



Cyara Partner Program: The Power of Partnership

Our global partner program builds profitable, sustainable relationships and puts you in control.

Whether you are a value-added reseller, systems integrator or technology provider, our program is designed to enhance different types of partnerships by rewarding capability, value, and shared commitment.

Our support helps you successfully deliver solutions that generate immediate benefit to your customers in rapid time.

Value of Joining Cyara's Partner Program

When you partner with Cyara, you'll play a dynamic role in creating powerful business value for your clients. We want our partners to be successful and to help them grow their business by creating high-impact results for their clients, and we have designed our partner program with these goals in mind.

For You:



Bottom Line Results

Enhance your cash flow and boost your profits with recurring revenue streams.



Competitive Edge

The business impact of our solutions enables you to embed yourself more deeply with business decision makers.



Trust

We deliver. We have 100% referenceability with our client base.



Efficiency

Our compelling value proposition and simple solutions are easy to sell.



Knowledge

Cyara Academy gets you up to speed fast, with industry-leading certification programs.

For Your Clients:



Rapid CX Improvements

Enable your clients to rapidly improve and preserve CX quality with omnichannel testing and monitoring.



Great User Experiences Made Simple

With no coding required, Cyara's solutions are incredibly easy to use and can be implemented in less than an hour.



Accelerating Innovation

With the power of automation, our clients typically innovate 40 to 70% faster, and achieve rapid ROI.



Realize Value from CX Investments

Our technology-agnostic SaaS solutions empower your customers to extract and realize greater value from their entire customer experience (CX) technology ecosystem.

Cyara offers compelling value for your customers

CYARA customers innovate



40-70%
faster than their competitors

CYARA customers find and solve CX problems before their customers do



CYARA's SaaS solutions enable enterprises to deliver innovative CX capabilities **within days** (instead of months or weeks)

...and compelling value for you



Market leading, easy to use SaaS technology = Powerful satisfaction for your customers



Healthy SaaS margins = Recurring profitable revenue for you



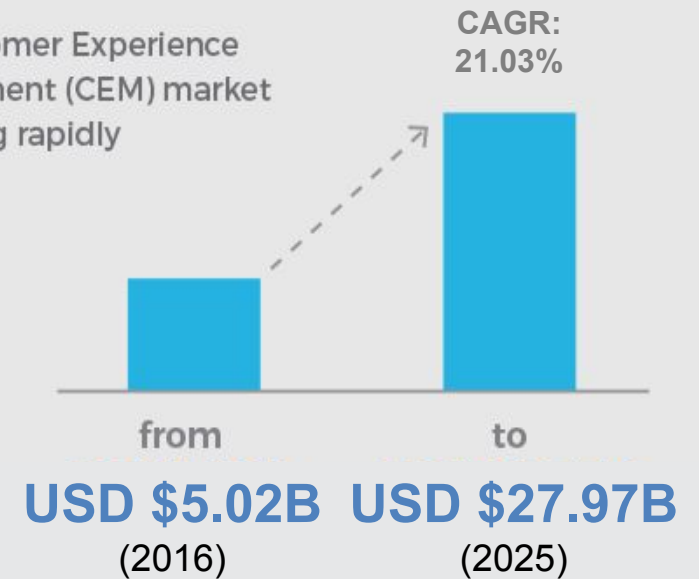
100% customer satisfaction & referenceability = Confidence your customers will realize value



World-class partner enablement & support = Rapid return on your investment

...in a huge growth market

The Customer Experience Management (CEM) market is growing rapidly



Source: Global Customer Experience Management (CEM) Market Size Study by Analytical Tool (Text Analytics, EFM Software, Speech Analytics, Web Analytics, Others), By Touch Point Type (Social Media, Call Centers, Mobile, Stores, Email, Others), By Deployment (On-Premises, Cloud), By End-User, and By Regional Forecasts, 2018-2025

Flexible Degrees of Commitment

Built around our solutions, your goals, and the needs of your customers, the Cyara Partner Program enables you to choose your level of participation. You control how much you want to invest in order to deliver Cyara solutions to access the benefits that correspond with different partner levels.

Partnership Categories & Levels



Referral & Value Added Resellers (VARs)

Silver, Gold, Platinum



Professional Services & System Integrators

Gold, Platinum



Managed Service & Technology Providers

Gold, Platinum

While working with one of our partner managers, we will help you choose an option that matches your desired level of commitment and return. Factors to consider when making this choice include:

- Number of team members who have earned Cyara certifications
- Ability to maintain high customer satisfaction scores
- Minimum level of net new annual revenue commitment

Partner Certification

Our certification program is designed to prepare your organization to successfully sell and implement our products, and open up broader opportunities for your growth. Cyara Academy offers Platform and product training courses leading to individual sales and technical delivery certifications. Whether you prefer to learn online or with a live instructor on site, your assigned Cyara Partner Manager will consult with you to determine which training and certification requirements best suit your organization's market focus.



Partner Delivery Certification

Cyara Academy Certification is an accreditation program that provides industry-standard recognition of Cyara skill sets within a chosen field. Our Cyara Certified Master (CCM) program is exclusive to partners, offering the opportunity for your staff to become certified across a broader spectrum of the Cyara Platform so they can provide expertise across various Automated CX Assurance streams.

Our digital badging program is linked to partner certifications, allowing your staff to easily promote your Cyara accredited skillsets in the form of a digital badge.

Our technical certification paths are listed below. To achieve full certification, you must successfully complete the relevant training, followed by the corresponding certification assessment for each course on the certification path. Your Cyara Partner Manager will consult with you to determine which certification level best suits your organization's market focus.



Course	CYARA CERTIFIED MASTER (CCM)			
	Level 1 (CX Voice)		Level 2 (AX Voice)	
	Training	Certification Assessment	Training	Certification Assessment
Platform Foundation	X	X	-	-
Design-Driven Assurance	X	X	-	-
CX Monitoring	X	X	-	-
Performance Testing	X	X	-	-
Outbound Testing	X	X	-	-
Voice Quality	X	X	-	-
Agent Emulation	-	-	X	X

Certification Assessment Overview

Each certification assessment consists of the following online components using both the Cyara Learning Management System (LMS) and the Cyara Academy Training:

- **Part 1:** A practical workshop to demonstrate the skills acquired during the training course(s). This workshop will be completed using the Cyara Academy Training Platform. Once completed, the workshop must be submitted for assessment via the Cyara LMS. Upon passing the workshop, Part 2 of the course will be unlocked.
- **Part 2:** A 20 question quiz with a required passing score of 80% or above. Assessment is provided at the completion of the quiz.

Note: Each certification assessment may take between 1-2 hours to complete.

Enrollment Access Period

Once enrolled into a Cyara certification assessment on the Cyara LMS, each participant will be given 30 days to complete the course.

Certification Validation

Each Cyara Academy certification is valid for 12 months on the current major release of the Cyara Platform. When a new major platform build is released, completion of a bridging course may be required in order to maintain the relevant certification.

Requirements & Benefits

As your key people become experts in Cyara products and uncover your customer's needs, you will advance through our partner levels. Below, we outline some of the benefits according to our partner categories and levels. As you will see, from sales and marketing, to business development and support, our partner program rewards our most qualified and committed partners.

	VAR's, Professional Services, Service Providers, Technology Providers			
	Referral	Silver	Gold	Platinum
Requirements				
Reseller Contract	-	X	X	X
Trained Sales & Pre-Sales	-	X	X	X
Technical Engineers	-	X	X	X
Pipeline Review (QBR)	-	X	X	X
Deal Registration	X	X	X	X
Cyara Partner Certification	-	Level 1	Level 2	Level 2
Revenue Targets	-	\$250k	\$500k	\$750k
Benefits				
Margin	10%	20%	25%	30%
Partner Portal Access	-	X	X	X
Logos & Branding	-	X	X	X
Website Presence	-	X	X	X
Success Story Collaboration	-	X	X	X
Assigned Partner Manager	X	X	X	X
Pre-Sales & RFP Support	X	X	X	X
CSM / TAM Support	X	X	X	X
Joint Marketing Activity	-	-	2 per year	3 per year
Passes to Cyara Xchange	-	-	2	3

Join the Cyara Partner Program

Renowned for great customer service and partnering, Cyara is a highly preferred partner of choice for VARs, system integrators, and service providers.

Cyara offers world-class partner enablement and support, with a program that rewards partners for their investment, commitment, and value delivered to their end customers.

To learn more about the Cyara Partner Program and our comprehensive, automated customer experience testing and monitoring solutions, visit cyara.com/partners.

About Cyara

Cyara is the world's leading Automated CX Assurance Platform provider, helping leading brands deliver better CX with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle - from design to functional and regression testing, load testing, and CX monitoring –

ensuring enterprises can build flawless customer journeys across voice and digital channels while reducing the risk of customer-facing defects.

Every day, the most recognizable brands across the globe trust Cyara to deliver customer smiles at scale.



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