to find Partners around the world</small>	×	✓	✓
Not-For-Resale (NFR) License*/** <small>for specific TeamViewer products, available at discounted price for Partner's own internal use</small>	×	✓	✓
Demo Environment License*/** <small>to present TeamViewer products to potential customers</small>	×	✓	✓
Participation in advisory board meetings*** <small>to align on future-focused strategies</small>	×	×	✓
Access to sponsorship tickets*** <small>to get a limited number of sponsoring tickets</small>	×	✓	✓
TeamViewer Logo* <small>beside Partner's logo on sales and marketing materials</small>	✓	✓	✓
Newsletter	✓	✓	✓

* Subject to Partner's registration and enrollment in the Partner Program in accordance with *TeamViewer Channel Partner Program Participation Terms*.

** Subject to *TeamViewer End Use License Agreement (EULA)* and applicable *Data Processing Agreement (DPA)*, www.teamviewer.com/eula. More detail s. slide [NFR and Demo Environment Licenses](#).

*** Subject to individual invitation/special offer by TeamViewer.



TeamViewer Partner Portal will serve as the platform for requesting and accessing the below:



MDF
Request



Deal Registration
and Pipeline



Marketing
Content



Event
Calendar



Training and
Certification



Sales
Playbooks



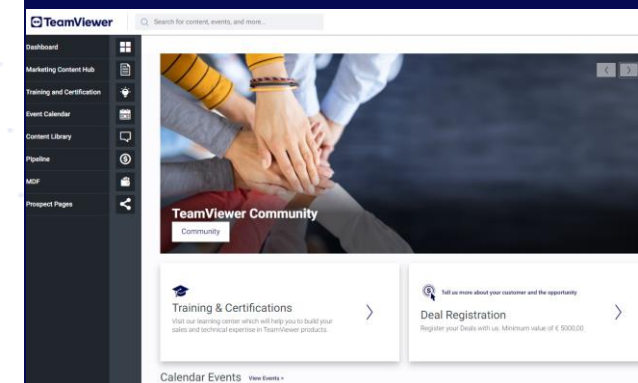
Tier 2 Resellers may only receive discounts and/or payouts from the Distributor from which it purchases, and not from TeamViewer:

- ✓ Access to Portal is invite only based on Channel Partner Program status qualification
 - ✓ To get access to the Partner Portal the acceptance of a "Participation form is mandatory"
 - ✓ Access to Partner Portal for a specific user will be based on users contact delegated by CAM managing the account (Reseller/Distributor) (Executive, Manager, Sales, Marketing user are the recommended user categories)
- i** To get access to the Partner Portal please contact your responsible Channel Account Manager first & after approval confirmation proceed to the link <https://partnerportal.teamviewer.eu> to request your account

i All Deal Registrations must be submitted only via *Partner Portal for approval and tracking

i MDF requests must be submitted only via Partner Portal for approval and tracking

*If a specific Partner User/Partner does not have access to register a deal they need to notify the right contact, or the Deal Registration can be submitted by a Distributor directly on behalf of Partner



Regional Benefits EMEA





NFR licenses

Partner may acquire a not-for-resale license for its own internal use of specific TeamViewer products at a discounted price.

	Business	Premier	Champion
Standard solutions	n/a	One license: 25%*/**	One license: 50%*/**
Enterprise solution: Tensor	n/a	10 Tensor agents: 25%*/**	20 Tensor agents: 50%*/**
Enterprise solution: Frontline	n/a	5 full licenses: 25%*/**	10 full licenses: 50%*/**

Demo Environment licenses

For the sole purpose of demonstrating the functionalities of TeamViewer products to potential customers.

	Business	Premier	Champion
Standard solutions	n/a	n/a	n/a
Enterprise solution: Tensor	n/a	Up to 5 agents per certified Partner**	Up to 5 agents per certified Partner **
Enterprise solution: Frontline	n/a	Up to 5 full licenses per Certified User **	Up to 5 full licenses per Certified User**

* Discounts are provided on the basis of the then current list price or the end customer price of TeamViewer.

** Numbers of available Licenses and discounts above apply to the Territory EMEA and may vary in other Territories (Americas/APAC), subject to approval by TeamViewer at its sole discretion.

Please be aware: The NFR and Demo Licenses are governed by the terms and conditions as set out in TeamViewer Channel Partner Program Participation Terms, TeamViewer EULA and DPA.



Reseller Discount Rates

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Products	Business	Premier	Champion
Classical standard licenses* TeamViewer Core – Business / Premium / Corporate	<i>The previous discount rates shall apply.**</i>		
New standard licenses* TeamViewer Remote - Support & Work **	10%**	15%**	20%**
Enterprise solutions* e. g. TeamViewer Tensor, TeamViewer Frontline	15%***	20%***	25%***
Others any other products and/or services as shown above, as well as individual projects providing a customized solution or compiled package	<i>To be quoted by TeamViewer upon request. Unless otherwise stated in the quotation, the price quoted is already inclusive of all discounts available to the Reseller.</i>		

* TeamViewer provides discounts on the basis of the then current list price or, if no list price is available, subject to quotation by TeamViewer.

** For the current TeamViewer Core products, the discount rates as set out in the previous Channel Partner Agreement/Partner Program/Sales Guide shall apply. The new product line with “Remote” licenses will be rolled out in 2023, subject to notification by TeamViewer, with the new discount rates (10%/15%/20%).

*** These discount rates are only valid for the approved registered deals (see slide [Deal Registration](#)). Without a deal registration, discount rate for the Enterprise solutions will be limited to 6%.

Please be aware: The discount rates shown above apply to you, if you are a Tier 1 Reseller in the Territory EMEA who purchases directly from TeamViewer.

If you are a Tier 2 Reseller and purchase from a Distributor, TeamViewer will provide a discounted price to your Distributor and encourage the Distributor to pass on the recommended margin to you, however, TeamViewer cannot guarantee that you will receive the same discount rates as herein provided to the Tier 1 Resellers.



Benefits

[Business](#)[Premier](#)[Champion](#)

Back-End Rebate (BER) program*/** with additional payouts upon achievement of revenue target

More details s. slide [Back-End Rebate](#)

Marketing Development Funds (MDF)*/** to get financial support for marketing activities

More details s. slide [Marketing Development Funds](#)

* Subject to TeamViewer Channel Partner Program Participation Terms.

**Subject to individual invitation/approval by TeamViewer.



Up to 5% of net sales billings (new sales and renewals) upon achievement of the annual target.



Eligibility

The back-end-rebate (BER) program is only available to Premier and Champion Partners.

TeamViewer retains the right to select Partners for participation at its discretion and will invite eligible Partners via a letter.

Upon receiving the invitation letter, Partners must sign a participation form to enroll in the BER program.



Billings Target

Billings targets for the participating calendar year will be set by TeamViewer and fixed in the business plan at the beginning of the fiscal year.

The billings target will be proposed by TeamViewer in the invitation letter and confirmed by the Partner.



Up to 5% of net sales billings (new sales and renewals) upon achievement of the annual target.



Achievement

Achievement of a target will be assessed in accordance with the time schedule set out in the BER program.

Achieved billings relevant to the target include all license fees paid by the Partner to TeamViewer (deducted by discounts/refunds etc.) in the respective calendar year, irrespective of whether the billings are generated from first orders or renewals.



Payout

To reward the achievement of a target, a back-end rebate payout will be granted to the Partner based on the achieved billings from the period indicated in the business plan via the Distributor. This payout will be issued as a credit note.



TeamViewer provides Market Development Funds (MDF) to authorized Channel Partners to subsidize the costs of partner activities to generate leads, opportunities and sales.

- ✓ Participation at tradeshow, roadshows, partner events
- ✓ Trainings, workshops and seminars with resellers, prospects and customers
- ✓ Webinars
- ✓ Dedicated TeamViewer web and landing pages
- ✓ Email and social media campaigns
- ✓ Call-out and incentive campaigns
- ✓ Web banners, adverts and any other kind of advertising
- ✓ Joint PR activities and success stories
- ✓ Industry-specific approaches requiring targeted marketing assets (eg. Videos, datasheets, customer success stories, whitepapers, localizations of assets etc.)

MDF is available for:

 **TeamViewer**

Champion
Partner

 **TeamViewer**

Premier
Partner



Step 1

MDF requests must be submitted six weeks prior to implementation at the latest. All planned activities for a whole quarter should be submitted at least two weeks prior to the following quarter.

For all distributors and Champion/ Premier partners quarterly MDF review and planning calls will be held.

Step 2

Upon TeamViewer's final approval, a PO will be issued for the Partner, enabling him to invoice the MDF amount after successful execution.

Payment approval will be given once the Partner reports back to TeamViewer on the activities' results. KPIs are determined by the specific marketing activity.

Step 3

Where follow-up activities are agreed, TeamViewer will request updates on leads and lead development at regular intervals.

(Step-by-Step instructions regarding the submission of MDF requests via the TeamViewer Partner Portal are described in a separate document)

*after partner has been given access to the Partner Portal

i *Submission of the following data solely via the Partner Portal* is mandatory for an MDF proposal to be approved:*

- Parties involved (Distributor and/or Reseller / external agency)
- Product line to be promoted
- Target audience:, Resellers, existing end customers, or prospective end customers
- Date or timeframe of execution
- Type of activities requested with detailed description
- Country or regional focus of the campaign
- Type of support/material needed from TeamViewer
- Targeted outcome/ROI results
- Total cost and cost split between partner and TeamViewer incl. original quote to partner (eg. stand space at an exhibition etc.)
- Description of follow-up process

Deal Registration





Deal Registration Overview

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TeamViewer strongly encourages every Partner who is part of the TeamUp Partner Program, to actively positioning TeamViewer solutions to their customers.

To protect and incentivize Partners who are doing so in their project business (>5k€), TeamViewer is implementing a deal registrations process, which is accessible via TeamViewers Partner Portal.



Deal Registrations are **permitted** under the following circumstances:

- ◆ **Minimum deal size: 5000€ net** (exceptions subject to approval by TeamViewer)
- ◆ Only first orders (no renewals) are eligible for Deal registration
- ◆ Upsell deals are eligible if i) the upsell part exceeds the deal size; or ii) the original deal is not registered, and the original deal plus the upsell part exceeds the minimum deal size. - In both cases, DealReg discount rates are only applicable to the upsell part.
- ◆ In principle, each opportunity may only be registered once, by the partner who comes first. Exceptional cases (e. g. RFP/RFQ/Public Tender) may be approved by TeamViewer
- ◆ If the same opportunity is submitted by more than one partner, TeamViewer may ask the partner(s) to provide evidence of establishing the opportunity
- ◆ TeamViewer retains the right to reject DealReg at its sole option
- ◆ During DealReg process, Partner selects a Distributor.
- ◆ DealRegs are only valid if approved in Partner Portal. Verbal approvals are not granted, and TeamViewer Channel/Sales Representatives are not authorized to provide Benefit approvals.
- ◆ Approved DealRegs are valid for 90 days. Requests for a 90-day extension must be submitted via email to the appropriate CAM prior to the expiry of validity
- ◆ TeamViewer may contact the end user/Customer regarding the registered deal to verify the requirements
- ◆ Once a Deal registration is approved by TeamViewer, the Partner needs to show further involvement to drive the deal, e.g., organising and attending Customer calls/meetings, actively positioning TV portfolio, etc. If no further involvement is shown, TeamViewer is entitled to cancel the Deal Registration.
- ◆ To start with Deal registration Partner must have Partner Portal access. Partner Portal access is given as the part of the benefits in accordance with partner level.



Deal Registrations are **not permitted** under the following circumstances:

- ✗ If the deal has already been registered by another Partner.
- ✗ If the deal is a renewal.
- ✗ If the deal has already been forecasted by a TeamViewer Sales Representative in the TeamViewer CRM System .
- ✗ TeamViewer reserves the right to reject any approved DealReg, which is subsequently put out to (public) tender during the lifecycle of the opportunity.
- ✗ If the deal is registered by the Partner for their own company use, affiliate company use, software as a service, or to resell to another TeamViewer Partner.
- ✗ If the deal is registered by the partner for an end user or customer company that is outside of the Partner's geographical region/country.

Partner Levels





TeamViewer is committed to accelerate growth with an engaged Partner – Ecosystem. To profit from the TeamUP Program benefits, we require you to fulfill four main requirements: Billings threshold, Number of deal registrations, Certifications, and a joint Business & Marketing Plan.

Partner Requirements	Business	Premier	Champion
Billing threshold*		150k € for Country Group 1 or 50k € for Country Group 2	750k € for Country Group 1 or 150k € for Country Group 2
Minimum number of approved registered deals**		10 Tensor deals or 5 Frontline deals	20 Tensor deals or 10 Frontline deals

* Billing Threshold refers to the billings achieved during a calendar year: including all license fees paid by Partner for TeamViewer products, irrespective of whether the license fees are from first orders or renewals not including (i) any invoiced but unpaid amounts; (ii) any discount, refunds, credit notes, or other monetary benefits granted by TeamViewer for the respective deals, irrespective of legal grounds.

** Approved registered deals refers to the deals successfully registered with the Deal Registration system (see [Deal Registration](#)).



Requirements for Partner levels

[Program Guide](#)[Benefits](#)[EMEA Benefits](#)[Deal Registration](#)[Partner Levels](#)

Partner requirements	Business	Premier	Champion
Business plan	×	mandatory	mandatory
Marketing plan	×	mandatory	mandatory
Quarterly business review (QBR)	×	mandatory	mandatory
Training & Certification	×	mandatory	mandatory

Business plan: A roadmap of shared actions to be carried out by the Partner and TeamViewer over a fiscal year. The business plan defines the sales and marketing strategy in accordance with mutual goals. It must be developed at the beginning of a calendar year, or as the partnership starts, and will be reviewed on quarterly basis (QBR).

Marketing plan: A mandatory part of the business plan, the marketing plan is an overview of all mutual marketing activities investments set out by the Partner and TeamViewer. Requests for Marketing Development Funds (MDF) are considered based on marketing plans. These plans must be agreed by the partner and TeamViewer in accordance with program rules.

Quarterly business review: A meeting held between the Partner and TeamViewer at the end of each quarter. These meetings are focused on reviewing business goals and KPIs as set out in the Partner business plan. During these meetings, all progress made over the last 90 days is examined and an outline for the next 90 days is established.



Requirements for Partner levels

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Each country is assigned to a group which determines what level of annual license booking commitment each partner in that country will need to achieve for each for their tier for the current contract period. Partners will be assessed in terms of the legal entity operating in that country. If partners act in both categories/country groups, country group 1 is the relevant one.

Group 1		
Austria	Belgium	Brazil
Canada	China	Denmark
Finland	France	Germany
India	Ireland	Japan
Korea	Netherlands	Luxembourg
Norway	Sweden	Switzerland
United Kingdom	United States	

Group 2			
Argentina	Australia	Bulgaria	Chile
Colombia	Costa Rica	Croatia	Czech Republic
Greece	Hungary	Israel	Italy
Malaysia	Mexico	Pakistan	Peru
Philippines	Poland	Portugal	Romania
Saudi Arabia	Serbia	Singapore	Slovakia
Slovenia	South Africa	Spain	Taiwan
Thailand	Turkey	UAE	Ukraine
Vietnam			



Requirements for Partner levels

[Program Guide](#)[Benefits](#)[EMEA Benefits](#)[Deal Registration](#)[Partner Levels](#)

Certification Level	Description	Product Coverage	Partner Levels in scope
TeamViewer Sales Professional	Basic Level certification indicating skills for selling by having a solid understanding of the product and licensing model.	Remote, Tensor, Frontline	Business, Premium and Champion
TeamViewer Technical Expert	Intermediate level certification indicating technical skills for implementing, administrating and supporting a defined product.	Tensor & Frontline	Business, Premium and Champion
TeamViewer Technical Master	Technical level certification to manage technical implementations by setting up, configuring, and performing administration for the end users including Advanced workflow configuration (coding), interface and integration configuration, on premise server installation, report configuration.	Frontline	Business, Premium and Champion

- i** **Certifications are valid for 1 year.**
Re-certification is required as TeamViewer Partners are responsible for maintaining their knowledge of TeamViewer products and solutions.



Certifications requirements based on Partner level

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Product	Certification Level	Business	Premier	Champion
Remote	TeamViewer Sales Professional	Recommended	Required certified person*: 1	Required certified person*: 2
	TeamViewer Technical Expert	✗	Recommended	Recommended
Tensor	TeamViewer Sales Professional	Recommended	Required certified person*:1	Required certified person*: 2
	TeamViewer Technical Expert	✗	Required certified person*:1	Required certified person*:1
Frontline	TeamViewer Sales Professional	Mandatory**; Required certified person*: 1	Mandatory**; Required certified person*: 1	Mandatory**; Required certified person*: 2
	TeamViewer Technical Expert	Recommended	Mandatory**; Required certified person*:1	Mandatory**; Required certified person*:1

*Required: Partner must have the minimum number of the certified personal to achieve the respective Partner Level.

**Mandatory: Partner must fulfill the certification requirement, otherwise it shall not start with the distribution or resell of the respective Product(s).

