

# tugger

## Solutions Partner Programme

Tiers & Benefits Guide



## Welcome to the Tugger® Solutions Partner Programme

We're excited to have you join our global network of partners dedicated to empowering businesses with seamless data integration and analytics solutions.

At Tugger, we specialise in connecting various data sources, such as Xero and HubSpot, to your preferred analytics tools, enabling businesses to gain comprehensive insights and drive growth.

This guide provides an overview of the resources and benefits available to you as a Tugger Solutions Partner.

From collaborative marketing opportunities to dedicated support, we're here to help you differentiate your business and achieve success.

### As a valued partner, you'll have access to:

- Revenue sharing:** Earn commissions on deals you bring to Tugger.
- Dedicated support:** Work with our Partner Development Managers and Growth Specialists to ensure your success.
- Marketing tools:** Make the most of our Solutions Directory, Tier Badges, and Co-Marketing opportunities to enhance your brand presence.
- Enablement tools:** Access our Partner Resource Centre and stay informed with our Monthly Newsletter.

We look forward to a successful partnership and are committed to supporting you every step of the way.

**Thank you for choosing Tugger as your partner in growth.**

## About the Tugger Solutions Partner programme

When you join the Tugger Solutions Partner programme, you're setting the stage for stronger customer relationships and unlocking new opportunities for growth within your team. Our programme is designed to equip you with the tools, resources, and support you need to help your clients achieve success with seamless data integration and analytics.

### Benefits of the programme

**As a Solutions Partner, you'll enjoy exclusive benefits, including:**

- Revenue sharing:** Earn commissions on deals you bring to Tugger.
- Marketing opportunities:** Leverage tools such as tier badges, co-marketing initiatives, and our Solutions Directory to showcase your expertise.
- Enablement resources:** Access training, the Partner Resource Centre, and a monthly newsletter to keep your team informed and empowered.

### Understanding Tiers

Our tier system recognises your growth and success as a partner. Partners advance through tiers based on the value they deliver to clients, measured through metrics like Monthly Recurring Revenue (MRR). Higher tiers unlock additional benefits, including greater visibility and co-marketing opportunities.

Whether you're just starting or scaling your client portfolio, the Tugger Solutions Partner programme provides a clear path to differentiate your business and demonstrate your expertise.

# Partner Tiers and MRR Targets

<b>Untiered</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Diamond</b>
<b>£0 MRR</b>	<b>£225 MRR</b>	<b>£2,250 MRR</b>	<b>£4,500 MRR</b>	<b>£6,750 MRR</b>

## Programme Benefits and Features:

Benefit/Feature	Untiered	Bronze	Silver	Gold	Platinum
Revenue Share	£500 one-off payment*	£500 one-off payment*	£500 one-off payment*	£500 one-off payment*	£500 one-off payment*
Technical Support	✓	✓	✓	✓	✓
Solutions Directory Listing	By invite	By invite	By invite	By invite	By invite
Tier Badge	✓	✓	✓	✓	✓
Partner Portal	✓	✓	✓	✓	✓
Monthly Newsletter	✓	✓	✓	✓	✓
Co-Marketing Opportunities		✓	✓	✓	✓
Named Partner Development Specialist			✓	✓	✓
Opportunity to join Partner Advisory Council					By invite

- **Co-Marketing Opportunities:** While tier status is a consideration, co-marketing opportunities are not guaranteed and depend on Tugger's business needs. Priority is generally given to higher-tier partners, those with accreditation, and partners with higher partner-sourced MRR, among other factors.
- **Programme Flexibility:** Tugger reserves the right to adjust program benefits, features, and requirements as needed to align with business objectives and market conditions.

**By advancing through Tugger's Partner Programme tiers, you unlock greater benefits and support, empowering you to deliver exceptional reporting solutions and insights to your clients.**

\* Commission payments are issued six months after the referred customer's initial subscription payment, provided the customer maintains an active Tugger subscription. Tugger reserves the right to revise the commission structure at its discretion.



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