CUMULOCITY

PARTNERS
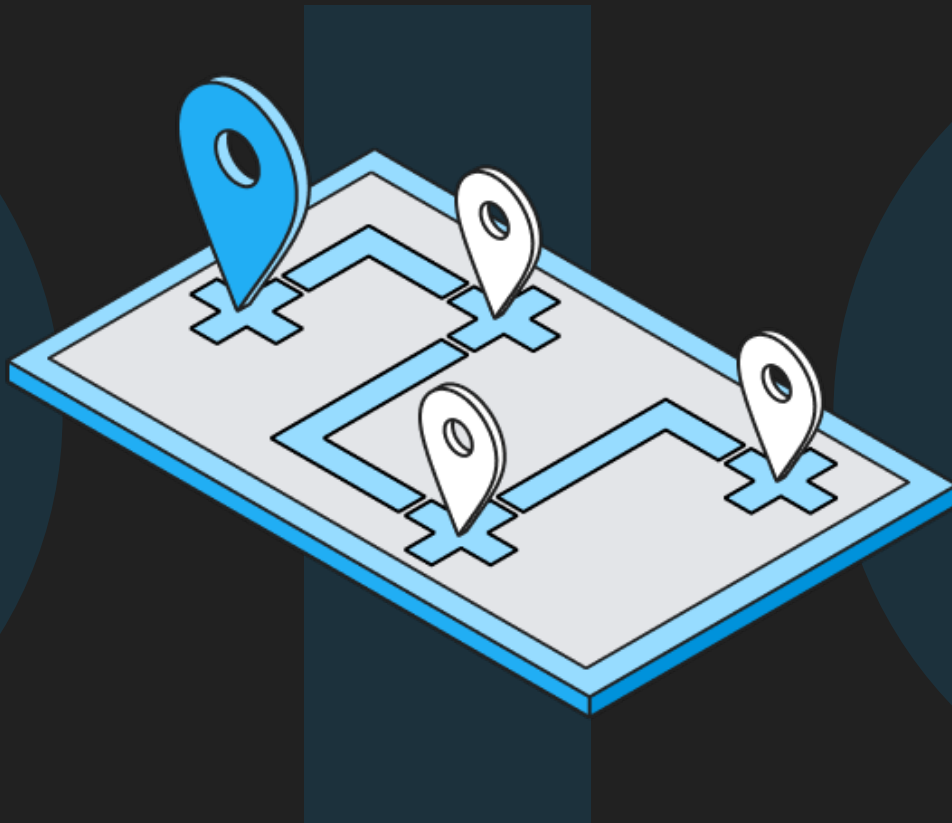
PATHFINDER PROGRAM

IMPLEMENTATION PARTNERS

Unlock New Revenue Streams with Cumulocity

You already know the power of Cumulocity. The Pathfinder Partner Program helps you turn that knowledge into new business. Whether you're advising clients on digital transformation or implementing connected solutions, partnering with Cumulocity gives you a proven platform to build on — and a supportive ecosystem to grow with. You bring the client expertise, we'll bring the tools, rewards, and opportunities to help you thrive.

PROGRAM OVERVIEW

Whether your company is a system integrator or an independent consultancy firm, our implementation partner track gives a clear path to grow your revenue, deepen your technical capabilities, and expand your influence with a platform that's already trusted by industry leaders. By leveraging their trusted client relationships and domain expertise. Our Implementation Partner track provides a structured path to success — starting with Scout access and progressing through Explorer, Pioneer, and Ranger tiers, each offering greater benefits and incentives.

KEY BENEFITS FOR CONSULTANCY FIRMS AND SI's

Revenue Opportunities

- **Referral Fees:** Introduce us to qualified prospects and earn competitive rewards for each successful lead — it's a simple way to generate value from your network through our referral agreement.

- **Co-Sell Incentives:** Play a strategic role in the sales cycle and want to get recognized with bonuses for every deal you help influence and register? Request an upgrade to Co-Sell Agreement.

- **Resell Margins:** Want to go beyond referrals? Become an authorized reseller and unlock attractive margins that add to your bottom line.

- **Service Revenue:** Deliver implementation, integration, or consulting services to customers and grow a predictable services revenue stream backed by Cumulocity's trusted platform.

Business Enablement

- **Free Platform Access:** As a partner, you'll receive your own dedicated Cumulocity tenant — giving you the flexibility to create demos, run development work, and train your team without limitations.

- **Certification Paths:** Empower your team with structured learning tracks that build expertise in IoT fundamentals, solution implementation, and technical architecture — ensuring you're always ready to lead.

- **Marketing Support:** We invest in your growth through co-branded campaigns, joint webinars, success stories, and increased exposure in our partner ecosystem.

- **Sales Tools:** From pitch decks to pre-sales support, we provide the resources your team needs to confidently engage clients and close deals efficiently. We'll equip your team with everything they need to close deals — technical collateral, pitch decks, playbooks, and dedicated pre-sales support.

Our Commitment to You

- **Deal Registration:** When you register an opportunity, it's yours — protected from other partners and internal sales, giving you peace of mind and a clear path to reward.

- **Non-Compete Assurance:** We stand by our commitment to channel-first sales. Cumulocity will not compete directly for any deal you've registered.

- **Customer Ownership:** Your client relationships remain fully in your hands. We support you behind the scenes so you can stay front and center with your customers. Retain and grow your own client relationships and increase exposure in our partner ecosystem.

GET STARTED IN 3 SIMPLE STEPS
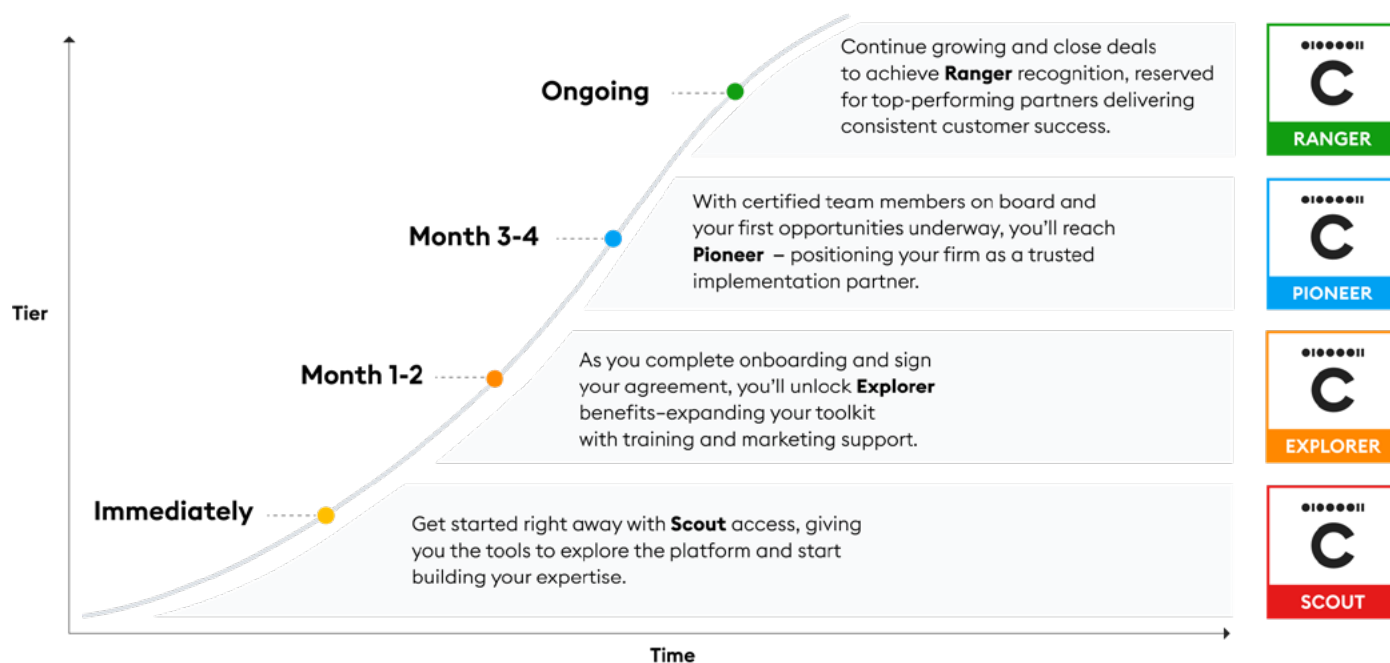
1 ENROLL

Apply at
www.cumulocity.com/partners

2 QUALIFY

In a 30 minute conversation we will complete your profile and qualify.

3 ACTIVATE

After acceptance your will get access to our Partner Hub, where you can request your cumulocity tenant, begin training and enablement.

TIERED GROWTH TIMELINE

Ongoing — Continue growing and close deals to achieve **Ranger** recognition, reserved for top-performing partners delivering consistent customer success. — RANGER

Month 3-4 — With certified team members on board and your first opportunities underway, you'll reach **Pioneer** – positioning your firm as a trusted implementation partner. — PIONEER

Month 1-2 — As you complete onboarding and sign your agreement, you'll unlock **Explorer** benefits–expanding your toolkit with training and marketing support. — EXPLORER

Immediately — Get started right away with **Scout** access, giving you the tools to explore the platform and start building your expertise. — SCOUT
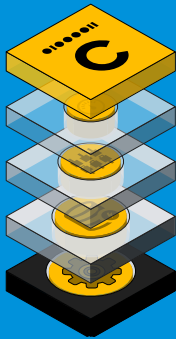
Tier / Time

WHY PARTNER WITH CUMULOCITY?

- **Market-Proven Platform:** Cumulocity is trusted by global leaders across industries, giving you the confidence to recommend a solution that's scalable, secure, and reliable.
- **Faster Time to Value:** Our prebuilt solutions help you deliver results quickly — so your clients see value sooner, and you build credibility faster.
- **Clear and Fair Program:** We keep things simple and transparent. You'll always know the rules, the rewards, and where you stand.
- **Real Partnership Support:** From onboarding to co-selling, you'll have access to commercial and technical support every step of the way — so you're never in it alone.

Ready to grow your business with Cumulocity?

Contact:

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APPLY NOW