Build
for
Change®

Pega program guide for independent software vendors (ISVs)

Welcome

to the Pega ISV Partner Program for 2018.

We're excited to launch a new global program designed just for independent software vendors (ISVs). If you're an innovative technology provider interested delivering exceptional value and game-changing outcomes, we'd love to have you join us.

Pega technology already powers many of the **world's leading organizations**. Now, for the first time, we are enabling independent development on our next-generation digital transformation suite, **Pega Infinity™**, so our partners can easily integrate with and build new solutions that meet specific market needs.

We firmly believe in partnerships based on shared goals and the desire to serve our mutual clients seamlessly and efficiently. For us, a "win-win" relationship isn't just talk; we put it into action. Our new Global ISV Partner Program offers:

- **The right platform** – Access to our unified Pega Platform™ and award-winning customer engagement applications.

- **The right model** – Flexible integration models that let you build to or build on Pega, as you choose.

- **The right alignment** – A commercial go-to-market approach that helps bring your solutions to potential clients.

This guide outlines some of the benefits, responsibilities, and policies that govern our ISV partner program, as well as helpful resources. If you have further questions, please don't hesitate to reach out.

We are committed to deepening our partner relationships and changing the way the world builds software. On behalf of all of us at Pega, thank you for your interest and support.

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Vice President, Global ISV Alliances & Strategy

Program overview

The Pega Partner Program for Independent Software Vendors (ISVs) empowers you to serve new clients, differentiate your applications (apps), and run a profitable business. You'll have an opportunity to build next-generation apps on the leading enterprise CRM platform and deliver agile solutions to meet industry needs.

Program sub-types

We offer two main program sub-types: ISVChange (partners that extend or augment Pega's solutions) and Original Equipment Manufacturer (OEM) Embedded (partners that build a specific application on the Pega Platform™). No matter which you choose, you still have access to core Pega technology that allows you to build, distribute, sell and support your app.

ISVChange

- ISVChange apps have an integration to the core Pega technology (i.e., Pega CRM or Pega Platform) and must be sold to an existing Pega client, or the client will require a license of the Pega products separately.

- ISVChange apps are either out-of-the-box solutions that may be built on a separate platform or apps (rule sets) that leverage the Pega Platform.

- Clients will need to expand their existing licenses to access an ISVChange app for such new uses or purposes.

OEM Embedded

- OEM Embedded apps do not have a dependency on Pega apps (i.e., Pega CRM apps such as Pega Sales Automation™, Pega Customer Service™, or Pega Marketing™).

- OEMs deliver a Pega Platform Embedded License (i.e., a Pega Platform License with contractual restrictions) along with their app for the specific use or purpose of that intellectual property.

Revenue-sharing pricing model

Pega offers a standard revenue-sharing pricing model depending on the program sub-type. An ISVChange partner shares 15 percent of their net revenue, meaning that the partner participates in revenue sharing with Pega only after they have reported their first revenue. OEM Embedded partners would share an agreed-upon percentage of their net revenue for their full integrated solution with the Pega Platform.

This revenue sharing model supports our mutual success and allows Pega to offer various benefits that accelerate our ISV partners' growth.

ISVChange Partner	OEM Embedded Partner
15% PNR (percent net revenue)	Reviewed case by case

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Program benefits*

Becoming a Pega ISV partner unlocks new opportunities to increase revenue and differentiate your solutions from your competitors. Key benefits include technology access, marketing programs, sales alignment, and executive alignment to support the partnership.

Technology

- Pega licenses for integration development
- Product roadmap visibility
- Technical training

Marketing

- Joint marketing programs
- Listing in the ISV marketplace
- Partner events, webinars, web presence

Sales

- Partner account manager
- Lunch and learn opportunities
- Executive sponsorship

*NOTE – The list of benefits are subject to change and may not be available at the time of this publication. Pega will not be held liable or responsible for any of the benefits above if they are not provided or were misinterpreted. We apologize in advance for any inconvenience.

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Technology

Pega software development kits (SDK) or development licenses for application integration development – We offer our partners development licenses to build next-generation apps with the Pega Platform™.

Access to technical partner manager for development support – A designated member of the Pega ISV team will provide onboarding support to accelerate time to market and will also be your primary contact to foster growth when the apps are in market.

Technical training and enablement for development – Partners who have developed apps in the market will have access to a technical partner manager to help design and architect an app.

Product roadmap visibility – Access the Pega product roadmap for important information about future product development.

Application security review testing guidelines – Independently develop and test your solutions prior to security testing with Pega.

Marketing

Listing in the ISV marketplace – Get featured placement on this public-facing site hosted by Pega and showcase your capabilities and solutions.

Joint press releases or PR support – Pega will work with you to co-create media content and provide support from our public relations team.

Joint marketing programs such webinars, blogs, social media campaigns, etc. – Pega will collaborate on marketing programs that help promote your solutions and your brand.

Success story and use case collateral – Work with Pega marketing managers to develop compelling stories designed to showcase client success.

Marketing assets or collateral for sales teams to use with customers – Pega will make best efforts to provide access to a marketing manager to assist in the creation of marketing assets.

Partner events, webinars, and web presence – Pega will make best efforts to provide a marketing manager to assist with and deliver events and webinars. The marketing manager will also manage the partner presence on pega.com.

Invitation to sponsor Pega events – Get access to exclusive sponsorship opportunities for Pega events, including corporate and regional events and our flagship conference, PegaWorld.

Sales

Partner account manager support and advocacy – Your partner account manager will be your primary contact for customer success, and will recommend your solutions to sales, marketing, and industry teams.

Executive sponsorship – An executive sponsor will work to facilitate additional relationships and opportunities within Pega, raising awareness of your brand and accelerating opportunities for growth.

Sales account alignments and request for proposals (RFP) support – Get help developing and responding to RFPs from a dedicated sales manager.

Sales enablement and new hire training – You'll have access to a Pega sales manager to collaborate on best practices for sales field readiness.

Lunch & Learn opportunities – Exclusive access to lunch and learn events hosted by Pega leaders.

Demo environment exposure – As an ISV, Pega will provide a testing environment to test your apps and solutions.

Frequently asked questions

How do I sign up?

Please visit the **Pega ISV Program webpage** to register. A Pega representative will then reach out to you about next steps for membership.

Is training required to become a Pega independent software vendor (ISV)?

No, Pega training is not required. We do recommend **browsing the Pega Academy** to see if any of our courses might be relevant for your efforts.

What is the Pega Community?

The Pega Community is a Pega-hosted, interactive online ecosystem that provides great value for both beginner and advanced Pega users. Resources include customer journeys, documentation, and best practices for success.

What training tools are available to ensure I understand the ISV program?

We recommend starting with the **Partner FAQs** on the Pega Community site and the **Pega Partners page** on pega.com. You can also learn more about Pega and our mission **here**.

Can I use my app for internal use?

Yes, you can use your app for internal use without paying any additional revenue sharing to Pega. However, you must have the appropriate Pega licenses to support your application.

Do I need to sign a revenue-sharing agreement for each app or can I sign one agreement for all my apps?

A revenue-sharing agreement needs to be in place for each app if you are charging customers; however, it can be combined into one agreement.

Thank you

We believe that by working together, we can drive exceptional business outcomes for our mutual customers. We greatly appreciate your interest in our program and your partnership as we grow our ISV ecosystem.

Any questions or support requirements should be addressed to rupen.shah@pega.com.
Thank you again.

About Pegasystems

Pegasystems is the leader in software for customer engagement and operational excellence. Pega's adaptive, cloud-architected software empowers people to rapidly deploy and easily change applications to meet strategic business needs. Over our 35-year history, Pega has delivered award-winning capabilities in CRM and digital process automation (DPA), powered by artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results. For more information, visit us at **WWW.PEGA.COM**

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