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Distribution and Reseller Program

Program Guide for Enterprise Distributors and Resellers under the OpenText Global Partner Program

March 2025

Overview

Welcome to the OpenText Partner Network. We look forward to partnering with you!

The Distribution and Reseller Program of the Global Partner Program (GPP) is designed to maximize the value of our Enterprise partner relationships in the Information Management marketplace.

The GPP provides support at all stages of the partner business cycle by helping Distribution and Reseller Partners to:

- drive successful business
- extend their market reach
- increase profitability
- deliver innovative solutions
- influence customer success

The Distribution and Reseller Program provides the framework for Distributors, Value Added Resellers, National Resellers, Government Resellers, and Direct Value-Added Resellers.

OpenText Partner Network (OPN)
Applicable Partner Sub-Types

Strategic Partners

Service Providers

System Integrators

OpenText Partner Network

Technology Partners

Distributors & Resellers

Distributors

Resellers

    Value-Added Reseller

    National Reseller

    Government Reseller

    Direct Value-Added Reseller
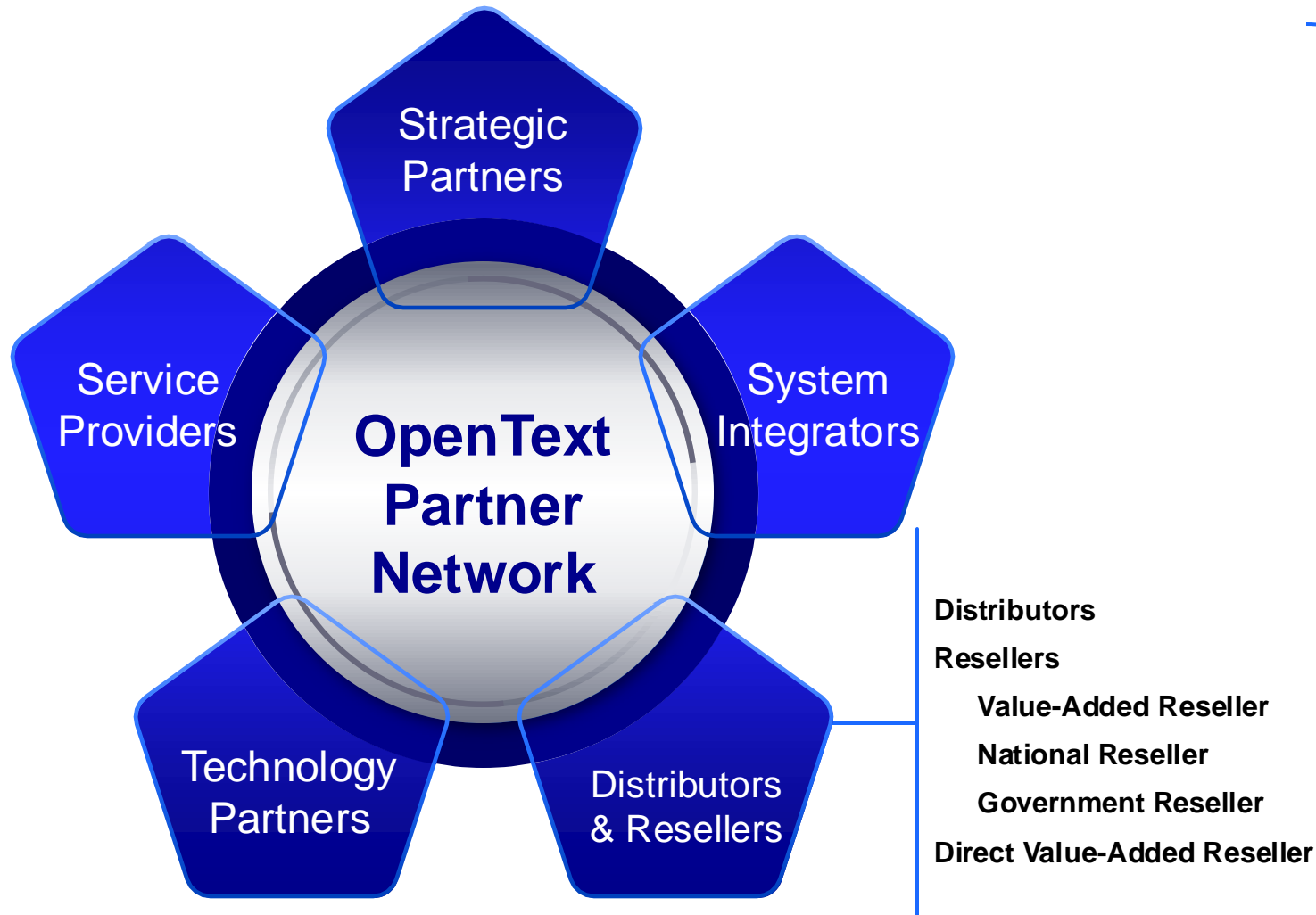
Distributor
Resell OpenText products through their downstream Reseller channel, and provide their channel with additional services such as marketing support, enablement, pre-sales expertise, lead gen activities, support services, etc.

Reseller
Serve as the intermediary between approved OpenText Distributors and the end customers. OpenText recognizes three main Reseller sub-types. Value-added Resellers (VARs), National Resellers and Government Resellers.

Value-Added Reseller (VAR)
Value-added resellers are companies that transact through distributors, who specialize in purchasing and reselling technology products with additional software or features that are above and beyond the standalone features of the product. *Previously known as Tier 2 Reseller.*

National Reseller
National Resellers are large software resellers who are mainly leveraged for their master agreements with end customers to ease the buying process (mainly a pass-through business). *Previously known as Direct Marketing Reseller (DMR) or Fulfillment Reseller*

Government Reseller
Government (or Federal) resellers play a key role in helping government agencies procure IT solutions as they can transact under specialized contracting vehicles (i.e. GSA, SLED, etc.). These partner types are primarily North America centric.

Direct Value-Added Reseller (DVAR)
Direct Value-added resellers are companies who engage OpenText directly and sell directly to end customers. They specialize in purchasing and reselling technology products and can add additional value through including their own software, hardware or services to provide the end customer with a fully integrated solution. *Previously known as Direct Buy Reseller (DBR).*

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Membership Tiers

Partners receive a set of program benefits that support all stages of their business cycle – from business planning to customer retention. Program benefits vary by membership tier and include innovative marketing tools and services, software licenses, technical and sales support resources, and comprehensive sales and product training.

Program requirements vary for each membership tier. As Partners progress to higher membership tiers, they receive incremental benefits based on their increased participation in the Program.

New Partners enter the program at the Bronze membership tier and have the opportunity to grow through the membership tiers as they meet program requirements.

Bronze Partners	Distributors and Resellers who transact low-dollar amounts (i.e. small transactions, limited roadmap products, etc.) or may be a non-transactional trusted advisor for customers and influence adoption of OpenText
Silver Partners	Distributors and Resellers who focus on resale a limited scope of OpenText products and demonstrate sufficient competency for the products in which they specialize
Gold Partners	Distributors and Resellers who resell a broad range of OpenText products and demonstrate an elevated degree of expertise for all of the products in which they specialize
Platinum Partners	Distributors and Resellers who excel at building pipeline and closing resell deals while demonstrating an exceptional level of expertise for all the products in which they specialize

Eligible Solutions

All OpenText Information Management Solutions are currently eligible for the Distribution and Reseller Program, unless otherwise specified. Partners may contract at the Market Domain/Product Group level or more broadly to ensure adequate resale entitlements are granted under their Master agreement.

OpenText Cloud products are not eligible under the standard Distribution and Reseller Program, however there are other options available to grant resale capabilities for those products. Contact the **OPN Partner Team** for information on the applicable options and programs for different Cloud solutions.

Note: Although Distributors and Resellers may resell third-party products on the OpenText price list (if contractually eligible), standard program discounts do not apply.

Content	Experience	Cybersecurity	Application Delivery	IT Operations	Analytics & AI	Portfolio
Master modern work with a composable platform that connects people, content, and process to power employee productivity, uplift operational efficiency, and secure and control information.	Deliver the unexpected by transforming relationships and powering digital interactions for customers, partners, and employees across the digital journey.	Stop threats in their tracks. Protect, detect, and recover from advanced threats. Evolve at the speed of change with security analytics for hybrid environments.	Meet today's speed requirements and deliver high-quality applications at scale – from strategy to release – using AI powered DevOps and value stream management.	Optimize IT operations and IT service management by adopting a united, AI-based, composable solution that frees resources and improves performance while taming cloud costs.	Gain actionable data insights using analytics and IA in real time, in place, or in flight across any data type. Achieve high performance at scale for accuracy, predictive insights and governance.	Enable flexible, smarter, more collaborative work environments while maintaining security, governance and regulatory compliance whether virtual, physical or off-cloud.

Eligible Territories

Territory entitlements where Partners are eligible to resell OpenText products are granted through defined Initial Territory or Territory on the Partner Master Agreement and Distribution or Reseller Appendix or Partner Base Terms and applicable Addendum.

Program Administration

Program membership will be reviewed annually to ensure partnership requirements have been met. The following items are reviewed based on the corresponding membership tier requirements outlined on the next pages of this guide:

- Annual net revenue target
- Number of valid sales credentials and product certifications
- Pipeline
- Annual compliance check

Failure to meet program requirements on an annual basis may result in membership tier level downgrade or potential termination of program membership. Partners who exceed their membership tier requirements may be eligible for promotion to a higher membership tier.

Full Program Requirements and Investment
Distributor

	Bronze	Silver	Gold	Platinum
PROGRAM				
Signed Partner Master Agreement (OT Products) or Partner Base Terms Agreement (MF Products)	✓	✓	✓	✓
Signed Applicable Distributor Agreement or Distributor Appendix[1]	By Approval	By Approval	By Approval	By Approval
Credit Approval	✓	✓	✓	✓
Anti-Corruption Questionnaire (OT Master) or Pre-Screening Questionnaire (MF Master) – reviewed annually	✓	✓	✓	✓
Annual Joint Business Plan			By Invitation	✓
Business Plan Review			Quarterly	Quarterly
SALES CREDENTIAL, PRODUCT CERTIFICATION and SPECIALIZATION				
Sales Credentials[2]		2	4	8
Product Certifications[3]		2	4	8
Product Group Specialization[4]		2 Sales and 2 Product	4 Sales and 4 Product	8 Sales and 8 Product
REVENUE				
Revenue Target USD/annum[5]		$250k	$1m	$2.5m+

[1] Specific Distributor agreement signed will be dependent on the Partner Master Agreement or Partner Base Terms Agreement signed, which will enable entitlements for approved go-to-market

[2] Minimum requirement is calculated across all Product Groups

[3] **Highly recommended** to have Product certified consultants within Distributor's OpenText practice. Note, Although Product Certification is not a mandatory requirement for Distributors, if practitioners are working with OpenText product in a technical role (i.e. installing, configuring, customizing, etc.), Product Certification is required for the OpenText product for the role the practitioner is engaged in, where commercially available. Product Certifications can be found here.

[4] To secure Specialization acknowledgement, minimum number of Sales Credentials and Product Certifications must be obtained under the same Product Group (i.e. complete two Sales Fundamentals and two Product Certifications under the Content Product Group to be recognized as Specialized in Content at Silver membership tier).

[5] Comprehensive global revenue target attained through all eligible new business Resell, Referral, and LRA revenue across all products, excludes Support Services and Renewals

Full Program Requirements and Investment

Value-Added Reseller *(previously Tier 2 Reseller)*
Direct Value-Added Reseller *(previously Direct Buying Reseller)*

	Bronze	Silver	Gold	Platinum
PROGRAM				
Signed Partner Master Agreement (OT Products) or Partner Base Terms Agreement (MF Products)	✓	✓	✓	✓
Signed Applicable Tier 2 Reseller Appendix, Reseller Appendix or Tier 1 Direct Buying Reseller Addendum[1]	By Approval	By Approval	By Approval	By Approval
Credit Approval	✓	✓	✓	✓
Anti-Corruption Questionnaire (OT Master) or Pre-Screening Questionnaire (MF Master) – reviewed annually	✓	✓	✓	✓
Annual Joint Business Plan				By Invitation
Business Plan Review				Quarterly
SALES CREDENTIAL, PRODUCT CERTIFICATION and SPECIALIZATION				
Sales Credentials[2]		3	5	10
Product Certifications[2][3]		3	5	10
Product Group Specialization[4]		3 Sales and 3 Product	5 Sales and 5 Product	10 Sales and 10 Product
REVENUE				
Revenue Target USD/annum[5]		$100k	$500k	$1m+

[1] Specific Reseller agreement signed will be dependent on the Partner Master Agreement or Partner Base Terms Agreement signed
[2] Minimum requirement is calculated across all Product Groups
[3] Product Certification (technical certification) **is required by all practitioners working with OpenText product** to for the role they are engaged in (i.e. installing, administering, customizing), where commercially available. Eligible certifications include Analyst, Business Administrator, Administrator, and Developer. Product Certifications can be found here.
[4] To secure Specialization acknowledgement, minimum number of Sales Credentials and Product Certifications must be obtained under the same Product Group (i.e. complete three Sales Fundamentals and three Product Certifications under the Content Product Group to be recognized as Specialized in Content at Silver membership tier).
[5] Comprehensive global revenue target attained through all eligible new business Resell, Referral, and LRA revenue across all products, excludes Support Services and Renewals

Full Program Requirements and Investment

National Reseller
Government Reseller

	Bronze	Silver	Gold	Platinum
PROGRAM				
Signed Partner Master Agreement (OT Products) or Partner Base Terms Agreement (MF Products)	✓	✓	✓	✓
Signed Applicable Reseller Appendix, Tier 1 Direct Buying Reseller Addendum, or Tier 2 Reseller[1]	By Approval	By Approval	By Approval	By Approval
Credit Approval	✓	✓	✓	✓
Anti-Corruption Questionnaire (OT Master) or Pre-Screening Questionnaire (MF Master) – annually	✓	✓	✓	✓
Annual Joint Business Plan				By Invitation
Business Plan Review				Quarterly
SALES CREDENTIAL, PRODUCT CERTIFICATION and SPECIALIZATION				
Sales Credentials[2]		3	5	10
Product Certifications[2] [3]		3	5	10
Product Group Specialization[4]		3 Sales and 3 Product	5 Sales and 5 Product	10 Sales and 10 Product
REVENUE				
Revenue Target USD/annum[4]		$100k	$500k	$1m+

[1] Specific Reseller agreement signed will be dependent on the Partner Master Agreement or Partner Base Terms Agreement signed

[2] Highly recommended to obtain Sales Credentials and Product Certifications

[3] While Product Certification is not mandatory for achieving program requirements for National Resellers and Government Resellers, Product Certification **is required by all practitioners working with OpenText product** to for the role they are engaged in (i.e. installing, administering, customizing), where commercially available. Eligible certifications include Analyst, Business Administrator, Administrator, and Developer. Product Certifications can be found here.

[4] To secure Specialization acknowledgement, minimum number of Sales Credentials and Product Certifications must be obtained under the same Product Group (i.e. complete three Sales Fundamentals and three Product Certifications under the Content Product Group to be recognized as Specialized in Content at Silver membership tier).

[5] Comprehensive global revenue target attained through all eligible Resell, Referral, and LRA revenue across all products, excludes Support Services and Renewals

Full Program Benefits
All Distributor and Reseller Partners

	Bronze	Silver	Gold	Platinum
SALES				
Pipeline Management and Sales Forecast Review			By invitation	Quarterly
Contracted Base Discounts – as per discount schedule[1]	✓	✓	✓	✓
Deal Registration – Qualify for Sourced Discounts (Distributors and Direct Resellers only)	✓	✓	✓	✓
Dedicated Partner Account Manager			By invitation	By invitation
TRAINING				
Partner Onboarding Program availability	✓	✓	✓	✓
Complimentary eLearning Course Access (to Sales and Partner Program related assets)	✓	✓	✓	✓
Learning Services Re-Certification[2,3]	50%	50%	50%	50%
Learning Services Discount – Public Courses (per student per day) and Regular Edition Standard Subscriptions[2,3]	20%	20%	25%	25%
Learning Services Discount – Private Courses (up to 12 students)[2,3]	20%	20%	25%	25%
SYSTEMS AND TOOLS				
Partner Portal	✓	✓	✓	✓
My Support/Knowledge Center	✓	✓	✓	✓
Digital Marketing Platform	✓	✓	✓	✓
Learning Management System	✓	✓	✓	✓

[1] Discount Schedules can be located within the Program Material section of respective Partner Portal - **Discount Schedules applies to Distributor and Direct Value-Added Reseller Partners only**
[2] Discounts not applicable to training courses/sessions/exams offered at OpenText World events, and cannot be combined with any other discounts
[3] Visit the following websites for information regarding OpenText Learning Services offerings: Learning Services offerings; Subscriptions; Certifications (including terms and conditions)

Full Program Benefits cont.

All Distributor and Reseller Partners

	Bronze	Silver	Gold	Platinum
SOFTWARE				
Product Roadmap Review Sessions			By Invitation	By Invitation
Demo System Access/Demo Licenses (maximum 25 licenses)	✓	✓	✓	✓
Production Use Software (50% off first 100 users)	✓	✓	✓	✓
MARKETING				
Partner Advisory Council Participation				By Invitation
Market Development Funds (MDF) Program			By Invitation	By Invitation
Up-to-date Partner Directory/Partner Locator Listing	✓	✓	✓	✓
OpenText Partner Logo Usage	✓	✓	✓	✓
Program Certificate (Standard Authorization Certificate)	Upon request	Upon request	Upon request	Upon request
Marketing Collateral (i.e. Campaign Templates, Social, Whitepapers, etc.)	✓	✓	✓	✓
Campaign Enablement and Resources	✓	✓	✓	✓
Access to OpenText Brand Guide (for Partners)	✓	✓	✓	✓
Sponsorship and Exhibit Eligibility at OpenText Events	✓	✓	✓	✓
Eligible for Partner Summit Participation	✓	✓	✓	✓
OpenText World Attendance	For fee	For fee	For fee	For fee

Full Program Benefits cont.
All Distributor and Reseller Partners

	Bronze	Silver	Gold	Platinum
COMMUNICATIONS SUPPORT				
Partner Newsletter Subscription	✓	✓	✓	✓
OpenText Press Release				Eligible
Partner Press Release with OpenText Quote Authorization				By approval
Partner Webinar Series Access	✓	✓	✓	✓
CUSTOMER SUPPORT				
Access to Online Partner Support Resources	✓	✓	✓	✓
Partner Support Service Programs[1]	For fee	For fee	For fee	For fee

[1] More information on Partner Support offerings can be found in the Partner Support Resource Center. See Slide Page 18 in this guide for links.

Sales Credentials and Product Certifications

To ensure Partners are sufficiently prepared to meet their customers' most demanding business challenges, and to effectively sell, implement, and/or support OpenText products and solutions, Partners must regularly attend training and complete Sales LearnTracks/Learning Paths, Sales Fundamentals exams, and/or Product certification exams as an important requirement of the OpenText Global Partner Program.

OpenText is committed to working with Partners who have invested in building their knowledge of OpenText products and validated their knowledge through completion of Sales Credentials and/or Product Certification for the role they play for the product(s) they are engaged with.

Partners are expected to hold current credentials for all OpenText products/market domains for which they will be engaging in resell, services, and/or advisory activities. For Practitioners filing roles dealing with installation, customization, administration or other technical functions, Product certification is mandatory, where commercially available.

OpenText has many learning options available to address varying needs of Partners. Partners may complete their required Sales Credentials and Product Certifications through various methods and are encouraged to refer to the following resources:

Sales Credential and Product Certification Reference Guide: OpenText Partner Portal **|** Partner Portal for Micro Focus Products

Learning Services Options: Product Learning Paths **|** Product Certification **|** Learning Subscriptions

On Demand Options: Learning Central (OpenText product related) **|** Saba (Micro Focus product related)

Valid time for certifications
OpenText credentials and certifications are valid for three years from the date of completion. As product updates are released, Partners should keep current on "what's new" through consumption of available delta update modules or courses.

Recertification is required to maintain current with advancements in product innovation and must re-certify before the expiry of the certification to maintain valid credentials.
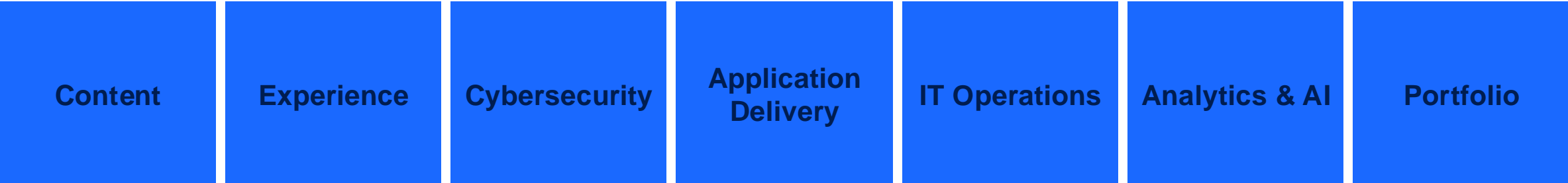
Example badges

Product Group Specializations

Partners will establish a deep foundation of knowledge for their area(s) of expertise through obtaining Sales Credentials and Product Certification, selecting from the broad range of offerings available under multiple Product Groups and countless Product Portfolios. Partners can be recognized with Specializations through the completion of the pre-requisite number of Sales Credentials and Product Certifications by Product Group to showcase their expertise in the market.

Example: complete 3 Experience-related Sales Fundamentals LearnTracks **plus** 3 Experience-related Product Certifications to be recognized with Specialization in the **Experience** Product Group.

opentext™ | Partner Experience

Specializations can be earned for the following Product Groups:

Content	Experience	Cybersecurity	Application Delivery	IT Operations	Analytics & AI	Portfolio

Referenced Terms and Conditions

Partners are responsible for understanding any Terms and Conditions referenced in their partnership agreement and those that need to be incorporated into customer agreements, where required.

For partner agreements: only documents signed by a signatory with a title of Senior Director, Vice President or Senior Vice President from the Channels and Alliances organization, or a registered Director for the contracted entity (where regional signature is required), shall bind OpenText.

Specific agreements, schedules, and terms and conditions which may apply to engagements are maintained here:

Agreements and Schedules (OpenText products)
Agreements and Schedules (Micro Focus products)

In addition to the above, depending on the product(s) being resold, additional terms and conditions may be referenced in specific order forms.

When requested, as part of each order submitted by Partner, Partner must provide to OpenText a copy of the purchase order received by Partner from the End User or other evidence of a confirmed deal with an End User (Partner shall be entitled to redact any confidential or End User details).

Deal Registration

Deal Registration is an important element of the Global Partner Program, allowing Partners to bring forward new leads to be reviewed and approved as Partner Sourced

Partner Sourced: An opportunity in either a new or existing customer which was identified and registered by a Partner and which OpenText was not previously aware of or engaged on

Eligible for Partner Sourced benefit: Approved New License and Public Cloud SaaS products

Deal Registration allows Partners to:

- Gain access to financial benefits for Sourcing new business – higher discounts awarded to Partners who register deals
- Connect with an OpenText Account Executive who will collaborate with you throughout the entire sales cycle, with you leading the engagement with the End Customer
- Leverage engagement to add value of deep vendor knowledge of extensive OpenText portfolio of solutions
- Accelerate deals through connecting with the right resources to support complex deals
- Highlight your organization as a Top Partner and unlock added incentives

Using the links provided, access Deal Registration forms and additional supporting materials.

Partners on OpenText Master Agreement	Partners on Micro Focus Master Agreement
• **Deal Desk** on PartnerView • Supporting materials on **PartnerView** • eLearning on **Learning Central**	• **Deal Registration** on the Partner Portal for Micro Focus Products

Renewals and Partner Support Resources

- Partners participating in the Renewal process are expected to adhere to OpenText Support Services Renewals Best Practices

  - **Renewals Standards & Best Practices for Transacting Renewals** – OpenText Partner Portal
  - **Renewals Standards & Best Practices for Transacting Renewals** – Micro Focus Partner Portal

- Detailed resources addressing Renewals Requirements, Self Service Resources and Partner Flex Support are available in the Partner Support Resource Center

  - **Partner Support Resource Center** – OpenText Partner Portal
  - **Partner Support Resource Center** – Micro Focus Partner Portal

Partner Portal Login Credentials Required

Additional Program Material and Resources

Partners are subject to the terms of the various Program Materials, including this guide. Additional resources and process documentation can be found on the respective Partner Portals referenced below.

	Partners on OpenText Master Agreement	Partners on Micro Focus Master Agreement
Program Materials will be provided or made available to Partners through online portals	**PartnerView** (OpenText Identity and Access Management (IAM) provides single sign-on access to PartnerView, My Support, and Learning Central)	**OpenText Partner Portal for Micro Focus Products** (Micro Focus use Single-Sign-On (SSO) provides single sign-on access to Partner Portal, Micro Focus Support Portal, and Saba)
Deal Registration Partners must register their deals with OpenText via the designated portals. OpenText must review and approve the registration before the Partner can finalize the opportunity.	**Deal Desk** on PartnerView	**Deal Registration** on the Partner Portal for Micro Focus Products
Logos Partners are authorized to use OpenText logos or marks, provided that such use is in accordance with current OpenText Trademark and Logo Usage Policy	To access OpenText logos and guidelines, visit the **Brand Central** section on the Marketing page in PartnerView	To access OpenText logos and guidelines, visit the **Brand Central** To access OpenText product group specialization insignis visit **Partner Portal for Micro Focus Products** and go to My Company→ Specialization & Portfolio Expert Insignias section

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