

RESELLER TRACK AT A GLANCE

BENEFITS	RESELLER TRACK		
Non-Financial Benefits	Bronze	Silver	Gold
Capacity			
Access to Partner Portal	✓	✓	✓
Joint Business Plan		Annual	Quarterly
Strategic Partner Marketing Funds		Eligible	Eligible
Access to Partner Demand Center	✓	✓	✓
Capability			
Joint Solution Briefs			Eligible
Use of Tableau Partner logos	✓	✓	✓
NFR - Demo Licenses	✓	✓✓	✓✓✓
Access to Tableau Online Demo Site for Partners	✓	✓✓	✓✓✓
Online sales & product training on Partner LMS	✓	✓	✓
Partner Bootcamp	✓	✓✓	✓✓✓
Discount on Select Certification Exams	✓	✓	✓
eLearning (for internal use)	✓	✓✓	✓✓✓
Public Training (for partner employees)	✓	✓✓	✓✓✓
Private Training (for partner employees)	✓	✓✓	✓✓✓
Commitment			
Partner Management	Eligible	Eligible	Assigned
Partner Marketing Manager			By Invitation
Partner Finder Listing	✓	✓✓	✓✓✓
Partner Communications (e.g. Newsletter)	✓	✓	✓
Press Release Opportunities		Eligible	Eligible
Tableau Partner Exec Kick-Off		By Invitation	✓
Global Partner Summit	✓	✓	✓
Customer Success			
Joint Success Stories			Eligible
Access to Prescriptive Services Guide	✓	✓	✓
Tableau Blueprint	✓	✓	✓
Co-branded Campaigns (Renewals, Customer Adoption Assets)	✓	✓	✓
Financial Benefits			
Software & Services Discounts & Incentives	✓	✓✓	✓✓✓

REQUIREMENTS	RESELLER TRACK		
	Member	Select	Premier
Capacity			
Joint Business Plan		Annual	Quarterly
Capability			
Accredited Sales Professional		2	3
Marketing 101	1	1	2
Accredited Customer Success Professional		1	2
Tableau Certified Associate Consultant or Tableau Certified Associate Architect		1	2
Commitment			
Partner Program Application & Profile	✓	✓	✓
Tableau Partner Network Master Terms and Track Addendum	✓	✓	✓
Program Fee	\$250	\$750	\$1,500
Executive Sponsor	✓	✓	✓
Named Primary Contact	✓	✓	✓
Named Marketing Contact	✓	✓	✓
ACV - Sourced and Assist LMS		Group A = \$200K Group B = \$150K Group C = \$100K	Group A = \$500K Group B = \$400K Group C = \$300K
Renewal Rate (Subscription)		Group A = 80% Group B = 75% Group C = 70%	Group A = 85% Group B = 80% Group C = 75%
Customer Success			
Public Customer Case Study			1/year

Definition of Terms

Eligible

The availability of these benefits depends on a number of factors, such as Tableau resource availability, ability of a proposed joint activity to address a clear need in a specific market or vertical or demonstrated partner capacity and capability in a specific market. These factors can vary between benefits but are considered to ensure that we consistently provide the best experience and resources to our joint customers. If you are eligible for a specific benefit based on your track and level, more information about the selection process and how to express your interest in gaining access can be found in the benefits section of the most recent Partner Program Guide (available in the Partner Portal).

By invitation

These benefits are offered to a select group of qualifying partners based on limited availability. Most often the selection process begins with a partner being nominated by a member of the Tableau partner team.

✓✓✓

These benefits prioritize partners with a higher program level designation. For example, Premier level partners will be listed first in the Partner Finder and have priority when registering for Partner Bootcamps.

Program Level Designation (Gold, Silver, Bronze vs. Premier, Select, Member)

At launch in September and through the end of FY21 we will continue to use Gold, Silver, and Bronze as the terms to describe partners' program levels. When we measure performance against the new program requirements in February 2021 partners will receive their new level designation of Premier, Select, or Member as well as updated partner logos and the new financial benefits will go into effect.