



Solution Partner Program Guide

Ooyala Solution Program Overview

Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms, a media logistics solution for video production workflows, and a holistic advertising platform for direct and programmatic trading. Our industry-leading solutions help large-scale broadcasters, operators and media companies build more engaged and more profitable audiences with personalized video and TV experiences across every screen.

Our partners are reshaping the media landscape with creativity, innovation and best-of-breed technology. Leaders in their fields, they share a common goal: to help our joint customers deliver media experiences that are more personal, more engaging and more profitable.

The Ooyala Solution Program is for media and broadcast consultants, managed services providers, system integrators and value-added resellers. It helps them sell, implement, integrate and support a suite of end-to-end video platform, media logistics and adtech solutions that can drive new business and increase revenue opportunities.

Partner Tiers

The Ooyala Solution Program offers three Partner tiers — Referral, Associate and Premier — designed to suit your engagement needs with us over time. Each tier provides a set of benefits and resources to help grow your business by maximizing the upsell and cross-sell of Ooyala's solutions and services. Annual growth plans are reviewed regularly by executives at both Ooyala and its partners.

REFERRAL

Work with us to establish an initial joint value proposition with an end goal of building a long-term relationship. At this level, Partners refer opportunities and Ooyala manages the sales cycle. Once the deal is won, Partners receive a percentage of the deal based on a pre-negotiated rate. Available for Media Logistics, Online Video Platform and Adtech Solutions & Services.



ASSOCIATE

Resell Ooyala to new customers, using our joint value proposition and making the necessary investments in sales and marketing. Associate partners work with Ooyala Channel Managers to develop a go-to-market plan and ensure success from onboarding to execution. Training, demo accounts, joint business planning and partner management support are available for Associate partners. Partners in this tier must provide marketing, sales and technical resources, and they must meet annual sales performance minimums. All resellers start at the Associate level. Available for Media Logistics and Online Video Platform Solutions & Services.



PREMIER

Partners that have achieved a minimum annual sales performance at the Associate level are invited to join the Premier partner network for the following calendar year. Premier partners enjoy higher discounts and are eligible for additional benefits such as lead sharing and ability to offer Level 1 support in exchange for their increased level of partner investment in dedicated resources and annual sales performance. Available for Media Logistics and Online Video Platform Solutions & Services.



Program Benefits and Requirements

Choose the program that's right for your business and consistent with your desired level of investment.

	Referral Partner	Associate Reseller	Premier Reseller
Benefits			
Access to the Ooyala Partner Portal	✓	✓	✓
Right to use Ooyala Partner Logo	✓	✓	✓
Partner Communications and Events	✓	✓	✓
Quarterly Partner Webinars/Training	✓	✓	✓
Referral Fee and/or Reseller Discounts	✓	✓	✓
Opportunity Registration Program	✓	✓	✓
Authorization to Resell		✓	✓
Co-Selling Support		✓	✓
Sales Tools		✓	✓
Company Logo on Ooyala.com Partner Page		✓	✓
Free Online Training		✓	✓
Technical Training (Hands-on)		Paid	Paid
Partner Demo Accounts		✓	✓
Partner Success Team		Limited	✓
Joint Business Planning		Bi-Annual	Quarterly
Partner Technical Support Seats		2	5
Ability to Provide Level 1 Support to Customers			✓
Lead Sharing			✓
Participation in Joint Collateral Development			✓
Ooyala Executive Sponsor			✓



	Referral Partner	Associate Reseller	Premier Reseller
Requirements			
Ooyala Logo on Partner Website	Recommended	✓	✓
Opportunity Registration	✓	✓	✓
Joint Business Planning (prior to signing partner agreement)		✓	✓
Regular Business Planning		Bi-Annual	Quarterly
Minimum Annual Sales Performance		✓	✓
Assigned Partner Manager	✓	✓	✓
Executive Sponsor	✓	✓	✓
Minimum Annual Marketing Activities		1	2
Partner Sales Resources		1	3
Partner Technical Resources (sales and delivery)		1	2
Partner Technical Support Resources			2
Customer Case Studies			✓

Benefit Details

Access to the Ooyala Partner Portal

The latest sales and marketing collateral, sales tools, training and first-line support information can be accessed through the Ooyala Partner Portal. To access the portal, your organization must be a signed Ooyala Solutions Partner.

Right to use Ooyala Partner Logo

We grant Partners the right to use our logo on their website and branded marketing materials. This also extends to trade show booths and presentations where Ooyala is part of the Partner's messaging. Our logo and style guidelines can be found in the Ooyala Partner Portal.

Partner Communication and Events

Every quarter we publish a Partner Newsletter for the latest product and Ooyala Channel business updates. Global events and roadshows are published on the Ooyala Partner Portal and Partners are invited to attend and participate in these events in their region.



Quarterly Partner Webinar and Training

We host quarterly Partners-only webinars to update our Partners on Ooyala's latest products, business and other pertinent information. Recordings are posted for later viewing and reference.

Referral Fee and/or Reseller Discounts

To help our Partners refer and resell our solution and services, we offer referral incentives for deals won and discounts on Ooyala Solutions for Associate and Premier Resellers. The percentage for such incentives is determined by the Partner's tier. The tier will be determined at the beginning of the calendar year based on partner's sales performance from the previous year. Once a tier is achieved, the Partner will continue to be granted the same discount rate for a 12-month period for all new business. Renewals remain within the discount structure at which they were originally sold.

Opportunity Registration Program

The Ooyala Opportunity Registration Program rewards eligible Partners who actively identify, develop, and close new sales opportunities. The first Partner to identify and register a qualified opportunity will secure early engagement with the Ooyala sales and technical team to help close the deal.

Authorization to Resell

Solution Partners that choose to resell will be supported by an Ooyala Account Executive and Sales Engineer during the sales cycle. Partner will contract directly with the end customer and provide onboarding, implementation, training and support, or can work with Ooyala to provide any of these services directly to the customer.

Co-Selling Support

To ensure proper support in the sales cycle, each qualified opportunity is assigned an Account Executive in the Partner's region and technical resources are also available on an as-needed basis to help Partners pitch, sell, demo, propose and win the deal.

Training

To ensure the success of our partnership, sales and technical training are crucial both during onboarding and then on an ongoing basis. We offer free online sales and technical training by product in the Ooyala Learning Management Solution. Technical and deep-dive training sessions can be conducted in person for a fee.

Partner Demo Accounts and Sales Tools

Demo accounts are available to partners based on eligibility by product. Sales tools such as the Ooyala Solution Demo Tool are available for resell partners to showcase Ooyala solutions by product.

Partner Success Team

Your Partner Success Team consists of your Ooyala Partner Manager, Account Executive (opportunity-based), Sales Engineer (opportunity-based), and Customer Success Manager.

Joint Business Planning

We require Associate and Premier Partners to develop a business plan to set goals and track success. To streamline this process, we have developed a template that is available in the Ooyala Partner Portal. These plans are updated continuously and reviewed by the Ooyala Partner Manager and Partner contact on a bi-annual basis for Associate Resellers and on a quarterly basis for Premier Resellers.

Partner Technical Support Seats

Whether the Partner or Ooyala provides Level 1 technical support to end customers, we offer technical support to the Partners to help troubleshoot, answer and resolve any Ooyala-related products or services sold or implemented by the partner.



Ability to Provide Level 1 Support to Customers

Premier Resellers have the option to provide Level 1 technical support to each of our joint customers. This includes taking initial calls, evaluating and troubleshooting problems and logging any necessary support tickets with Ooyala. Partner must pass a skills and resources assessment in order to provide Level 1 support.

Lead Sharing

Leads may be shared with Partners based on eligibility and availability. We will work with Partners on region-specific campaigns to support lead generation.

Participation in Joint Collateral Development

We can support the development of joint content with Partners around client implementations, case studies or specific partnership value propositions. Requests must be made in advance during joint business planning through your Ooyala Partner Manager and approved by the Ooyala Marketing team.

Access to Ooyala Executive Sponsor

We will make appropriate executives available to Premier Partners for internal or prospect-facing events. Partners can request access to our executives as part of the business plan and through their Ooyala Partner Manager.

Requirement Details

Ooyala Logo on Website

Associate and Premier partners are required to include their partner badges and the Ooyala logo on their website for co-branding purposes. Partner badges and the Ooyala logo are available for partners through the Ooyala Partner Portal.

Opportunity Registration

The Ooyala Opportunity Registration Program rewards eligible Partners who actively identify, develop and close new sales opportunities. We require Partners to register all qualified deals with their Ooyala Partner Manager in order to secure support from our sales and technical team for the engagement.

Business Planning

Business planning is crucial to the success of our partnership. There are two types of business planning required for our reseller partners:

1. Planning prior to signing the reseller agreement to understand joint value proposition, business model, market size/reach in your region, resource/investment requirements, and target account planning; and
2. Planning on a regular cadence — either bi-annually or on a quarterly basis (based on partnership tier) — to understand business issues, what's working, areas of improvement, marketing/training/support requirements, and how the Partner is tracking against the annual quota.



Minimum Annual Sales Performance

In order for us to put forth the appropriate level of investment for each partnership tier, we ask that Partners commit to a minimum quota annually in order to remain in the program.

- ◆ **Referral Partners** are required to refer a minimum of one new client annually on a calendar basis. As an example, if the partnership agreement is signed in October, the Partner has until December of the following year to refer an opportunity in order to remain in the program.
- ◆ **Associate Resellers** are required to close a minimum of one deal by year 2. As an example, if the partnership agreement is signed in October, the Partner has until December of the following year to close a minimum of one deal in order to remain in the program. On an ongoing basis, Associate Resellers are required to close a minimum of one new client annually to remain in the program.
- ◆ **Premier Resellers** are required to close a minimum of one new deal annually plus US \$100,000 in ACV for OVP resellers and US \$150,000 in ACV for FLEX resellers or US \$150,000 for resellers signed up as both OVP and Flex resellers to remain in the Premier tier.

Minimum Annual Marketing Activities

Marketing activities such as campaigns, conferences, events and webinars to generate leads for our joint business are required for Associate and Premier partners.

Partner Resources

Partners must provide the minimum required sales and technical support, both pre-sale and post-sale, along with the business management needed to support our partnership.

Customer Case Studies

Customer case studies are a great way to showcase our joint wins and implementations to other prospects and partners. Our marketing team will work with the Partner to identify the appropriate customer implementations to showcase as a part of quarterly business planning.

Becoming an Ooyala Partner

To become an Ooyala Partner:

- ◆ Contact us by visiting the Ooyala Partner page on our website. A member of our Partner team will reach out to you.
- ◆ Once the appropriate partnership tier is determined, we will work with your organization to complete the Partner Qualification Form and Business Plan (for Associate Resellers).
- ◆ Once the Partner Qualification Form and Business Plan has been submitted and approved, sign the Ooyala Partner Agreement.
- ◆ Begin the onboarding process with your assigned Partner Manager.

Any questions? Send us an email: partners@ooyala.com



www.ooyala.com sales@ooyala.com

A US-based subsidiary of global telecommunications and IT services company Telstra, Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms, a leading ad serving and programmatic platform and media logistics solution that improves video production workflows. Built with superior analytics capabilities for advanced business intelligence, Ooyala's solutions help broadcasters, operators and media companies build more engaged and more profitable audiences, with personalized experiences across every screen. Vudu, NBCUniversal, Star India of 21st Century FOX, Sky Sports (U.K.), ITV Studios (U.K.), RTL Group (Germany), M6 (France), TV4 (Sweden), Mediaset (Spain), America Television (Peru), and Media Prima (Malaysia): these are just a few of the hundreds of broadcasters and media companies who choose Ooyala. Headquartered in Silicon Valley, Ooyala has offices in Chennai, Cologne, Dallas, Guadalajara, London, Madrid, New York, Paris, Singapore, Stockholm, Sydney, Tokyo, and sales operations in many other countries across the globe.