

Medallia

Introducing Medallia's New Technology Partner Program

October 22, 2024



Meet the Speakers

Ellie Soleymani
VP, Alliances
Medallia



Caroline Chapin
Director, Enablement
Medallia



Andy Monnich
Chief Corp. Dev. Officer
NRC Health



Brad Macdonald
VP of Loyalty
Epsilon



Agenda

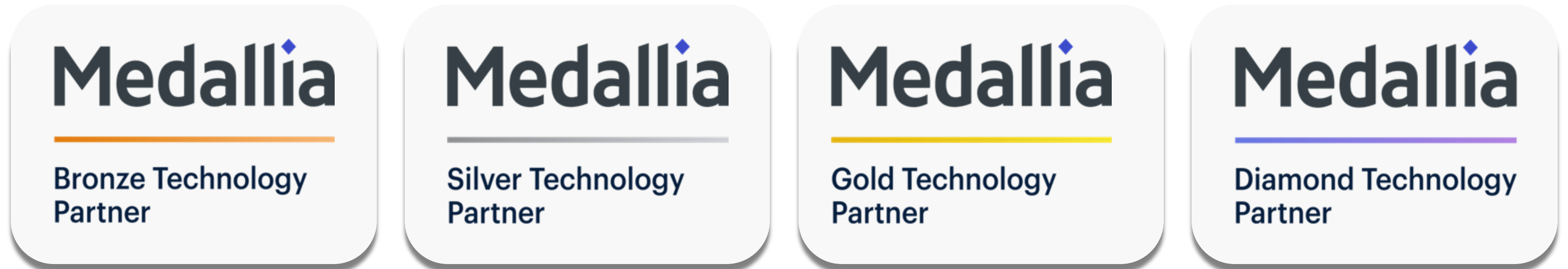
- 1** WELCOME
Ellie Soleymani
- 2** TECHNOLOGY PARTNER PROGRAM OVERVIEW
Caroline Chapin
- 3** TESTIMONY - NRC HEALTH
Andy Monnich
- 4** PARTNER PORTAL TOUR
Caroline Chapin
- 5** TESTIMONY - EPSILON
Brad Macdonald
- 6** WRAP UP / Q&A
Ellie Soleymani

Investment in Partner Experience & Programs



Program Overview

This program is designed to enable organizations to innovate, build, extend customer reach, and increase revenue growth with Medallia.



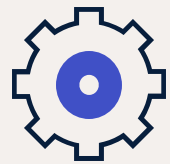
Program Requirements



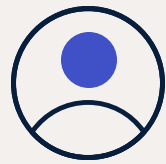
	BRONZE	SILVER	GOLD	DIAMOND
Annual Program Fee	\$2,000	\$3,000	\$5,000	\$8,000
Direct and Influenced Revenue*	\$0- \$75K	\$76k - \$400K	\$401K - \$800K	>\$801K
Partner Tier Determination	Semi-Annual	Semi-Annual	Semi-Annual	Semi-Annual
Partner Onboarding	✓	✓	✓	✓
Joint Referenceable Accounts		1	3	5
Developer Certification			✓	✓

* Per Year Software ACV

Program Benefits - Key Focus Areas



Best in Class
Technology



Personal
Commitment



Enablement



New Route
to Market

Program Benefits

	BRONZE	SILVER	GOLD	DIAMOND
Technical				
Access to Developer Portal	✓	✓		
Access to Knowledge Center	✓	✓		
Partner Technical Support	Standard	Standard		
Non Production and Sandbox Instance	20% Discount	30% Discount		
Developer Training	✓	✓		
Shared Non Production Instance	✓	✓		
Product Design & Annual Roadmap Review				
Sales				
Partner Portal	✓	✓		
Deal Registration	✓	✓		
Sales Training	OnDemand	OnDemand		
Lead Referral Incentive*	Up to 10%	Up to 10%		
Joint Account Mapping / Co-selling		✓		
Partner Account Manager				
Partner Profile for Medallia Sales Team				
Pre-packaged Demos				
Marketing				
New Partnership Promotional Kit	✓	✓	✓	✓
Partner Newsletter	✓	✓	✓	✓
Partner Directory Listing	✓	✓	✓	✓
Market Development Funds (MDF)		Up to \$5k	Up to \$10k	Up to \$15k
Prebuilt Campaigns & Co-brandable Assets		✓	✓	✓
XChange Marketplace Listing			✓	✓
XChange Marketplace Spotlight			✓	✓
Promotional Badges for XChange			✓	✓
Joint Case Study			1	2
Experience Conference Passes			2	5
Exclusive Access to Enhanced Sponsorship Opportunities				✓

Medallia Xchange Marketplace

xchange.medallia.com

What is it? An online directory where customers can easily discover a library of curated applications to enhance their programs with Medallia.

Benefits:

- New route to market, new pipeline generation
- Medallia & Partner Built Apps, industry and LOB
- Additional value add for Medallia customers
- Listing engagement metrics

The screenshot displays the Medallia Xchange Marketplace interface. At the top, the Medallia logo is visible. Below it, the 'Medallia Xchange' header is followed by a grid of profile pictures and icons representing various users and applications. A search bar is located below the header. The main content area is divided into two columns: a left sidebar with filters and a right main grid of application listings. The sidebar includes filters for 'App Type' (Topic Library, Program, Connector, Enhancement, Base, Demo, Internal) and 'Industry' (All Industries, Airlines, Automotive, Banking, Business Services, Communications & Media, Education, Energy & Utilities, Financial Services, Government). The main grid shows 43 items, sorted by 'Newest'. The listings include:

- Deloitte: Deloitte HX Trust ID
- Zipline: Zipline (Keep today on track)
- GemSeek: Predictive NPS
- GemSeek: Root Cause Analysis
- GemSeek: Competitive Benchmark
- RIPTIDE: Sports & Entertainment ...
- Microsoft Dynamics 365: Microsoft Dynamics 365
- Jira: JIRA Connector
- Retail: Fulfillment - Deliv...
- Slack: Slack Connector
- Adobe Marketo Connector: Adobe Marketo Connector
- Digital: Digital Experienc...



Andy Monnich
Chief Corporate
Development Officer

NRC Health's history helping healthcare organizations improve experiences:

40+ years advancing healthcare

13k healthcare organizations

63% of top 250 health systems

300k+ household research panel

Partner Portal Tour

The screenshot shows the Medallia Partner Portal interface. At the top left is the Medallia logo. A navigation menu includes Home, News, Resource Library, Training, Deal Reg / Lead Referral, Market, Sell, Build Integrations, Service Delivery, and Events. The main content area has a blue background with the text 'Welcome to the Portal!' and the email 'partnerenablement@medallia.com'. On the right, there is a dashboard with a 'Customer Experience' widget showing a score of 90, a 'Recommend' widget, and a notification for 'Contact center NPS down 22%'.

Medallia

Home News Resource Library Training Deal Reg / Lead Referral Market Sell Build Integrations Service Delivery Events

Welcome to the Portal!

Email with questions:
partnerenablement@medallia.com

Customer Experience
90

Recommend

Contact center NPS down 22%

Epsilon is a global advertising and marketing technology company positioned at the center of Publicis Groupe.

Top ranked

in identity, CDP, demand-side platforms, retail media, clean room, email and loyalty platforms

Leader

in consumer privacy, with a track record of managing consumer data in an ethical and compliant way

50+ years

of proven results since 1969



Brad Macdonald
Vice President of Loyalty

Next Steps



1

If an existing partner, contact your PAM or email: partnerenablement@medallia.com

2

Or if new, submit "Become a Partner" form: <https://www.medallia.com/partners/#join-us>

3

View the Partner Program Guide - will receive link in follow-up email



Questions



Thank You!

partnerenablement@medallia.com