

CLEVVA BUSINESS PARTNER PROGRAMME

Overview



The CLEVVA Business Partner Programme is designed to enable our partners to better serve, market and differentiate themselves through training, accreditations, and sales and marketing benefits.

Become a business partner

Join the CLEVVA Business Partner Programme and share in our success! We want to partner with specialist automation (RPA) teams to give them a powerful new arrow in their quiver – the ability to develop a front-office digital workforce that can unlock end-to-end automation solutions for their clients.

Our partner-selection process is fairly rigorous, as we wish to invest in strategic partnerships that have international expansion potential. A key criteria is a focus on delivering end-to-end automation solutions within our target industries and application areas.

If you are a company that specialises in process automation, and you wish to add front-office automation to your offering, connect with us now at clevva.com/partners/partners-programme

Business partner levels

Our partners are process-automation specialists whose value goes far beyond representing our product. Partners offer clients automation solutions, with front-office automation powered by CLEVVA. Ideally, partners are also specialists in key RPA platforms such as BluePrism, UiPath and Automation Anywhere.

Our Partner Programme levels recognise each partner's individual depth of expertise and experience with CLEVVA (see next page for level descriptions).

SILVER

Silver Partners are small niche automation teams that specialise in process automation within one or more of our target industries and applications (sales, service and support). Typically, Silver Partners target mid-tier firms

GOLD

Gold Partners are typically medium-sized automation teams that view CLEVVA as a key enabler for their front-office automation offering. As a result, they invest in essential CLEVVA sales and implementation capabilities to deliver on their partner targets

PLATINUM

Platinum Partners have met our highest training criteria and have a proven practice that delivers high-impact automation solutions, locally and globally, across one or more of our target industries and application areas

CLEVVA Academy

The CLEVVA Academy is an online platform specifically designed for our business partners. Accreditations help our business partners to build on their existing skill sets and knowledge bases:

| Role | Requirements |
|-------------------------------------|---|
| CLEVVA sales professional | After completing the Sales learning path through the CLEVVA Academy, individuals will earn this accreditation and be able to effectively position CLEVVA solutions with various customer personas and industries |
| CLEVVA technical sales professional | After completing the Technical Sales learning path through the CLEVVA Academy, individuals will earn this accreditation for their demonstrated ability to technically sell CLEVVA to client IT representatives |
| CLEVVA solution architect | After completing the Solution Architect learning path through the CLEVVA Academy, individuals will earn this accreditation and be able to drive the analysis and design phase and oversee the solution quality review |
| CLEVVA solution developer | After completing the Solution Developer learning path through the CLEVVA Academy, individuals will earn this accreditation and be able to develop specified digital workers within specified industries |
| CLEVVA integration engineer | After completing the Integration learning path through the CLEVVA Academy, individuals will earn this accreditation and be able to integrate targeted digital workers with 3 rd -party systems |

Benefits highlights

The Business Partner Programme gives our partners access to benefits, rewards and resources that help them create new opportunities and differentiate themselves in their market. The benefits available at each level include:

| | | Silver | Gold | Platinum |
|------------|--|--------|------|----------|
| ENABLEMENT | CLEVVA Partner Portal | | ✔ | ✔ |
| | CLEVVA Academy | | ✔ | ✔ |
| | Certification and accreditation Programmes | | ✔ | ✔ |
| | Partner-exclusive events | ✔ | ✔ | ✔ |
| MARKETING | Partner logo | ✔ | ✔ | ✔ |
| | Partner listing on clevva.com | ✔ | ✔ | ✔ |
| | Partner-exclusive marketing campaigns | | ✔ | ✔ |
| | Partner awards | | ✔ | ✔ |
| | Leads | | | ✔ |
| | Development funds | | ✔ | ✔ |
| SALES | Product discount | ✔ | ✔ | ✔ |
| | Referral/ELA bonus | ✔ | ✔ | ✔ |
| | Internal product use | | ✔ | ✔ |
| | Product demonstrations/evaluations | | ✔ | ✔ |
| SUPPORT | CLEVVA Academy service desk | | | ✔ |
| | Channel manager | | | |

Programme requirements

The Business Partner Programme gives our partners access to benefits, rewards and resources that help them create new opportunities and differentiate themselves in their market. The benefits available at each level include:

| | Silver | Gold | Platinum |
|--|--------|----------|-----------|
| CLEVVA sales per year | \$0 | \$75 000 | \$350 000 |
| Accredited sales professionals | 1 | 2 | 4 |
| Accredited technical sales professionals | | 1 | 2 |
| Accredited solution architects | | 1 | 2 |
| Accredited knowledge engineers | 1 | 3 | 6 |
| Accredited integration engineers | | | 1 |

New partners

New partners enter the programme at the Silver level and are given six months from their start date to meet the requirements of that level. If they do not meet the requirements within six months, they are subject to termination from the programme by CLEVVA.

All partners are also required to complete certain onboarding tasks within 90 days of joining the programme.

Interested? Contact **CLEVVA** today!



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