

The background of the slide features a teal-tinted image of a sailboat on the water. A person is visible on the deck, and a network of white lines and circles is overlaid on the bottom left corner.

Appian

BUSINESS PARTNER

Appian Business Partner Program

Simple. Modern. Flexible.

EVOLVE YOUR BUSINESS MODEL WITH THE RIGHT PARTNERSHIP

Change is the one constant in the IT world, and the way companies purchase and consume technology continues to transform and evolve. Today, the business buyer is in the driver's seat and expects business solutions that meet his or her specific LOB needs. To keep pace, partners must evolve their business models toward a full-solution approach and develop specialized skills in the customer's business processes and objectives, subindustry, technology stack, and more.

Appian is committed to supporting and accelerating partner transformation to service today's buyer. The Appian Platform lends itself to hyperspecialization* and allows partners to build highly targeted business apps very rapidly.

The Appian Business Partner Program is built on a foundation of three key guiding principles, aligned with Appian's strategic focus on digital transformation and putting the customer at the center of everything we deliver.



Simple

- ▶ Provides straightforward approach for working with Appian
- ▶ Defines a clear path to differentiate customer offerings



Modern

- ▶ Focuses on customer vs product
- ▶ Enables partners to engage the new buyer



Flexible

- ▶ Adapts to evolving partner business models and partner needs
- ▶ Provides partners with the ability to select and apply enablement offerings as they specialize

Our program tracks reflect the three types of typical partner and customer engagements:

- ▶ **Strategic Alliance** – Trusted advisors and business consultants to the C-suite at large global enterprises
- ▶ **Solution Partner** – Organizations that bring specific domain and vertical expertise to market as repeatable customer offerings targeted at LOB buyers
- ▶ **Professional Services** – Delivery partners implementing solutions for customers

Within each track, the level of investment, expertise, and customer success is reflected in the tier the partner has achieved. Partners may participate in different tracks as their business evolves.



Why Appian

Appian accelerates meaningful digital transformation. The Appian Platform makes it faster and easier to drive powerful business innovation through the unification of process, data, collaboration, mobility, and more. Powered by industry-leading Business Process Management (BPM) and Case Management capabilities, Appian's low-code platform radically accelerates delivery of innovative business applications.

*"Death Of The Traditional IT Channel: Address New Hyperspecialized Shadow Channels To Succeed In The Age Of The Customer." By Jay McBain, Principal Analyst, Global Channels at Forrester. October 2017

SUPPORTING PARTNERS AT EVERY STAGE

Who should partner with Appian?

Global systems integrators, business consulting firms, business-outcome-focused SaaS partners, industry-based professional services firms, ISVs, VARs, OEMs, born-in-the-cloud firms, and more.

Product and sales enablement across the lifecycle

The Appian Business Partner Program provides a structured, prescriptive approach to becoming a productive Appian practitioner as quickly as possible.

We will work with you to build a custom roadmap to readiness and revenue, and get you ramped up and engaged quickly.

Creating your go-to-market plan

Your go-to-market plan allow us to easily align your organization and offerings with Appian sellers and customers. We'll help you create a bespoke go-to-market plan that includes:

- ▶ Product enablement
- ▶ Vertical specialization & app development
- ▶ Marketing campaigns
- ▶ Sales acceleration

Our enablement platform includes a full suite of offerings and benefits for participants:



DIFFERENTIATE YOURSELF

Appian's new Business Partner Program empowers you to differentiate yourself in the marketplace.

Show that you're specialized

Help your clients reduce implementation time and improve their return on investment. As an Appian Business Partner, you can create, sell, and deliver Appian applications via the AppMarket. We'll give you valuable support in areas such as:

- ▶ Strategy & Positioning: Joint go-to-market planning and strategic hyperspecialization to help you differentiate your business
- ▶ Technical Guidance: Technical oversight, support, and application health checks

- ▶ Marketing & Promotion: Internal and external promotion, co-branded collateral and assets, and market exposure via Appian marketing channels

Stand out from the crowd

Appian assigns A-Scores to practitioners in an effort to help customers identify the resources best suited to assist with an Appian project or program. Your A-Score is an individual rating that allows clients to evaluate a partner practitioner's proficiency in Appian technology and methodology.

Ready to get started or dive further into the Appian Business Partner Program?

Contact partnerprograms@appian.com to sign up!



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