



# Revamped: Our Partner Tiering Programme

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# Objectives

Why are we revamping our partner tiers?

## Knowledge

With the updated learning paths you as a SI partner will be able to build, maintain, grow business practices and knowledge so we can work together to successfully implement Mambu's solution in target markets.

## Growth

Our strong partnership will address the growing banking market for Mambu's Composable banking solutions & enable growth for both parties at a controlled scale.

## Differentiation

Our updated tiers help differentiate the capabilities and capacity of you as a SI partner in target markets that extends your capability in more complex implementation environments.

## Preference

By showcasing your capability to customise and seamlessly integrate Mambu within diverse customer environments, you are more likely to be selected as an integration partner by Mambu teams and customers.

# Tiering

How do we determine which tier you are?

## Capability

Leverage our training and enablement offerings to gain the necessary accreditations and certifications to help you engage, position, deploy, customise and support Mambu.

## Value

Align your revenue target and / or number of projects implemented (Annual Recurring Revenue - ARR) to ensure we are on track to achieve our full potential together.

## Geography

Align your tiering targets to your regional and / or global capabilities and reach.

## Governance

Do you have the necessary agreements (Non-disclosure agreement and Partner Framework agreement) in place to take our partnership to the next level and be part of the tiering programme?

# Measuring Value

## Revenue vs Projects Implemented

### Revenue Target

- This is the most common measure used by vendors for identifying the correct tier
- It is the simplest and easiest metric to administer
- This can be calculated by combining a set of country's target for 'global' SI partners or per market for 'local' SI partners
- For clarification on your status, please consult with your Mambu Partner Manager

### Projects Implemented (ARR)

- How many projects are you implementing or deploying with Mambu?
- This can be calculated by combining a set of country's target for 'global' SI partners or per market for 'local' SI partners
- For clarification on your status, please consult with your Mambu Partner Manager

# Enablement

What are the learning paths and course that are available to you?

## Pre-Sales Path

Enables you to identify Mambu opportunities, understand end-user requirements, position Mambu correctly and have meaningful technical discussions with a customer / prospect.

## Post-Sales Path

Provides a detailed understanding of Mambu, providing you with technical architecture & implementation knowledge once deploying Mambu's solution to a customer.



Application Consultant

New Integration Consultant

Mambu Orientation Sales I & II

Solution Consultant I & II

Our new enablement modules will allow you to extend your capabilities in more complex implementation environments, customise and integrate Mambu within expanding customer environments and build increased Mambu expertise within the Partner community.

# The value-add channel tiers



These tiers help partners **build, maintain** and **grow** business practices and knowledge so they can make the most of Mambu's solution implementation and growth. The programme will officially launch in FY25.

## Benefits

	Bronze	Silver	Gold
Sandbox (for more information please see the Sandbox guide)	✓	✓	✓
Badge classification	✓	✓	✓
Partner manager assigned *		✓	✓
SE support at certain sales cycle stages *		✓	✓
Joint business planning *			✓
Bespoke enablement sessions		✓	✓
Featured on our website, Mambu events & social media channels		✓	✓
Partner updates / product roadmap (by Product/Partner Marketing)	✓	✓	✓
Executive assignment (QBR) *			✓
MDF available subject to approval, 50:50 contribution		✓	✓
Showcased on our ecosystem blueprints			✓
Commission Y1 ACV – referral fees **	✓	✓	✓
Partner discounts, promotions & offers **		✓	✓
Priority access to Mambu leads		✓	✓

\* Where resources allow  
\*\* If applicable to Mambu

- MDF = Marketing Development Fund
- ACV = Annual Contract Value
- QBR = Quarterly Business Review
- ARR = Annual Recurring Revenue

Note: Demotions occur annually on January 1st, promotion to a higher tier can occur monthly.

In FY24 you will have the opportunity to fulfill the needed requirements to attain your desired tier.

## Requirements

	Bronze	Silver	Gold
Non Disclosure Agreement (NDA)	✓	✓	✓
Partner Framework Agreement (PFA) & due diligence	✓	✓	✓
Global partner – revenue target or number of projects implemented (ARR) over two years period	€ 550K or 2	€ 900K or 3	€ 1.4M or 4
Global partner – number of pre-sales certified personnel	4	6	8
Global partner – number of post-sales certified personnel	2	2	3
Local partner – revenue target or number of projects implemented (ARR) over two years period	€ 450K or 1	€ 600K or 2	€ 900K or 3
Local partner – number of pre-sales certified personnel	2	2	4
Local partner – number of post-sales certified personnel	1	1	2

## Incentive principles across all tiers:



The target achievement provides additional boosting to the joint business, such as headlining an event, etc.



Partner incentives are commission (referral), MDF, resources (SE), and leadership access



Discounts on Mambu events and first rights to sponsor

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