The Inflectra Partner Program

2024

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The Inflectra Partner Program

The key to Inflectra's strategy of making high-quality, reliable software available to companies of varying sizes across the globe is developing a rich and robust ecosystem of partners who can aid customers in an expanding market.

At Inflectra, we recognize that our success is intertwined with the success of companies that make up the diverse and growing Inflectra partner ecosystem. Our commitment to supporting our partners is manifested through our partnership structure that is built on the premise of mutual success, collaboration, and respect. We are actively looking for organizations that share our passion for customer satisfaction and commitment to excellence to join our worldwide network of partners. Unlock new opportunities, expand your network, and accelerate your growth by joining the Inflectra partner ecosystem.

Explore our partnership offerings below.

Solution Partners

These partners are Inflectra affiliates, resellers, advisors, consultants, and trainers who provide and implement customer solutions with Inflectra products. Anyone can register for Inflectra's new partner program as a Solutions Partner. This participation offers many benefits that are described below:

PARTNER BENEFITS

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	BLUE	SILVER	GOLD	PLATINUM
Discount	10%	20%	25%	30%
Dedicated Partner Manager		✓	✓	✓
Sales Support		✓	✓	✓
Joint Webinars and Co-Marketing opps		✓	✓	✓
Partner Portal Access	✓	✓	✓	✓
Account Mapping		✓	✓	✓
Partner Exclusive Events	✓	✓	✓	✓
Certifications & Badges		✓	✓	✓
Listed on Inflectra Website	✓	✓	✓	✓
Free Licenses		✓	✓	✓
Discounted Licenses	✓			
Curated Leads			✓	✓
Personalized Training on Tools & Sales			✓	✓
Screen Sharing Technical Assistance			✓	✓
MDF Offerings			✓	✓
Access to Inflectra Sales Teams			✓	✓
Joint PR Opportunities				✓

We have found that our best partnerships are built on strong relationships with frequent engagement. To encourage and support this engagement, we have developed metrics for success in four key areas:

- Engagement
- Marketing
- Continuing Education
- Sales

Within each of these areas are activities meant to facilitate a strong foundational relationship between our teams and companies. Each activity has a suggested number of points. Points are accumulated throughout the year toward the targets for your partner level. Points are self-recorded in the Partner Portal.

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PARTNER ENGAGEMENT POINT SYSTEM

ACTIVITY	SILVER (120)	GOLD (180)	PLATINUM (240)
SALES	40	70	100
ENGAGEMENT	40	50	60
CONTINUING ED	20	30	40
MARKETING	20	30	40

ACTIVITIES AND THEIR POINT VALUE

SALES

FIRST SALE OF AN INFLECTRA PRODUCT	20
ADDITIONAL TOOL SALES ($20K INCREMENTS)	15
SALE TO TARGETED PROSPECT	20
LOG QUALIFIED LEAD IN PARTNER PORTAL	10
ACCOUNT MAPPING	10

ENGAGEMENT

ATTEND ICON	20
SPONSOR ICON	15
PARTNER SKILLS ASSESSMENT & SURVEY	10
CONFERENCE CO-SPONSORSHIP	10
PARTNER-SPECFIC WEBINARS	10
PARTNER COLLABORATION	5

CONTINUING EDUCATION

INFLECTRA CAMPUS TRAINING MODULE	10
TRAINING TEACH-BACK	5
DEMO-BACK	10
PARTNER OFFICE HOURS	5
INFLECTRA NINJAS	5
LIGHTNING TALKS	5
WEBINARS	5

MARKETING

JOINT WEBINAR	15
GUEST BLOG	10
SOCIAL MEDIA POSTS	5
CASE STUDY	15

SOLUTION PARTNER REQUIREMENTS

SILVER

NUMBER OF SALES CERTIFICATIONS	1
NUMBER OF TECHNICAL CERTIFICATIONS	1
NUMBER OF DEMO-CAPABLE STAFF	-
LIST INFLECTRA ON PARTNER WEBSITE	✔
PARTNER ENGAGEMENT POINTS (ANNUAL)*	120

GOLD

NUMBER OF SALES CERTIFICATIONS	2
NUMBER OF TECHNICAL CERTIFICATIONS	2
NUMBER OF DEMO-CAPABLE STAFF	1
LIST INFLECTRA ON PARTNER WEBSITE	✔
PARTNER ENGAGEMENT POINTS (ANNUAL)*	180

PLATINUM

NUMBER OF SALES CERTIFICATIONS	5
NUMBER OF TECHNICAL CERTIFICATIONS	5
NUMBER OF DEMO-CAPABLE STAFF	2
LIST INFLECTRA ON PARTNER WEBSITE	✔
PARTNER ENGAGEMENT POINTS (ANNUAL)*	240

Technology Partners

Technology Partners work collaboratively with Inflectra to leverage each other's strengths to drive innovation, enter new markets, and create value for our customers. These partners optimize Inflectra solutions with integrations, plug-ins, adapters, connectors, and technical services.

TECHNOLOGY PARTNER BENEFITS

Partner affiliate discount	10%
Co-marketing initiatives	☑
Inflectra Partner Portal access	☑
Listed on Inflectra website	☑
Development Resources	☑
Technical support	☑
Free development instances	☑

Other Features

In addition to the Partner Program structure, Inflectra offers tools that cater to each individual partner, provide easily accessible information and resources, and produce an overall seamless experience.

Partner Badges

Inflectra offers its partners a system of Badges to reward the accomplishments and recognize areas of expertise of each partner. This system will also allow Inflectra's customers to find the most appropriate partner by searching the website for partners with badges that best suit customers' needs. Some of our badges include:

Partner Portal

Inflectra maintains a robust partner communication, deal management and technical support system through its Partner Portal. Through the Partner Portal, partners can log activities and leads, complete onboarding processes, find educational and sales enablement resources, and consolidate and organize information.

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Get in touch with us at partnerships@inflectra.com

**Inflectra Helps You Deliver
Quality Software,
Faster and With
Lower Risk.**

Inflectra offers a suite of intuitive, turnkey enterprise solutions to manage the entire software lifecycle. Its industry-leading products for application test management, test automation, and lifecycle management help customers streamline their operations, allowing developers, testers and managers to allocate their time and resources to business-critical assignments. Among our most popular products are SpiraPlan, giving you the ability to synchronize what matters, with agile program development; and Rapise, providing fast and easy test automation for everything—web, mobile, desktop, and APIs. Founded in 2006 and headquartered in the United States, Inflectra now has offices in more than 10 countries, along with a global partner network that covers more than 5,000 customers worldwide.