

The BlueJeans Partner Program

BlueJeans is dedicated to helping our partners grow as we together transform how customers communicate and collaborate by bringing together video, audio and web conferencing with the digital workplace tools people use every day.

Enabling Partner Success

Our commitment to your success as a BlueJeans partner spans lucrative financial incentives as well as investments in tools, training and field support to help you win business and deliver successful customer outcomes.

A Roadmap for Profitable Growth

BlueJeans' tiered program rewards partners who invest in building the recipe for success, including acquiring the training and certifications necessary to confidently sell, install, integrate and support BlueJeans solutions. Working with BlueJeans, partners can take advantage of the fast-growing cloud meetings solution category to add margin and predictability to their other solutions offerings.

A Flexible Program Supports Different Partner Business Models

We recognize different partners have different business models. Whether you are a reseller, integrator or a service provider, we have designed our program to help you market, sell, configure and support BlueJeans products and solutions as part of what you offer to your end customers. Each BlueJeans partner will have the opportunity to earn lucrative benefits available under one of our partnership categories.

Program Highlights



Multi-tier Program
and Benefits



Access to BlueJeans
Partner Portal



Enablement and
Sales Tools



Deal Registration



Access to BlueJeans
Demo Account



Marketing Content
and Resources



Market Development
Funds for Select
Partners

Flexible Tiers Reward Partner Commitment

REGISTERED PARTNERS

Partners who do not have a direct contract with BlueJeans but work through an official BlueJeans distributor to source and sell BlueJeans products or services. Contracts are with the distributor. Through such contracts, a Registered Partner may have the ability to buy BlueJeans but are not part of the BlueJeans Partner Program and therefore are not guaranteed program benefits.

ENTERPRISE RESELLER PARTNERS

Part of the BlueJeans Partner Program. Such partners may purchase services from BlueJeans distributors for resale after entering an agreement with that distributor. These partners may have access to incentives and tools designed to help grow your BlueJeans business; such tools are generally tied to annual and quarterly business targets.

ELITE RESELLER PARTNERS

Invitation only and can have a direct purchasing relationship with BlueJeans. This is the highest tier in our reseller program and provides greater access to incentive and marketing programs, leads and promotional opportunities and additional training.

SERVICE PROVIDER PARTNERS

Invitation only and can have a direct purchasing relationship with BlueJeans. This is specifically for our Global Service Provider Partners and in addition to our standard benefits, these partners also have access to custom incentive programs.

DISTRIBUTION PARTNERS

Have a direct buying relationship with BlueJeans and have been authorized at a regional level to be a BlueJeans distributor. Distributors have access to certain benefits and manage requirements of (and of benefit to) its Resellers which purchase through them within their respective distribution networks.

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Program Benefits

	ENTERPRISE	DISTRIBUTOR	ELITE	SERVICE PROVIDERS
Financial Benefits				
Deal Registration	✓		✓	✓
Standard Buy Price (New Business and Renewal)	From Distributor	✓	✓	✓
Channel Investment Funds (Proposal based)		✓	✓	✓
Target Based Rebates (Invite only)		✓	✓	✓
Business Benefits				
Partner Advisory Council (TBD)		✓	✓	✓
QBR/Joint Business and Marketing Planning		✓	✓	✓
Qualified Leads		✓	✓	✓
Sales Support Benefits				
Access to Partner Portal	✓	✓	✓	✓
NFR Licenses	✓	✓	✓	✓
Access to Training	✓	✓	✓	✓
Content and Collateral	✓	✓	✓	✓
Technical Assistance/Pre-Sales Support	From Distributor	✓	✓	✓
Marketing Benefits				
Marketing Development Funds (Matched - Invite only)		✓	✓	✓
Co-Branded Marketing Assets	✓	✓	✓	✓
BlueJeans Logo	✓	✓	✓	✓

Program Requirements

	ENTERPRISE	DISTRIBUTOR	ELITE	SERVICE PROVIDERS
Annual Revenue Requirements (US Dollars)				
Global				\$1,500,000
NAM		\$1,000,000	\$500,000	
EMEA		\$500,000	\$500,000	
APAC		\$500,000	\$400,000	
BlueJeans Signed Agreement	Click-Thru Only	✓	✓	✓
Designated Operations Coordinator		✓	✓	✓
Designated Sales Specialists	1	2	3	9
Designated Pre-Sales Technical Specialist	1	2	2	6
Project Management Capabilities (Trial and POCs)			✓	✓
Tier 1 Support			*	*
Customer Success Management with Agreed Targets			*	*
Advanced Service (white glove events, DCP install)			*	*
Digital Presence with BlueJeans Branding	✓	✓	✓	✓
Presence on Partner's Product Website		✓	✓	✓
Monthly Forecasting		✓	✓	✓
Customer/Partner References		✓	✓	✓
Customer Whitespace Mapping			✓	✓
Quarterly Business Reviews		✓	✓	✓

* Provided by BlueJeans until Partner has either passed BlueJeans certification or with written BJN approval.

Are you interested in becoming an authorized BlueJeans partner? To join now, go to bluejeans.com/partners/sign-up.

If you have any questions about the program, please contact our team at channel@bluejeans.com.

Program Benefits

NEW

2019 BlueJeans Sales reps are Comp Neutral. Full Incentive for all sellers to work with the Channel.

NEW

Quarterly SPIFF programs for eligible partner sellers.

- Tiered Program focusing on developing highly successful partnerships.
- Pay for performance model
- Predictable model through wholesale prices
- Incremental deal registration payment (5%)
- Recurring annual bookings on renewals
- Variable Incentive Program (By Invitation)
- Channel Investment Funds
- Growth-related rebates
- MDF program
- Certification programs (Sales, SE and Rooms based Installation)
- NFR Licenses for all sellers
- More investment in partners' success
 - > Partner Portal, Sales & Training Tools
 - > Field Support
 - > Marketing Support
 - > Technical Support