
E-GUIDE

2020 Twilio Build Program Guide for Technology Partners



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Technology Program

The Technology Program focuses on enabling ISV partners who are embedding Twilio connectivity into their enterprise applications and selling the pre-built solutions into their customer base.

The Technology Program offers:

- Twilio certifications and trainings
- Solution Reviews
- Proof-of-concept funding
- Market development funding
- Access to product and technical support
- Go-to-market enablement and resources
- Business planning and practice-building guidance

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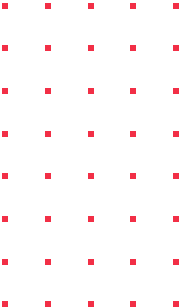
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BUILD



Go Further with the Twilio Build Partner Program

Partners are core to Twilio's go-to-market strategy and a vital extension of our sales organization. Twilio customers rely heavily on our partners to build, buy and support Twilio services and solutions that help them drive engagement with their own customers and grow their businesses.

The Build Program enables partners to develop a successful business on Twilio's cloud communications platform, by providing the right mix of domain expertise, enablement and marketing resources, and varied distribution options that help extend a partner's sales force.

The Technology Program brings you support to drive your business forward with Twilio

Enhance your profitability with a long-term partnership - Twilio gives you the time, resources, and flexible pricing model designed to kickstart the success of your application. With Build, you have the runway and commitment from Twilio that you need to grow your customer base and build your business.

Build on the Twilio Super Network with powerful APIs - Twilio pairs reliability with scalability. Reach customers in over 140 countries on an ISO27001 and GDPR certified platform with up to 99.99% uptime SLA. Twilio APIs support critical communications needs across multiple channels using one platform.

Review your applications with Twilio experts - Application quality is critical to driving sales and building long-lasting customer relationships. Build gives you access to expert Twilio engineers to review your proposed solutions before bringing them to market.



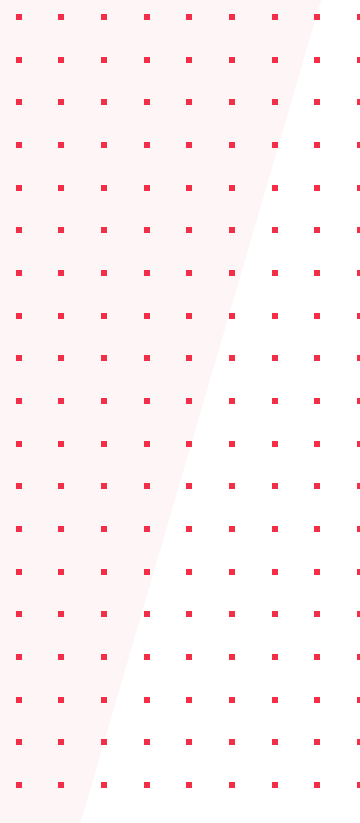
This program aims to enable, launch, and grow partners' long-term success with Twilio. The Build Program rewards you as you increase your investment into building a Twilio practice and achieve performance milestones - driving your business forward as you forge the future of communications with your customers.

Technology Program Overview

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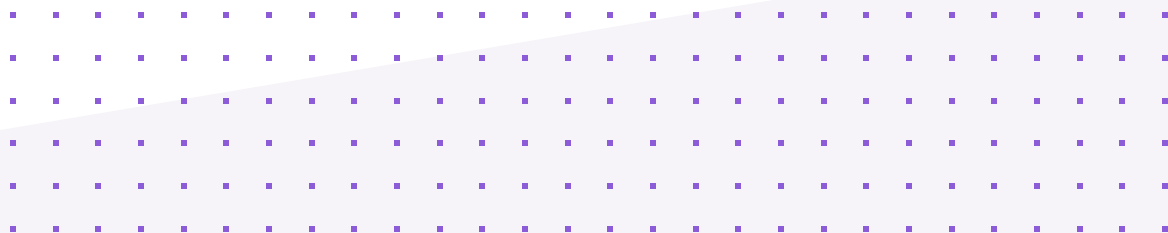
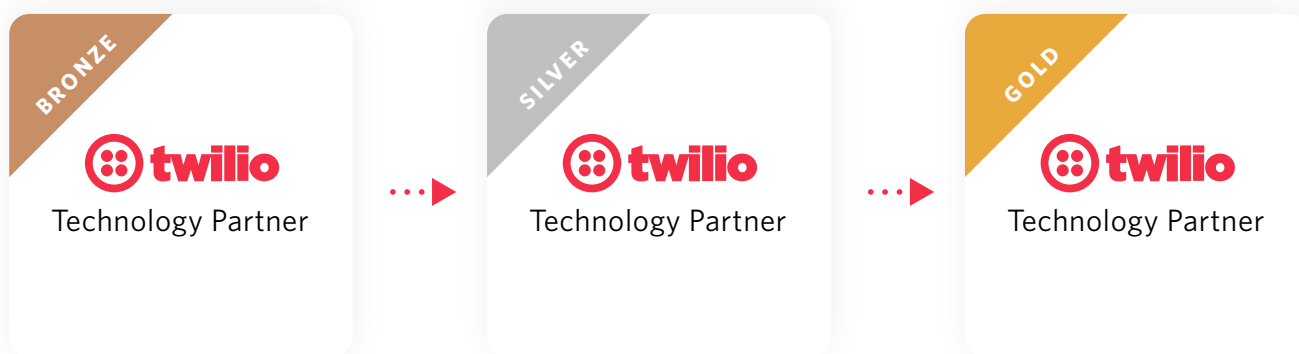


TIERS

Technology Program Tiers

The Technology Program offers a tiered structure comprised of Bronze, Silver and Gold tiers. Partners can showcase their Twilio expertise and investment through the Build Program's tiered badging. All partners enter the Program in the Bronze tier. In order to move up a tier, you must fulfill all program requirements. Please see "Partner Program Requirements" on [page 10](#) for reference. As you advance through the Build Program, each subsequent tier unlocks additional program benefits. Please see "Partner Program Benefits" on [page 6](#) for reference.

Partner Program Tiers





BENEFITS

Program Benefits

Each tier of partnership offers a valuable set of benefits to support the growth of your business. With the program enhancements for CY 2020, you'll have access to an expanded range of benefits based on your level of partnership.

Benefits by Tier

Benefit	BRONZE	SILVER	GOLD
Access to Partner Community	✓	✓	✓
Build Tier Badge	✓	✓	✓
Showcase Listing	✓	✓	✓
Go-to-Market Kits ¹	✓	✓	✓
Lead Generation for Partners ¹	By Invite Only	By Invite Only	✓
Partner Solution Review		✓	✓
Eligible for POC Program ¹		✓	✓
Certification and Training Program		✓	✓
Partner Hackathons		✓	✓
Partner Account Manager		By Invite Only	✓
Product Roadmap Reviews		By Invite Only	✓
Eligible for MDF Program ¹			✓
Early Beta Access to Twilio Products			✓
Twilio Executive Sponsor			✓
Access to Executive Briefing Center			✓
Financial Model	PayGo	PTCV+	PTCV+

¹ Coming soon.



Benefit Details

Please see the table on [page 6](#) of this guide to confirm your tier's eligibility for each benefit.

Access to Partner Community

The Build Partner Community is your one-stop shop for the content and resources needed at each stage of the partner journey. Partners from all tiers are able to access our Partner Community.

Build Tier Badge

You can promote your Twilio partnership by placing your Build Tier Badge on your website and other marketing assets.

Showcase Listing

Partners are invited to create a Twilio Partner [Showcase](#) listing to externally market their business offering to potential customers. All technology partner tiers will be featured within the Showcase.

Go-to-Market (GTM) Kits¹

The Build Program will offer GTM Kits, varying by tier, that provide select marketing services and routes to market, including but not limited to press releases, sales enablement, field marketing, demand generation and content marketing.

Lead Generation for Partners¹

The Lead Generation for Partners program allows the Business Development team to connect Twilio customers, in need of an out of the box solution, directly to a partner that offers the best solution.

¹ Coming soon.



Partner Solution Review

Silver and Gold partners will be able to launch applications with confidence after participating in a Solution Review. The review will provide architectural guidance and best practices, directly from Twilio Solution Engineers.

Proof-of-Concept (POC) Program¹

The POC Program will help accelerate sales cycles and customer adoption of your Twilio solution and/or products. The POC Program will co-invest with partners by providing Twilio promotional credits.

Certification & Training Program

You will have access to complimentary Twilio certification and training programs in order to deepen their engineering, developer and support team members' knowledge and skill sets.

Partner Hackathons

Partners can leverage Hackathons to innovate their solutions in a supported environment to unleash the creativity of their developers. Hackathons can help you uncover business challenges that can be solved with Twilio products, and equip a small team of developers to build POCs.

Partner Account Manager (PAM)

Silver and Gold Tier partners will receive a designated Partner Account Manager (PAM) who will support the continued growth of your Twilio practice. PAMs will serve as your primary point of contact at Twilio, help to conduct business planning, and liaise with technical resources as needed.

Product Roadmap Reviews

Silver (by invite) and Gold partners will have exposure to Product Roadmap Reviews lead by Twilio product managers and PAEs. The product roadmaps will be delivered during scheduled Business Reviews, and will focus on the vision and direction of Twilio's product offerings as they relate to the partner's use case.



Market Development Funds (MDF) Program¹

Twilio will use MDF to jointly invest in lead generation activities to grow your business. Silver and Gold partners may request MDF to support their sales and marketing strategies designed to develop joint revenue opportunities.

Early Beta Access to Twilio Products

Stay ahead of your competition with beta access to Twilio's latest products and innovations. Twilio will offer early beta access to Twilio products for Gold Tier partners.

Twilio Executive Sponsor

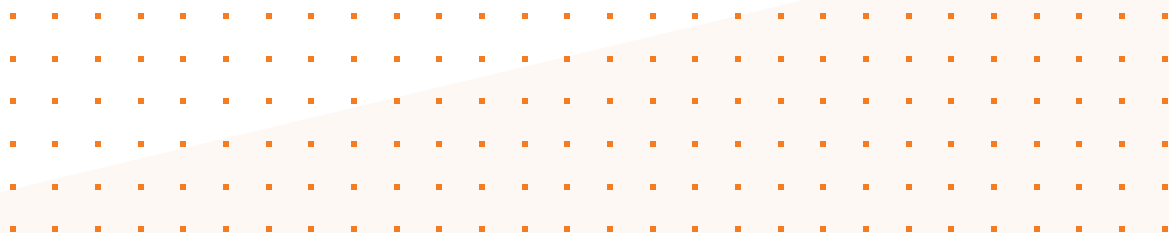
Gold partners will work with their partner executive sponsor to facilitate additional relationships and opportunities within Twilio. The executive sponsor will help to further the partner's business and increase partner significance and opportunities for growth.

Twilio Engagement Center

Gold partners will have access to Twilio's Engagement Center in San Francisco, CA for hosting high-value meetings with end customer executive stakeholders.

PTCV+

Partners can enhance their profitability by opting into a long-term partnership with Twilio via PTCV+. This model allows for PAEs to offer their partners access to discounted rates that correspond with their Year 3 Forecast. This gives our partners improved pricing on Day 1, while providing the runway for our partners to build their product and grow their customer base.





REQUIREMENTS

Partner Program Requirements

The multi-tier program allows you to determine how to best allocate resources toward your Twilio business. The current tier achievement is based on business, training and performance requirements, which increase with each tier level. This tiered structure is designed to support partners with the right amount of resource investment at each stage of their partner journey.

Requirements by Tier

Requirement	BRONZE	SILVER	GOLD
Revenue Requirements:			
Twilio Contracted Revenue		\$200K - \$5M PTCV	\$5M+ PTCV
OR		OR	OR
Monthly Revenue		\$10K - \$250K MRR	\$250K+ MRR
Partner Terms of Service	●	●	●
Partner Addendum		●	●
Architecture Diagram Submission		●	●
Technical Support Training ¹		●	●
Phone Number Compliance Training ¹		●	●
Business Plan		Selective	●
Personalized Support Plan			●
Program Fee²	\$500	\$2,000	\$2,000

¹ Coming soon.

² All program fees are in US Dollars.



Requirement details

Revenue Requirements

For Silver and Gold tiers, Twilio will require revenue thresholds for eligibility to the tier. The revenue requirement is measured by either:

Monthly Recurring Revenue (MRR):

- Applicable to existing ISV partners
- The monthly revenue number will be reviewed annually and is calculated based on the average monthly recurring revenue of the prior calendar year

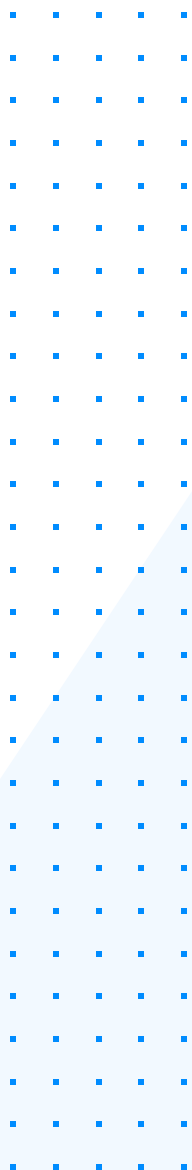
Total Contract Value of a signed, 3-year PTCV+ agreement:

- Applicable to existing and new ISV partners

Partners can qualify for tier eligibility by attaining one of the above performance measurements; for example a Bronze partner with \$5K in MRR spend will be eligible for the Gold tier by signing a \$6M PTCV contract. In order to reach the Silver and Gold tiers, partners will need to comply with all remaining business and training tier requirements.

Partner Agreements

You must sign a partner agreement that governs the overall cooperative business relationship between Twilio and your organization. To become a Bronze partner, you must sign the Twilio Partner Terms of Service (PToS) agreement, which outlines the terms governing management of the relationship as well as other pertinent aspects of the Twilio and partner arrangement. Silver and Gold partners must have a Partner Addendum signed in addition to the PToS.



Architecture Diagram

After completing a successful Solution Review with a Sales Engineer, partners will be required to upload an architecture diagram of the solution they intend to build and bring to market. The diagram will be stored within the Partner Community portal, and serve as a referenceable record for both Twilio and the partner.

Certification & Training

The following training modules will be launched in 2020. Completion of these trainings will not be factored into 2020 tiering; however, we recommend that our ISV partners complete the trainings once they are available. Please note, completion of the two trainings will be required for tier achievement in 2021 and beyond.

Technical Support Training¹

The course is designed to give an overview of relevant Twilio or telecom industry knowledge to Support and Operations staff with the goal to equip them with necessary information and tools to handle customer requests related to Twilio as a provider. The course will be module-based and customizable for each partner based on the products they are using.

Phone Number Compliance Training¹

ISV solutions built on Twilio connectivity require the use of Twilio phone numbers. This training is designed to equip partners with the knowledge to enter new markets with confidence and maintain phone number compliance across a variety of country-specific regulations.

Partners may attend complimentary developer certification courses hosted at a Twilio office (travel and expenses not included). If the partner would like to host a private training or have the Twilio training team travel onsite for training delivery, there will be an additional cost to the partner. For scheduling certification course attendance and training sessions, please contact your partner account team.



Business Plan

Select Silver and Gold partners have the opportunity to collaborate with Twilio on a joint business plan that will set forth the activities and revenue targets that will address the financial and business requirements of the partnership. The joint business plan comprises a roadmap of investments in resource planning, training and enablement to grow the partnership. The plan will be reviewed regularly and may include regional plans.

Personalized Support Plan

While this is a requirement for Gold partners, Twilio recommends that all ISV partners have a Personalized Support Plan. This support tier is designed to cater to high-touch partners who would benefit from a single point of contact - a designated Technical Account Manager (TAM). The TAM develops an in-depth understanding of the partner's use cases, applications, feature requests, and the weaknesses that are most important to resolve in order to enhance the partner's experience with Twilio's services. Having a designated TAM is vital to the success of partners running business-critical applications that require 24x7 support coverage for their own customer base.

Program Fee

The program fee is \$2,000 USD per annum for Silver and Gold partners, and \$500 per annum for Bronze partners. To support the ongoing administration of the enhanced Build Partner Program and provision Program training and benefits, Twilio will continue to charge an annual program fee starting in CY 2020. All Technology Partners will be required to meet the program requirements and pay the annual program fee associated with their respective tier.



Program Governance

The Twilio Technology Program operates on a calendar year basis (January 1st - December 31st). If you join the program after January 1st, you will have an anniversary date of January 1st of the following calendar year. This program is meant to support you in your business and keep the partnership thriving.

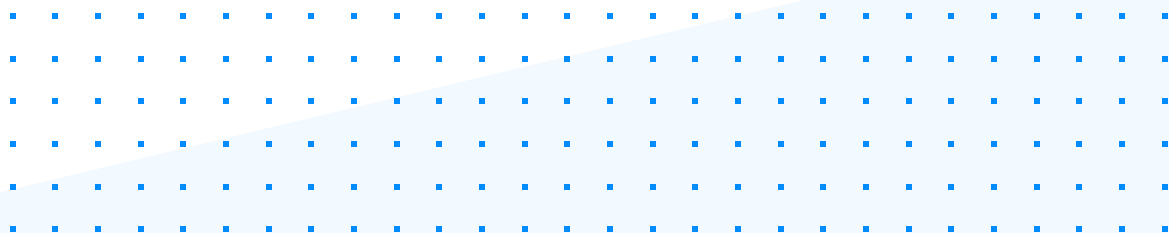
The first tier, Bronze, is the entry point for all new partners to the Twilio Build Program. As you meet the requirements to move up tiers, the program will unlock additional benefits to provide you with enhanced sales, marketing and engagement opportunities.

Existing partners will work with the partner account team to determine your tier status in Q1 2020.

Getting Started

Upon acceptance of program terms and conditions and formal enrollment, qualifying partners start in the Bronze tier and gain access to components of the program including:

- Partner Community (build.twilio.com) resources
- External Showcase Listing
- Go-to-Market content and templates



Thanks for reading.

Interested in joining Twilio
Build? Apply today!

[Become a Twilio partner](#)



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