TSANET

Partner Program Playbook

Summary

One advantage for Basic / Premium Members is the ability to add to existing or create new relationships. Utilizing the existing [Legal Framework](#), partners can be added to your eco system regardless of their current membership status. TSANet will work with Alliance/Partner Managers to meet whatever collaboration path is needed to meet your customers' expectations. The process includes testing and validating support cases with your partners via the [TSANet Connect platform](#) to ensure a direct path between you and your partner network.

Where we understand collaboration is only a portion of an overall partner program, utilizing TSANet to create for a proven collaboration experience with your network can relieve a huge administration burden and relatively low or no cost to the host member.

Types of Partner Groups

The Partner Program relationship infrastructure is a flexible and scalable method to establish the collaboration mechanisms necessary. These groups can take several forms, including bi-directional path between [Strategic partners](#), bi-directional path between many [Solution partners](#), and bi-directional path between a host and many [Technology partners](#).

Partner Program Decisions

Partner Program creation is a collaborative effort between the member (host) and TSANet staff. TSANet will consult with the host to define the key decisions prior to implementation.
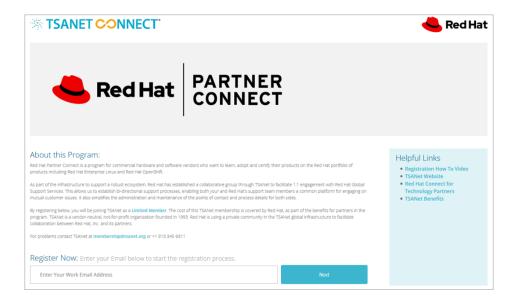
Decisions to make:

- **Define Program Name:** The name of the group. Note this is visible to Members of the group
- **Define Primary Contact:** this is the key contact used to approve members and work any exceptions during the onboarding process.
- **Define if group is Host Paid or Member Paid**
  - **Member paid:** Limited member pays $500 per year
  - **Host paid:** Host pays annual fee based on the number of Limited members
    - Up to 25 $200 per member
    - 26 to 50 $150 per member
    - 51 to 100 $100 per member

- 101 to 200 $75 per member
- 201 to 400 $50 per member
- **Define Group Type:** Solution Support or Partner Program
- **Define what email address should be notified when members sign-up:** example primary contact email or alias
- **Define process form:** You may decide to create a new contact process for members of the group as opposed to using an existing process.
- **Define initial response SLAs:** TSANet recommends using standard SLAs, but custom SLAs are possible
- **Define Internal User Access:** TSANet recommends using Open Access, but restricted access is possible
- **Define communication template(s) and sender**
  - **Communication Template:** email template sent to the partner during the sign-up process
  - **Sender:** sent from the Host or TSANet. TSANet recommends the Host.
- Utilize Default Legal Addendum and advise on changes (See appendix). TSANet recommends utilizing TSANet addendum.
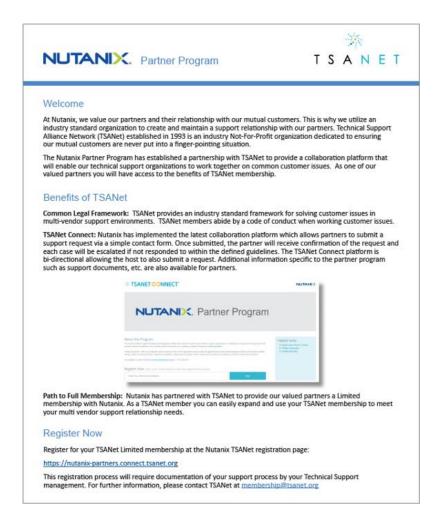
Marketing Tasks

TSANet will assist in the marketing of your Partner Program. We will create your Co-Branded Registration page. The TSANet Registration page is an automated portal where your partners can quickly join TSANet and connect with you.

On the Co-Branded Registration page, we will create a custom banner. We ask that you provide us with your partner program logo or company logo in EPS or SVG format. If you elect to create the banner on the registration page, the banner dimensions are: 1468 px (W) x 300px (H). Please send back a PNG or JPEG file.
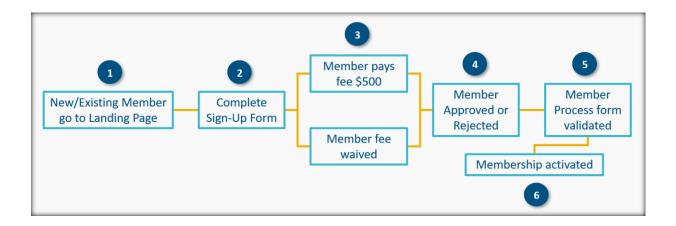
TSANet will create a TSANet Benefits brief for your partners. The TSANet Benefits brief is a marketing document that provides a high-level overview of the partner program and benefits of TSANet.

Please note: The page title, verbiage, and URL can be customized.

Partner Program Onboarding

TSANet will assist in the on-boarding of new and existing members. This is a collaborative process best defined prior to implementation and customized to each host.

Partner Sign Up (Step 1-3)

Partner on-boarding occurs via a dedicated landing page, which walks the joining member through the sign-up process including non-members joining the alliance. This process includes joining paperwork, adding an inbound process and payment of dues if necessary. Existing members can join via the same portal and will be directed to the proper paperwork path and inbound process options. After the partner signs up, the notification email is sent to the Host and the member.

Sign Up Approval (Step 4)

In cases where members have been pre-approved, a simple list provided to TSANet staff can by-pass the host approval process. If a member has not been pre-approved, we notify the host for validation.

Process Validation (Step 5-6)

Once the partner is approved, TSANet will test the partner's inbound process or the host can validate the partner's inbound process. Validation includes the partner acknowledging receipt of the test case and responding. After their support process is validated, TSANet will activate the partner in TSANet Connect. The partner is sent their credentials and will have access to view the contact process to collaborate with you. If the partner's support process fails, TSANet will work the partner to validate the process before activation.

As an option, TSANet can coordinate a 30 min onboarding call to test support process and answer questions.

Please note: For member paid groups, payment receipt is needed before taken live in TSANet Connect.

Partner Program Ongoing Management

TSANet will assist in the ongoing account management of new and existing members. This is a collaborative process and can be customized to each host.

Process for adding and removing members

If you would like to add a partner to your group, please direct them to your Partner Program landing page (https://partner-program.connect.tsantet.org). After receipt of their sign-up form and payment (member paid group only), TSANet or the host will validate their support process and take live in the system. Please note: TSANet can customize the ongoing management to fit your needs.

To remove a partner from the group, please contact us at membership@tsanet.org.

Renewal process for Member paid partner programs

TSANet will manage the renewal process for partners who pay member dues. The partner will receive a Heads Up email 45 days prior to their renewal date, and they will receive an invoice 30 days prior to their renewal date. If a partner does not renew within 90 days, we will terminate their membership after notifying the Host.

Renewal Process for the Host

Hosts who sponsor their partners, will be billed per Limited member on an annual basis. The fee will exclude participating Open Group Members in the Custom relationship. The billing will be based off a snapshot of Limited members prior to their annual membership fee and can be included in the overall member dues invoice.

The per member fee is based on the following bands and will be billed accordingly:
- Up to 25 $200 per member
- 26 to 50 $150 per member
- 51 to 100 $100 per member
- 101 to 200 $75 per member
- 201 to 400 $50 per member

Process for escalating Limited Member issues

When there is a merger/acquisition of a member, we will work directly with both companies to migrate their company data. If your partner is acquired by a member who is NOT a part of your partner program, TSANet will contact the Host to discuss participation in the partner program.

Onboarding issues do occur from time to time. This includes non-verified partner signing up or a partner providing insufficient or incorrect contact/support information. When this happens, we will work with the Host and the partner to resolve these issues.

When a Limited Member does not respond/acknowledge a TSANet Connect Case from you, TSANet will follow up the partner close the case.

Appendix

1. A Default Partner Addendum

The TSANet Relationship Addendum is a part of the <legal framework> established and agreed to by all members. Specifically, the Addendum contains the elements and requirements of the relationship. Where TSANet has multiple templates for different types of relationships, the Addendum is a customizable document specific to each relationship.

Addendums typically identify a host or sponsor and participants. In cases where multiple partners are joining, participants agree to the same code alleviating the need for separate CSAs. Elements of the Addendum include response times and are tied to the TSANet Code of Conduct which contains confidentiality requirements. A default partner Addendum can be used as a template which most member find is sufficient for support collaboration. However, TSANet members can work with TSANet staff to craft the Addendum to customize and meet member's needs.

1. B Checklist

Partner Program Decisions
- Define Program Name
- Define Primary Contact
- Define if group is Host Paid or Member Paid
- Define what email address should be notified when members sign-up
- Define process form
- Define Initial Response SLAs
- Define Internal User Access
- Define communication template(s) and sender
- Review Default Legal Addendum and advise on changes

Marketing
- Create Landing Page
- Create Banner
- Create TSANet Benefits Document
- Host Review Registration Page

Partner Program Onboarding
- Partner signs up to Landing page
- Partner completes sign up form

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- Partner is approved or rejected
- Validate Support Process
- Take Partner Live