

Technology Track Benefits and Requirements

Tableau Technology Track Benefits Overview

There are four key focus areas that drive the framework of the benefits: Commitment, Capacity, Capability, and Customer Success. The table below outlines the key program benefits for each focus area by Program Level. Detailed definitions of terms and conditions are available in the sections immediately following the table.

Benefits	Technology Track		
	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	Eligible
Use of Tableau Partner logos	✓	✓	✓
NFR - Demo Licenses	10 Creators	25 Creators	35 Creators
Online sales & product training on Partner LMS	✓	✓	✓
Partner Bootcamp	✓	✓✓	✓✓✓
Discount on Select Certification Exams	40%	40%	40%
eLearning (for internal use)	5 access codes	10 access codes, >10 get 10% off	25 access codes, >25 get 15% off
Public Training (for partner employee)	5 vouchers	10 vouchers, >10 get 10% off	25 vouchers, >25 get 15% off
Private Training (for partner employees)	Available	10% off	15% off
Commitment			
Partner Management	Eligible	Eligible	Assigned
Partner Marketing Manager			By Invitation
Product Manager		Eligible	Eligible
Partner Finder Listing	✓	✓✓	✓✓✓
Partner Communications (e.g. Newsletter)	✓	✓	✓
Press Release Opportunities		Eligible	Eligible
Global Partner Summit	✓	✓	✓
Tableau event sponsorship opportunities	✓	✓	✓
Customer Success			
Joint Success Stories			Eligible
Access to Prescriptive Services Guide	✓	✓	✓
Tableau Blueprint	✓	✓	✓

Commitment

Partner Management

Partner Development Managers are Tableau employees dedicated to helping partners succeed. They serve as a partner's primary point of contact at Tableau. Gold-Level Technology Partners will be assigned a dedicated Partner Development Manager (“PDM”) who will serve as the point of contact with Tableau. Silver and Bronze Level Technology Partners are eligible to be assigned a PDM. Eligibility is based on Tableau resource availability, prior year performance, and other criteria determined by regional leadership. Those partners who do not have a dedicated PDM will still have access to a number of self-service and Tableau supported resources, specifically developed to help ensure all Tableau partners have the necessary tools to succeed.

Partner Marketing Manager

Partner Marketing Managers are Tableau employees with marketing expertise, who assist Technology Partners with developing joint marketing plans and campaigns. Gold Level Technology Partners may be invited to engage with a member of our Partner Marketing team for joint planning. Eligible Technology Partners must be nominated by their Partner Development Manager based on a demonstrated need for specific planning activities and will be selected based on Tableau resource availability and alignment with current Tableau marketing priorities.

Product Manager

Product Managers are Tableau employees with technical and product expertise, who are available to assist eligible Technology Partners by answering questions that may arise during the Solution design process.

Silver and Bronze level Technology Partners in the Technology track are eligible to engage with a Tableau product manager on an as needed basis. Eligible partners interested in accessing these resources should reach out to their Partner Development Manager or contact the [Tableau Partner Network team](#). Product Managers will be made available to those eligible Technology Partners with a demonstrated need, based on Tableau resource availability.

Partner Finder Listing

All Tableau Partners are listed in the Partner Finder on the Tableau website in alphabetical order based on their Program Level, with Gold partners appearing first, followed by Silver and Bronze. Technology Partners can maintain their profile information in the Partner Portal via the Manage your Profile page.

Partner Communications

Technology Partners have the opportunity to receive regular communications from the Tableau Partner Team to stay up to date on the latest happenings at Tableau. Partners can review and adjust their email preferences in the Tableau email subscription center.

Press Release Opportunities

Silver and Gold level Technology Partners are eligible to produce press releases related to new partnerships and Tableau offerings, among other things. Tableau can support press releases with

executive quotations on a case-by-case basis. All press releases must be approved by Tableau and Technology Partner as set forth in the Partner Master Terms. Technology Partner should submit the draft of their press release to the Tableau Partner Network team for review. Once the Partner Marketing team has reviewed, it will be forwarded to the Tableau PR and Legal teams for a full review and approval.

Global Partner Summit

All Tableau Partners have the opportunity to attend Global Partner Summit, an annual event that coincides with Tableau Conference. Global Partner Summit is a free event for all Tableau Partners with a Tableau Conference ticket.

Event Sponsorship

All Tableau Partners have access to sponsor select Tableau-hosted events to drive awareness, generate leads, and connect with prospects and customers.

Capability

Joint Solution Briefs

A joint solution brief is a published description of a Technology Partner's joint solution offering or technical integration and the value it brings to customers that Tableau produces and publishes on the Tableau website.

Use of Tableau Partner logos

All partners will have access to a Tableau Partner logo which can be used in marketing materials, to showcase their status as a Tableau Partner. Partners should continue to use the existing logos until they receive their new Program Level designation and corresponding logo in February 2021. As stated in Section 2 (Trademarks) of the Partner Master Terms, Use of such logo is subject to Tableau's then-current [Tableau Usage and Messaging Guidelines](#) or other guidelines provided in writing by Tableau, which may be updated by Tableau from time to time.

Not-For-Resale Licensed Software ("NFR Licensed Software")

Technology Partner will be granted NFR Licensed Software, which includes access to a Tableau Online site solely for the purposes of internal training, demonstration to potential End Users, and to further support Technology Partner's development and testing of its Solution as set forth in Section 3 (NFR Licensed Software and Evaluation Versions) of the Partner Master Terms and Section 2 (NFR Licensed Software and Evaluation Versions) of the Technology Track Addendum. NFR Licenses will be provided for each twelve (12) month period of the Technology Track Addendum Term. Each product key allows for the specific number of activations for each Program Level listed in the table above.

NFR Licensed Software is configured as follows:

Tableau Creator offering for (10, 25, or 35) Authorized Users (as applicable based on Program Level) consisting of:

- (10, 25, or 35) activations of Tableau Desktop and Tableau Prep Builder
- 1 copy of User-Based Server for (10, 25, or 35) Authorized Users at the Creator user level with Data Management and Server Management enablement
- 1 Tableau Online site for (10, 25, or 35) Authorized Users at the Creator user level

Please note, the Server key configuration with Data Management and Server Management enablement is unique to your NFR Licensed Software and is not something an End User should expect when purchasing the same Products. NFR Licensed Software is provided for use solely by the total number of Authorized Users specified above, and only these Authorized Users may be provisioned access to any component of the Creator Software package, including Tableau Desktop, Prep Builder, Tableau Server and/or Tableau Online (i.e. Bronze level Technology Partner is entitled to 10 total Authorized Users and those users must be the same for across all NFR Licensed Software). “Authorized User” has the meaning set forth in the End User Agreement.

NFR licenses are not to be provided to End Users or prospective End Users. Technology Partner is responsible for managing your NFR Licensed Software including deactivating the license if Technology Partner is retiring a computer which has the Software installed.

Partner LMS

Partner enablement is a top priority of the Tableau Partner Network. To better reach the needs of our Technology Partners, we offer a partner facing Learning Management System (LMS) which provides self-paced online trainings related to Tableau products, our sales methodologies, and foundational demo capabilities. The Partner LMS is also where Technology Partners can access the required Tableau Partner Network accreditations and training (Sales Accreditation, Customer Success Accreditation, Marketing 101). Access to the LMS is provided through the Partner Portal.

Partner Bootcamp

Partner Bootcamps are two-day events, provided in-person and virtually, in a classroom-like setting. At these bootcamps, Tableau partners will gain a deeper understanding of how to articulate Tableau’s positioning, from both a sales messaging and product platform perspective. This hands-on, interactive experience requires you to demo and role play with peers and Tableau employees, ensuring a solid Tableau foundation. Gold and Silver level Partners will be given priority to register for these Partner Bootcamps, but Bronze level partners are still able to attend. More information about available boot camps, virtual foundations content, and the current schedule for each theater is available on [Sales Insight for Partners](#).

Discount on Select Certification Exams

Technology Partner can take advantage of a 40% discount on certain Tableau certification exams. This discount is off of the list price of the exam and is valid for Desktop Associate, Server Associate, Desktop Professional, Associate Consultant and Associate Architect exams.

e-Learning, Public and Private Training

Technology Partner will receive access codes or vouchers for the specific number of eLearning licenses or individual, Public training courses for the Program Level as defined in the table above. Each public training voucher is good for one employee taking a single course. Gold and Silver Level Technology Partners can purchase additional training vouchers, eLearning licenses, or private trainings at a discount as described above. Technology Partner's purchase and use of eLearning, Public or Private Training or any other Tableau Products otherwise made available for Technology Partner’s purchase as a Program Benefit are subject to the terms of the applicable End User Agreement.

Capacity

Partner Portal

The Tableau Partner Portal provides materials and information necessary for Technology Partners to effectively manage their Tableau business. It is a centralized location for Technology Partners to obtain Not-For-Resale (NFR) Licensed Software, find Tableau Partner Network information and more. The Partner Portal also provides Technology Partners access to the partner dashboard where they can track their progress toward program requirements.

Joint Business Plan

Technology Partners and PDM's will collectively build a joint business plan using the business plan tool, which is maintained in the Partner Portal.

Strategic Partner Marketing Funds

Strategic marketing funds are awarded as part of the Tableau Partner Network Partner Marketing Fund (PMF) Program. Gold and Silver Program Level Technology Partners are eligible to participate in the PMF Program as noted in the table above. Partner Marketing Funds are allocated to support demand generation activities that can scale and amplify customer reach and engagement, and leverage partner solutions and customer relationships to reach and engage the enterprise segment. Eligible activities are outlined in the PMF Handbook [here](#). In order to receive funds, an eligible Technology Partner needs to be pre-approved. Technology Partners should work with their Partner Development Manager on a joint marketing plan in which they request funds that will be approved by the Partner Marketing team.

Partner Demand Center

All Technology Partner employees with access to the Tableau Partner Portal also have access to the Partner Demand Center, a self-service marketing platform that enables Technology Partners to execute digital marketing campaigns and events, find support in the services marketplace, manage leads and track the success of demand generation programs.

Customer Success

Joint Success Stories

A joint success story is a public story which describes a customer's challenge and a solution delivered by a partner and Tableau, resulting in 2-3 tangible business impact benefits for the customer. These may be produced by Tableau with eligible Technology Partners as case studies, webinars, articles, blogs, or other media, and will be hosted on the Tableau website.

The Tableau team will select stories submitted by eligible Technology Partners using the [Global Partner Customer Evidence Nomination form](#) to further develop into joint success stories based on resource availability and alignment with current Tableau marketing objectives. More information about the submission process and selection criteria can be found in on the [Partner-Led Customer Case Studies page](#) on Sales Insight for Partners.

Prescriptive Services Guide

The Prescriptive Services Guide is a spreadsheet-based tool that recommends training and consulting services based on the details of a customer deployment or transaction. It is available on [Tableau Public](#).

Tableau Blueprint

Tableau Blueprint is a methodology for building the capabilities customers need to create a successful, data-driven organization. Technology Partners are provided blueprint guides, videos and other resources to deliver to customers using Tableau blueprint. These materials are available on [Sales Insight for Partners](#).

Tableau Technology Track Requirements Overview

There are four key focus areas that drive the framework of the requirements: Commitment, Capacity, Capability, and Customer Success. The table below outlines the key Technology Track requirements for each focus area by Program Level. Detailed definitions of terms and conditions are available in the sections immediately following the table.

Requirements	Technology Track		
	Bronze	Silver	Gold
Commitment			
Partner Program Application & Profile	✓	✓	✓
Tableau Partner Network Master Terms and Track Addendum	✓	✓	✓
Program Fee	\$250	\$600	\$1,000
Executive Sponsor	✓	✓	✓
Named Primary Contact	✓	✓	✓
Named Marketing Contact	✓	✓	✓
Product Management Contact (Partner Leader)	✓	✓	✓
Solution Profile for Customer	✓	✓	✓
Capacity			
Joint Business Plan		Annual	Quarterly
Capability			
Accredited Sales Professional		1	2
Marketing 101	1	1	2
Accredited Customer Success Professional		1	2
Tableau Certified Associate Consultant or Tableau Certified Associate Architect		1	2
Customer Success			
Public Customer Case Study			2/year
Integrated Solution Availability		✓	✓

Commitment

Executive Sponsor

Technology Partner must provide the name of its internal executive sponsor, email and phone number.

Named Primary Contact

Technology Partner must provide the name of its internal primary contact for partnership, email and phone number.

Named Marketing Contact

Technology Partner must provide the name of its internal primary marketing contact, email and phone number.

Product Management Contact

Technology Partner must provide the name of its internal primary product management contact, email and phone number.

Solution Profile for Customer

Technology Partner must provide a description of their Solution, including how it is used with Tableau and the value it delivers to customers. Technology Partner should include any requirements necessary to implement the Solution and detail the level of support the Technology Partner will provide to the customer. This information is collected by the Tableau Partner Network team from all new Technology Partners.

Capacity

Joint Business Plan/Business Review

Gold and Silver Technology Partners are required to collaborate with Tableau to create a joint business plan that includes revenue goals, marketing activities, and enablement activities. The plan will be submitted using the Partner Portal at the frequency set forth in the table above.

Capability

Accredited Sales Professional

Our Partner Sales Professional Training focuses on the skills needed to help sales and presales resources demo effectively, understand Tableau sales strategy, and get familiar with Tableau's Products. All Tableau Partner Portal users have access to the Learning Management System (LMS) for partner training. For each Program Track, the required number of Technology Partner employees need to complete the Sales Professional training and passed the accreditation exam. Each individual may only be counted once and cannot be counted for multiple Program Tracks. The individuals counted towards attainment of this requirement may not also be counted towards any other accreditation or certification. Accreditations are valid for two years.

Marketing 101

For each Program Track, the required number of Technology Partner employees must complete the Marketing 101 training in the Partner Learning Management System (LMS). Each individual may only be counted once and cannot be counted for multiple Program Tracks our Country Clusters. The individuals counted towards attainment of this requirement may not also be counted towards any other accreditation or certification. Completion of e-Learning is valid for two years.

Accredited Customer Success Professional

For each Program Track, the required number of Technology Partner employees must complete the Customer Success Professional Training and Certification Exam. Each individual may only be counted once and cannot be counted for multiple Program Tracks. The individuals counted toward attainment of this requirement may not also be counted towards any other accreditation or certification. Accreditations are valid for two years.

Certified Associate Consultant or Associate Architect

These certifications are examinations that help position Technology Partners as product experts in the field and trusted advisors to our customers. For each Program Track, the required number of Technology Partner employees must complete the Certified Associate Consultant or Associate Architect certification exam. Each individual may only be counted once and cannot be counted for multiple Program Tracks. The individuals counted toward attainment of this requirement may not also be counted towards any other accreditation or certification. Certifications are valid for two years.

Customer Success

Integrated Solution Availability

An integrated Solution is made available once Tableau's Technology Partner team has reviewed and approved the Solution's functionality and verified that it works with Tableau with the goal of enhancing the customer experience. Partners should ensure they have documented the benefit of the joint solution.

In order to be counted towards attainment for the program year, all required Solutions materials must be submitted no later than December 31. To initiate the process of having a Solution reviewed, Technology Partner must contact the [Tableau Partner Network Team](#). Solutions do not need to be submitted on an annual basis. However, Tableau may validate the functionality of a Technology Partner's Solution at any time and require that updates be made to restore documented functionality or compatibility with the most recent versions of Tableau or its SDKs in order for Technology partner to maintain their current program level designation.

Public Customer Case Study

A case study is a public story which describes a customer's challenge and a solution delivered by a Technology Partner and Tableau, resulting in 2-3 tangible benefits for the customer. Case studies can be produced as a landing page, blog post, pdf, or video, and should be hosted on the Technology Partner's website. Technology Partners are responsible for receiving approval from the customer to publish the case study. Each case study may only count once toward an individual Program Track and cannot count across multiple Program Tracks. Case Studies should be submitted using the [Partner-Led Customer Case Studies form](#). Tableau's partner marketing and customer evidence teams will review submitted case studies for approval. Case studies must be submitted no later than December 31 and are valid for one year.