TechPartner Program
Fueling Innovation, Bridging Gaps and Extending Markets Together

Technology Partnerships Help Customers Win in the Application Economy.

> *In the last two years we tripled the size of our company by partnering with CA*
> —Todd Clayton, President and Co-Founder of CoreBlox

Technology Resources
- Software, SDK's and integration guides
- Phone and online technical support
- Solution Validation*
- Enhanced visibility into CA Technologies

Sales Resources
- Sell through the Marketplace @ CA**
- CA Sales and Reseller awareness activities
- Business and go-to-market planning tools

Marketing Resources
- CA Brand Association
- Customizable marketing materials
- Social Media, ca.com and Press Release
- Marketplace*, reseller channel and co-selling
- Content marketing

The CA TechPartner Program is designed to provide the tools and resources needed to test solution interoperability and develop integrations, apps or add-ons to CA Solutions. Multiple membership levels provide the flexibility to join the program based on the level of commitment needed. Through membership in the program you will receive CA developer license software(s), support, enablement tools and marketing resources needed to support your development needs and maximize your program ROI.

The Benefits of Partnership

INCREASED OPPORTUNITY
1. Expand customer base
2. Expand markets
3. Maximize ROI

IMPROVED EFFICIENCIES
1. Validation* options for integration quality
2. Co-marketing funds
3. Speed to market by leveraging available resources (SDKs)

CUSTOMER SATISFACTION
1. Address non-standard use cases
2. Increase the ease of doing business
3. Stay ahead of the competition

How do I apply?

To apply for the CA TechPartner Program, please complete the online application at: **http://www.ca.com/techpartner-apply**. The application will be reviewed and the applicant contacted for further instructions.

Who can I contact?

The TechPartner Program office is available to assist with any program related questions including: Definitions and guidelines, approval process, agreement execution, program requirements and entitlements, product downloads and program membership renewal and termination.
TechPartner Program Office: **tpp@ca.com**

How do I learn more?

Please visit the CA TechPartner program landing page online: **http://www.ca.com/tech**
Visibility into the current TechPartner ecosystem is available on this website as well as the following:
Program FAQ
Program Guide

*Limited to applicable CA Technologies products
**Currently only available for UIM probe technology. Future releases will support additional products. CA Approvals required for all Marketplace @ CA listings.

Program Requirements

		MEMBER	ADVANCED
TECHNICAL	Complete program application	✓	✓
	Execute (or sign) Required Agreements	✓	✓
	Apply for validation	Preferred	Preferred
	Pay Validation fee (if participating)	✓	✓
	Successfully complete product validation (if participating)	✓	✓
	Deliver generally available product integration	Preferred	✓
	Link TPP partner listing to CA product page on ca.com	Preferred	✓
	Provide demo of product integration	Preferred	✓
	Participate in developer community online	Preferred	✓
	Participate in product betas	Preferred	✓
MARKETING	Develop collateral/datasheet for integration	Preferred	✓
	Complete solution catalog submission	Preferred	✓
	Complete partner solution brief	Preferred	✓
	Issue press release	Preferred	✓
	Develop customer success stories	Preferred	✓
	Register for Global partner program	Preferred	✓
	List ca.com as a partner on company web properties	Preferred	✓
SALES	Provide designated resources to work with CA		✓
	Create joint business plan with CA		✓
	Participate in partner QBR reviews with CA		✓
	Contribute apps to CA Marketplace		✓
	Provide customer references for integration		Preferred
	Provide designated resources to work with CA		Preferred

Program Entitlements

		MEMBER	ADVANCED
TECHNICAL	CA Validation—CA Customer References, online test tools, CA engineering	Add'l fee associated*	Add'l fee associated*
	CA Software Developer License	1 License	3 Licenses
	Additional CA Developer License software copies discounted	✓	✓
	Access to SDKs, integration guides as available on CA support website	✓	✓
	Phone and web based technical support	✓	✓
	Use of CA Validation Logo—only available with CA Validation	✓	✓
	Discounts on CA Education		✓
	Product roadmap and strategy briefings		✓
MARKETING	Access to partner portal and co-branded assets	✓	✓
	Quarterly community partner webcasts	✓	✓
	Partner profile listed in Technology Partner Catalog	✓	✓
	Inclusion in Partner Finder tool		✓
	Joint solution brief	✓	✓
	Joint case studies		✓
SALES	CA Sales access: listed in internal solution catalog		✓
	Sales playbook		✓
	Listing on Marketplace @ CA*		✓
	Access to CA reseller channel		✓
	Joint sales engagements		✓
	Access to campaign management tools		✓
	Business and GTM planning tools		✓

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