

Zendesk Global Partner

Program Guide

Updated: January 2025

Effective: March 1st, 2025



Table of Contents

| | |
|--|-----------|
| Overview of Zendesk's Partner Program | 4 |
| Program Framework | 4 |
| Zendesk Qualified Partner | 4 |
| Zendesk Advanced Partner | 4 |
| Zendesk Premier Partner | 5 |
| Benefits and Requirements Overview | 5 |
| Benefits | 6 |
| Requirements | 6 |
| Zendesk Partner Benefits | 7 |
| Zendesk Partner Connect | 7 |
| Zendesk Partner Training | 7 |
| Referral Fees | 7 |
| Resale Discounts | 9 |
| Business Process Outsourcer Discounts | 10 |
| Opportunity Registration | 12 |
| New Business | 12 |
| Eligible Opportunities | 12 |
| Discounts Available | 12 |
| Opportunity Registration Process | 12 |
| Maintaining Approved Registrations | 13 |
| Denial or Termination of Approved Registrations | 13 |
| Implementation Opportunities | 13 |
| Rebate Incentives | 14 |
| Additional Partner Benefits | 14 |
| Permissible Use of Zendesk Marks | 14 |
| Zendesk Partner Manager | 14 |
| Opportunity Sharing | 14 |
| Marketing Funds | 15 |
| Discounted Certification Exam Vouchers | 15 |
| Discounted Internal Use Zendesk Agents | 15 |
| Access to Advocacy Technical Support | 15 |
| Other Benefits | 16 |
| Zendesk Partner Requirements | 16 |
| Partner Application | 16 |
| Partner Agreements | 16 |
| Zendesk Partner Program Tier Requirements | 17 |
| Competency Requirements | 17 |
| Business Requirements | 17 |

| | |
|---|-----------|
| Adjustments to Zendesk Partner Program Tier Requirements | 17 |
| Named Zendesk Business Manager | 17 |
| New Partner Onboarding | 18 |
| Communications | 18 |
| Transfer of Governance | 18 |
| Renewal Policy | 19 |
| Program Compliance | 19 |
| Technology Alliances | 19 |
| Zendesk Apps Marketplace | 19 |
| Appendix A: Zendesk Partner Tier Requirements | 20 |
| Appendix B: Referral, Resale and BPO Product Eligibility | 22 |
| Appendix C: Zendesk trademarks, logos, and URLs | 23 |
| Permitted Zendesk Marks for use by Zendesk Partners | 23 |
| Appendix D: Referral Fee Payout Eligibility | 25 |
| Referral and Rebate Fee Payments | 25 |
| Referral and Rebate fee payment calculations | 26 |
| Referral Fee Matrix | 27 |
| LATAM only Referral Fee Matrix | 28 |
| Rebate Fee Calculations | 28 |
| Errors or Disputes | 28 |
| Compliance | 28 |
| Right of Offset and Recovery | 28 |
| Zendesk Program Rights Reserved | 28 |
| Appendix E: Change Log | 29 |

Overview of Zendesk's Partner Program

Zendesk builds CX software as a service for better customer relationships. It empowers Managed Service Providers, Systems Integrators, Value Added Resellers, Outsourcers, Consultants, Integrators, and IT Professionals focused on customer engagement to help their clients better understand their customers.

Zendesk offers a value-based and flexible Partner Program framework that provides opportunities to refer, resell, implement, deliver value-add services, embed, integrate, and develop on Zendesk. The program is designed to enable partners to build an industry-leading customer experience practice and reward partners based on capabilities and contributions. At the same time, the Zendesk Partner Program offers the flexibility to support Partners across multiple business strategies as they evolve.

Program Framework

The Zendesk Partner Program's framework is flexible to support evolving business strategies, focuses on value with increased benefits based on capabilities and contributions, and delivers profits to grow and enable reinvestment for higher returns. Zendesk's Partner framework provides opportunities to refer, resell, implement, provide outsourced services (BPO), develop, or integrate Zendesk – and partners are encouraged to participate in any combination of the above.

The Zendesk Partner Program operates across three tiers. Tiers are organized based on the overall capabilities and contributions of partners across all types of business models.

Zendesk Qualified Partner

This is the ideal place for new Partners to start their journey with Zendesk and explore a business strategy through the opportunities provided within the Zendesk Partner Program. Zendesk Qualified Partners may capitalize on client opportunities through a referral relationship with Zendesk and access the online Zendesk Partner Portal for product training and information, sales enablement, and register opportunities for a referral fee benefit.

Zendesk Advanced Partner

Zendesk Advanced Partners are investing in their Zendesk business and developing a CX practice in order to capture revenue through new and installed-base client opportunities and engagements. Zendesk Advanced Partners may participate in referral, resale, business process outsourcing (BPO) as well as implementation business models by meeting qualifications and executing the appropriate agreement(s).

Zendesk Premier Partner

At the deepest level of partnership, Zendesk Premier Partners engage closely with Zendesk Sales and Pre-Sales teams to drive significant business results based on mastery of Zendesk products and services, demonstrated success and experience.

Benefits and Requirements Overview

Zendesk partners receive an array of industry-leading benefits designed to generate revenue for Partners, enable skills and a Zendesk practice, facilitate go-to market activities, acquire new customers, and successfully implement and develop on Zendesk technology.

To participate in the benefits offered by Zendesk, Partners must meet certain competency and business requirements in order to qualify as a Zendesk Qualified, Advanced or Premier Partner as summarized in the table below. These requirements may, depending on the Partner Tier, include a combination of training and credentials, achieving Annual Recurring Revenue (ARR) booking thresholds, a minimum number of deals or professional services delivery hours annually. The result is that benefits are delivered commensurate with a Partner's capabilities and contributions as summarized in the table below:

| Route to market | Solutions Partners | | | |
|-----------------|-------------------------------------|-------------|----------|------------|
| | Incentive | Qualified | Advanced | Premier |
| Co-Selling* | Deal Type** | | | |
| | New Logo | Up to 10% | 5% - 20% | 10% - 30% |
| | Cross-sell / Upsell | Up to 5% | 5% - 15% | 7.5% - 20% |
| | Seat Adds | 2.5% - 5% | | |
| | Renewal (Years 2 & 3) | - | Up to 5% | |
| Resell / BPO | Discounts | 20% - 30% | | |
| | Fulfillment Discount | 5% off list | | |
| | Strategic Rebates | - | - | Up to 15% |
| All routes | AI Accelerator (Competency – Based) | Up to 10% | | |

*These are incentives for Partners who have signed the referral contract


**Incentive rates will vary based on deal source

Benefits

| Non-Financial Benefits | Tier | | |
|---|------------------------|------------------------|------------------------|
| | Qualified | Advanced | Premier |
| Relationship | | | |
| Executive Sponsorship | | Eligible | Priority |
| Zendesk Partner Manager | | Eligible | Priority |
| Sponsorship Opportunities | Limited | Eligible | Priority |
|  Partner Advisory Council | | Eligible | Priority |
| Joint Business Planning | | Priority | ✓ |
| Opportunity Sharing (SKU-Based Certs required) | | | |
| Professional Services | | Eligible | Priority |
| Pre-Sales/Sales | | Eligible | Priority |
| Sales & Marketing | | | |
| Demand Gen Resources | ✓ | ✓ | ✓ |
| Marketing Funds | | Eligible | Priority |
|  Zendesk Partner Finder | Limited | Listed | Featured |
| Zendesk Partner Connect Portal Access | ✓ | ✓ | ✓ |
| Use of Zendesk Logos | ✓ | ✓ | ✓ |
| Use of Partner Tier Badges | | ✓ | ✓ |
| Training & Enablement | | | |
|  AI Workshops | Eligible | Priority | Priority |
|  Value Selling Training | Eligible | Priority | Priority |
| Free Online Training Platform | ✓ | ✓ | ✓ |
| Free Regional Trainings | Limited | Priority | Priority |
| Discounted Certification Vouchers | ✓ | ✓ | ✓ |
| Specializations | | | |
|  Industry Expertise Badges | Eligible | Eligible | Eligible |
| Deal & Product Support | | | |
|  Solution Consultant | | Eligible by nomination | ✓ |
|  Partner Care | Available for purchase | Available for purchase | Available for purchase |
| Technical Support ¹ | ✓ | ✓ | ✓ |
| Incentives & Ops Support | ✓ | ✓ | ✓ |
| Product Resources | | | |
| Free Instance Internal Use | 5 Seats | 5 Seats | 10 Seats |
| Free demo/testing instance ² | Eligible | Eligible | Eligible |
| Discounted Internal Use Licenses | ✓ | ✓ | ✓ |
| Sponsored Partner Admin License | Eligible | Eligible | Eligible |

Requirements

| Requirements | Tier | | |
|---|-------------|-------------|-----------|
| | Qualified | Advanced | Premier |
| Sales Requirements³ | | | |
| Bookings (Partner-Sourced) | | \$50K | \$300K |
| OR New Logos ⁴ (Partner-Sourced) | | 15 | 30 |
| Regional Business Requirements (Global Partners) | | | |
| Sales Staff | | ✓ | ✓ |
| Named Zendesk Business Manager | | ✓ | ✓ |
| Marketing Staff | | ✓ | ✓ |
| Joint Business Planning | | Recommended | ✓ |
| Training & Enablement Requirements | | | |
| Skill Based Certifications | | | |
| Sales ⁵ | Recommended | 2 Experts | 3 Experts |
| Solution Consultant ⁵ | | 1 Expert | 2 Experts |
| Implementation Expert ⁶ | Recommended | 1 Expert | 2 Experts |
| SKU-Based Certifications⁷ | | | |
| Certified Zendesk Platform Partner ⁸ | | Recommended | ✓ |
| Case Study Requirements | | | |
| Customer Case Studies | | 2/year | 4/year |

 New benefits will be launching throughout FY25. Stay tuned for more details!

¹**Technical Support:** All Partners receive technical support with Partners in higher tiers being provided priority support.

²**Free demo/testing instance:** Partners may receive one free demo for each Zendesk Solutions Consultant Expert in their organization.

³**Sales Requirements:** Partners may achieve tier status by meeting either the Partner Sourced Bookings requirement OR the Partner Sourced New Logo requirement AND all other relevant requirements.

⁴**New Logos:** Minimum deal threshold of \$2K USD for Advanced Partners and \$5K USD for Premier partners.

⁵**Skilled based certifications:** Required per region that Partner operates.

⁶**Implementation Expert:** Required for Partners that intend to provide Zendesk implementation services to customers.

⁷**SKU-Based Certifications:** For opportunity sharing, Partners must have relevant SKU-Based Certifications.

⁸**Certified Zendesk Platform Partner:** Named Partner who has earned all GTM and Product certifications for each Zendesk SKU. Partners must be certified in the Zendesk Product SKU for which they are offering implementation services

In order to qualify as a Zendesk Qualified, Advanced or Premier Partner specific competency and business requirements must be met as detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Zendesk Partner Benefits

Zendesk Partner Connect

Partner Connect, Zendesk's Partner portal, offers the tools and resources to help Partners become Zendesk experts and collaborate with our Sales and Marketing teams. It provides access to sales tools, marketing assets, the online Opportunity Registration form to register deals, and Partner support. Partner Connect is also where Partners may access Zendesk's online partner training platform. To access Zendesk Partner Connect, visit <http://partner.zendesk.com>.

Zendesk Partner Training

Zendesk provides a modern approach to training allowing Partners to gain a comprehensive understanding of CX market dynamics and trends, solution-based selling skills, technical expertise and best practices for customer success. All of this is offered through online role-based learning paths as well as regular regional trainings with awarded Qualifications, Certifications, and Partner Accreditations.

Zendesk Qualifications, Certifications and Partner Accreditations are a measure of a partner's competency with Zendesk products and services. These Qualifications, Certifications and Accreditations are required to become a Zendesk Qualified, Advanced or Premier partner and are detailed in [Appendix A: Zendesk Partner Tier Requirements](#). Training is offered free of charge and is designed to support rapid skill development and a practice-based go-to-market strategy. Proctored exams, when required to achieve Certifications, are offered for a fee. Partners access the Zendesk Training Platform through [Zendesk Partner Connect](#).

Referral Fees

Zendesk offers Partners the opportunity to receive referral fees based on properly booked and closed business for referring (i) new customers to Zendesk and (ii) new opportunities at existing Zendesk customers (including expansion opportunities unknown to Zendesk) pursuant to the eligibility requirements listed in [Appendix B: Referral, Resale and BPO Product Eligibility](#). To help with this, Zendesk's Referral Agreement grants Zendesk Qualified, Advanced and Premier Partners a free, non-exclusive, non-transferable and revocable license to market the Zendesk products and services in accordance with the eligibility requirements. **Following the referral, we expect partners will Co-Sell with Zendesk to maximize chances of deal closure and future renewals.**

Referrals must be submitted via the Opportunity Registration form found in Zendesk Partner Connect. After a referral opportunity is submitted, it will be routed to the Zendesk sales team for review. The referral will be approved if all the required information is provided, and Zendesk has no record of:

- i. For new customers, the end customer in connection with the Zendesk Service, or who are not, at the time referred to Zendesk by a Partner, in any contractual relations or ongoing negotiations with Zendesk in connection with the Zendesk Service; and
- ii. For new opportunities, the opportunity at the existing customer, or, at the time referred to Zendesk by a Partner, the customer is not in any contractual relations or ongoing negotiations with Zendesk in connection with the opportunity.

Zendesk is responsible for the sales process for all referrals. Partners cannot submit purchased leads as referrals. RFP/RFI's referral submissions will not be approved as Qualified Referrals.

Upon a referral becoming a Qualified Referral, Zendesk shall pay Partner referral fees in arrears at the applicable percentage of the fees listed below based on the Partner's Tier. Fees are calculated quarterly on the first year ARR value of the opportunity, net of any rebates or incentives.

| Solutions Partners | | | |
|--|-----------|-------------|-----------|
| Incentive | Qualified | Advanced | Premier |
| Deal Type | | | |
| New Logo¹ | | | |
| Partner-Sourced | 10% | 20% | 30% |
| Zendesk-Sourced | - | 5% | 10% |
| Cross-sell / Upsell¹ | | | |
| Partner-Sourced | 5% | 15% | 20% |
| Zendesk-Sourced | - | 5% | 7.5% |
| Seat Adds | | | |
| Partner-Sourced | 2.5% | 2.5% | 5% |
| Zendesk-Sourced | - | 2.5% | 2.5% |
| Renewal (Years 2 & 3)² | - | 2.5% | 5% |
| AI Accelerator (Competency – Based) ³ | 5% | 7.5% | 10% |

The maximum amount of program incentive that a Partner can receive on a single opportunity is \$200,000 USD.

¹ **New logo & Cross-sell / Upsell:** Paid out for first year.

² **Renewal Incentive (Year 2 & 3):** Paid for year 2 & 3 of Partner-Sourced New Logo & Cross-sell/Up-Sell.

³ **AI Accelerator:** Paid on both Partner & Zendesk-Sourced sales of AI SKUs. Exclusions apply (e.g. seat adds)

Referral fees for referred new customers and new opportunities are payable on subscription fees being paid in full to Zendesk under the initial order listed on the first Subscription Agreement for the first year of the associated subscription. Referral fees are paid to the Partner within forty-five (45) days of the end of the calendar quarter in which subscription fees attributed to such qualified referrals are paid to Zendesk. In order for the partner to be eligible to receive referral fees, Zendesk must close approved Qualified Referrals within 180 days of them being submitted via the online form. Please see referral fee payment eligibility and requirements in [Appendix D: Referral Fee Payout Eligibility](#).

Resale Discounts

Zendesk offers Zendesk Advanced and Premier Partners the opportunity to resell Zendesk products and services to end customers. Upon accepting the terms and conditions of the Zendesk Reseller Agreement and provided that Partner has met all other Partner Program requirements, Zendesk Advanced and Zendesk Premier Partners are permitted to resell subscriptions for Zendesk products and services subject to meeting the Resale Competency, ARR Threshold and Deal volume requirements detailed in [Appendix A: Zendesk Partner Tier Requirements](#). The partner must have end customer billing capabilities. A list of the Zendesk products and services available for resale is available in [Appendix B: Referral, Resale and BPO Product Eligibility](#).

Qualified Partners are strongly encouraged to refer opportunities to Zendesk. Qualified Partners who wish to resell must be able to deploy their own sales and technical resources to support the customer sales cycle, and be approved to enter into a resell agreement by Zendesk Partner Sales.

Resale discounts to partners vary based on the lead source and sales activities of both the partner and Zendesk and are categorized in three ways:

- **Zendesk Sourced and Led Sale:** A deal that results from a Zendesk sourced lead entirely sold by Zendesk but which may require a Zendesk Advanced or Premier Partner to transact on their resale contract vehicles.
- **Zendesk Sourced and either Partner Led or Co-Led Sale:** A deal that results from a Zendesk sourced lead but which requires sales assistance from a Zendesk Advanced or Premier Partner during the sales cycle to successfully close.
- **Partner Sourced and either Partner Led or Co-Led Sale:** A deal that results from a Zendesk Advanced or Premier Partner's lead generation activities and which is sold by the partner either unassisted or aided by Zendesk direct sales to successfully close.

Discounts additionally vary by the deal type as outlined below (the rates below apply to all new bookings closed March 1, 2025 or later):

- **New Customer Subscription:** A closed subscription with a customer that has not transacted with Zendesk before (e.g. a new logo).

- **Expansion of Existing Subscription:** Adding additional products (Cross-sell), upgrades (Upsell) or agent seats adds or services after the initial subscription is closed.
- **Renewal of Existing Subscription:** Renewing an existing subscription at the end of its term.

| Solutions Partners | | | |
|--|-----------|----------|---------|
| Incentive | Qualified | Advanced | Premier |
| Discounts¹ | | | |
| Partner-Sourced | | 30% | |
| Zendesk-Sourced | | 20% | |
| Fulfillment Discount | | 5% | |
| Strategic Rebates² | | | |
| New Logo | - | - | 15% |
| Cross-sell / Upsell | - | - | 7.5% |
| AI Accelerator (Competency – Based) ³ | 5% | 7.5% | 10% |

The maximum amount of program incentive that a partner can receive on a single opportunity is \$200,000 USD.

¹ **Resell Discounts:** For New, Cross-sell / Upsell and Seat adds.

² **Strategic Rebates:** Paid on Partner-Sourced Resell deals only.

³ **AI Accelerator:** Paid on both Partner & Zendesk-Sourced sales of AI SKUs. Exclusions apply (e.g. seat adds)

When a contract term is less than annual and/or payment frequency is less than quarterly, regardless of a partner sourced or driven deal, the partner receives a 20% resale discount off the monthly list price. Renewals for contract terms less than one year will result in a 20% discount. Partners are not eligible for rebates on deals where the contract term or payment frequency is less than annual.

In circumstances where a customer opportunity is discounted in order to win the deal, partner discount compensation may also be reduced.

****Previously awarded discounts on contract renewals will prevail if there is a difference between the discount rate that was previously applied and the current program guide.**

For resale deals that are sourced by Zendesk, the deal will be associated and visible to a partner in Partner Connect once selected for sales assistance by the Zendesk Sales team.

Business Process Outsourcer Discounts

Upon accepting the terms and conditions of the Zendesk Business Process Outsourcer (BPO) Agreement, Zendesk Advanced and Zendesk Premier Partners are permitted to subscribe to Zendesk products and services for the purpose of delivering outsourced services to their clients subject to meeting the BPO Competency, ARR Threshold and Deal volume requirements detailed in

[Appendix A: Zendesk Partner Tier Requirements](#). A list of the Zendesk products and services available on a BPO basis is available in [Appendix B: Referral, Resale and BPO Product Eligibility](#).

BPO discounts vary based on the lead source and sales activities of the partner and Zendesk and are categorized in two ways:

- **Zendesk-Sourced and either Partner Led or Co-Led Sale:** A deal that results from a Zendesk-sourced lead but which requires sales cycle assistance from a Zendesk Advanced or Premier Partner during the sales cycle to successfully close.
- **Partner-Sourced and either Partner Led or Co-Led Sale:** A deal that results from a Zendesk Advanced or Premier Partner's lead generation activities and which is sold by the partner either unassisted or aided by Zendesk direct sales to successfully close.

Discounts additionally vary by the deal type as outlined below:

- **New Customer Subscription:** A closed subscription with a customer that has not transacted with Zendesk before (e.g. a new logo).
- **Expansion of Existing Subscription:** Adding additional products (Cross-sell), upgrades (Upsell) or agent seats adds or services after the initial subscription is closed.
- **Renewal of Existing Subscription:** Renewing an existing subscription at the end of its term.

| BPO Partners | | |
|--|----------|---------|
| Incentive | Advanced | Premier |
| Discounts¹ | | |
| Partner-Sourced | 30% | |
| Zendesk-Sourced | 20% | |
| Fulfillment Discount | 5% | |
| Strategic Rebates² | | |
| New Logo | - | 15% |
| Cross-sell / Upsell | - | 7.5% |
| AI Accelerator (Competency – Based) ³ | 7.5% | 10% |

The maximum amount of program incentive that a partner can receive on a single opportunity is \$200,000 USD.

¹ **Resell Discounts:** For New, Cross-sell / Upsell and Seat adds.

² **Strategic Rebates:** Paid on Partner-Sourced Resell deals only.

³ **AI Accelerator:** Paid on both Partner & Zendesk-Sourced sales of AI SKUs. Exclusions apply (e.g. seat adds)

*When a contract term is less than annual and/or payment frequency is less than quarterly, regardless of a partner sourced or driven deal, the partner receives a 20% resale discount off the monthly list price. Renewals for contract terms less than one year, will result in a 20% discount.

****Previously awarded discounts on contract renewals will prevail if there is a difference between the discount rate that was previously applied and the current program guide.**

In circumstances where a customer opportunity is discounted in order to win the deal, partner discount compensation may also be reduced.

Opportunity Registration

Resale opportunities that are sourced by the partner must be submitted via the Opportunity Registration form found in [Zendesk Partner Connect](#). After a Resale opportunity is submitted, it will be routed to the Zendesk team for review. The opportunity will be approved as Partner-Sourced if all the required information is provided and Zendesk has no record of the end customer in connection with the Zendesk Service, or who are not, at the time submitted to Zendesk by a Partner, in any contractual relations or ongoing negotiations with Zendesk in connection with the Zendesk Service.

New Business

Opportunity Registration maximizes discount potential and offers deal protection to partners in good standing who uncover new business opportunities or expansion opportunities for Zendesk services. New business opportunities are defined as a customer/account that is new to Zendesk. Expansion opportunities are defined as add-on sales of new licenses for existing customers.

Eligible Opportunities

Opportunities must be for new customer business or expansions to qualify. Opportunities that are already being worked by other partners or by Zendesk may not be registered and are ineligible for program compensation. Please note that Zendesk Renewals, Training and Professional Services opportunities do not qualify for registration compensation.

Discounts Available

Partners with approved registrations qualify for Partner Sourced discounts via their preferred distributor or through the current Zendesk Partner Discount Schedule.

In circumstances where a customer opportunity is highly discounted in order to win the deal, partner discount compensation for the approved registration may also be reduced.

Opportunity Registration Process

- Registration submissions may only be made and will only be accepted through [Zendesk Partner Connect](#).
- Partners must provide specific details including information about the decision maker, budget and timing of the project.

- Zendesk will review the submission for approval promptly upon receipt.
- Partners will be notified via email if their submission is approved or declined. More complex registrations may take additional time to receive a determination. Partner may be required to provide more information to Zendesk.
- An opportunity is only considered registered after it has been approved and confirmed back to the Partner in writing by Zendesk in the form of an automated email from Zendesk indicating the term “Approved” relating to the opportunity and product type(s) in question. No other communication or notification will be considered as an approval.
- If approved, the opportunity will be registered to the submitting partner.
- Zendesk reserves the right to approve or decline all deal registration submissions at our discretion.

Maintaining Approved Registrations

Zendesk desires to enable partner success in advancing the sales cycle for their registered deals. To maintain an approved registration, adherence to the following guidelines is required:

- Deals must be actively worked toward closure
- You must lead with and quote the Zendesk products identified in your registration
- You must be a partner in good standing with Zendesk, adhere to contractual terms and maintain a current receivables balance

Denial or Termination of Approved Registrations

While a rare occurrence, circumstances may require that Zendesk rescind, suspend or cancel a registration. We reserve the right to do so at any time and for any reason.

If a duplicate registration is inadvertently approved on the same opportunity with two Zendesk partners, Zendesk reserves the right to use its discretion to determine which, if any, partner will maintain the partner sourced registration benefit. These situations will be handled on a case-by-case basis and will undergo review and approval by the Zendesk Partner Program team.

Implementation Opportunities

Partners may be authorized by Zendesk to implement Zendesk products and services subject to meeting the Implementation Competency requirements detailed in [Appendix A: Zendesk Partner Tier Requirements](#). Partners may only hold themselves out as Implementation Partners where Zendesk has confirmed in writing that Partner meets the requirements of the Implementation Competency Requirements. Partners are encouraged to deliver their own Professional Services offerings to customers to achieve optimal customer outcomes and support customer satisfaction with Zendesk solutions.

Rebate Incentives

Zendesk Premier Partners are eligible to receive rebate incentives. Rebate incentives are offered from time to time at the sole discretion of Zendesk. Rebate incentive qualification, terms and conditions, and payment details will be made available on Zendesk Partner Connect when offered. Please note that Partners are not eligible for program rebate offers on deals where the contract term or payment frequency is less than annual.

Additional Partner Benefits

Permissible Use of Zendesk Marks

The Zendesk Partner Program grants Zendesk Partners the right to use the Zendesk trademarks, logos, and URLs listed in [Appendix C: Zendesk trademarks, logos, and URLs](#) based on the Zendesk Partner Tier. Partners shall ensure that all licensed marks appearing on its marketing materials are in the form approved by Zendesk in the [Trademark Usage Guidelines](#) and shall not modify any Zendesk marks or substantially modify other marketing materials contrary to reasonable instructions provided by Zendesk. Partners shall further comply with reasonable instructions from Zendesk as to the form, content and display of marketing materials. Zendesk's [Brand Guide](#) is available online.

Zendesk Partner Manager

Partner Managers are assigned to Zendesk Premier and Advanced Partners to serve as a dedicated resource to assist during sales cycles. Zendesk Partner Managers' primary responsibilities are to conduct business planning with their partners to ensure they have the resources they need to successfully generate demand for Zendesk services, identify opportunities, facilitate engagement with customers and close business.

Opportunity Sharing

Zendesk may share leads and opportunities with Zendesk Partners to reward those partners that are certified and most effective in generating revenue. Partner eligibility and participation will be based on tier.

Marketing Funds

Zendesk Advanced and Premier Partners are eligible to receive marketing funds from Zendesk for pre-approved demand generation activities. Funds can be requested by completing and submitting a form on Partner Connect or working directly with a Zendesk Partner Manager. The program is proposal based. Zendesk co-funds activities with its partners to share the costs evenly. Market Fund utilization guidelines and approval process information can be found on Partner Connect.

Discounted Certification Exam Vouchers

Zendesk offers partners the opportunity to purchase Certification exam vouchers at a discount subject to eligibility criteria and limitations. Discount applies to any certification listed [here](#).

Exam Vouchers are ineligible for resale, must be used by the partner, and are non-refundable. There is a limit of 4 vouchers per quarter, per partner. All vouchers must be used within 90 days of purchase. To qualify for discounted voucher purchases, partners must have a signed agreement with Zendesk authorizing them to act as a partner and be in Good Standing to the program requirements. The certification candidate must have completed either the Pre-sales or Implementation enablement path, including relevant Bootcamps to be eligible for discounted voucher purchase and utilization. Partners can make purchases on <https://training.zendesk.com>. Once completed, voucher requests must be made to your regional Partner Services Manager.

Discounted Internal Use Zendesk Agents

Discounted Internal Use Licenses are made available to Qualified, Advanced, Premier and Implementation partners enrolled in the Zendesk program, subject to limitations. If a partner has previously purchased Zendesk agents for use as a customer, prior to becoming a Zendesk partner, and wish to add licenses to their existing instance, they must work with their Zendesk Account Executive to establish pricing for expansion purchases. Zendesk reserves the right to limit the number of licenses eligible for purchase under this benefit at its sole discretion.

Access to Advocacy Technical Support

Zendesk Partners are provided access to Zendesk's Advocacy organization to assist with technical issues by having permitted access to a seat in their customer's instance, or from a trial instance. It is expected that partners provide first line of support to their customers for triaging and troubleshooting prior to contacting Zendesk Advocacy support.

Other Benefits

Additional benefits for Zendesk Advanced and Premier Partners, such as partner directory placement, public relations, press release support, and sponsorship opportunities are made available by directly engaging with Zendesk via Partner Connect, through a Partner Manager, or by contacting partners@zendesk.com.

New benefits will be detailed in the Partner Success Guide (coming soon).

Zendesk Partner Requirements

Partner Application

Prospective partners must apply online by completing and submitting the partner application available at <https://www.zendesk.com/partner/>. Once the submitted application has been reviewed and approved, the individual that submitted the application will receive notification via email with instructions on how to access [Zendesk Partner Connect](#).

Partner Agreements

Upon approval of the Zendesk partner application and successfully accessing Zendesk Partner Connect, the partner will be presented with either a Zendesk Referral or Resale Agreement for online execution. The agreement presented is based on the preference specified on the partner application. Partners that wish to be a BPO or Implementation Partner must request these agreements separately via the Partner Connect portal, through a Zendesk Partner Manager, or by contacting partners@zendesk.com. Only an authorized individual within the partner's organization may execute agreements with Zendesk.

A Zendesk partner must execute a partner agreement and meet specific Zendesk Partner Program Tier competency and business requirements for the right to refer, resell, utilize, or implement Zendesk products and services. Specifically, there is a Zendesk Referral Agreement, Zendesk Resale Agreement, and Zendesk BPO Agreement which grant specific rights.

Partners may sign any combination of these agreements. Should a partner execute multiple agreements, the Partner must meet Zendesk Partner Tier requirements independently for each agreement. As an example, a partner that has signed the Zendesk Resale Agreement and met the competency and business requirements to qualify as a Zendesk Premier Partner for resale may not represent themselves as a Zendesk Premier Partner for BPO if they have not signed the Zendesk BPO Agreement and met the implementation competency and business requirements for the Zendesk Premier Partner Tier. These requirements are detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Zendesk Partner Program Tier Requirements

Zendesk partners must meet specific competency and business requirements to qualify as an Qualified, Advanced, or Premier Partner to engage in referral, resale, or BPO activities. These requirements are detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Competency Requirements

To meet competency requirements, Zendesk awards individuals with either Specialist or Expert level credentials for sales or pre-sales acumen, or product certifications which test the individual's knowledge to ensure that they have the skills needed for success. Certifications generally require a deep level of product training and are awarded upon successfully passing an in-depth proctored exam. Training is made available for free via the Partner Training Platform accessible through Partner Connect and through regional live trainings made available from time to time.

Specialist or Expert level credentials are awarded to individuals at the partner organization. Achievement of the proper level of expertise by the required number of individuals on staff applies toward meeting program requirements.

Business Requirements

Zendesk partners must meet specific ARR booking thresholds and a minimum number of deals annually to qualify as an Advanced or Premier Partner and receive Resale or BPO benefits. For implementation benefits, partners must meet a minimum number of professional service delivery hours annually to qualify as an Advanced or Premier Partner. ARR booking thresholds, minimum number of deals or professional service delivery hours are calculated on a trailing twelve-month basis. For ARR thresholds and minimum number of deal requirements, a partner's new subscription business and expansions (i.e., referral, resale and/or BPO business) qualifies and is included in the calculation. Professional Services, training and renewals are not included in the calculation. These business requirements are detailed in [Appendix A: Zendesk Partner Tier Requirements](#).

Adjustments to Zendesk Partner Program Tier Requirements

Zendesk reserves the right to change the Zendesk Partner Program Tier Requirements at its sole discretion. Zendesk will provide advance notice of Zendesk Partner Program Tier Requirement adjustments to all partners through Partner Connect and other online communication channels.

Named Zendesk Business Manager

Zendesk Advanced and Premier Partners are required to identify an individual that will manage the relationship with Zendesk. This person will be the primary point of contact and be expected to

conduct business planning with the Zendesk partner management team, coordinate with Zendesk Marketing resources to plan and execute joint demand generation activities, coordinate sales activities, and/or coordinate with the Zendesk Professional Services team on customer implementation engagements.

New Partner Onboarding

When a partner initially joins the Zendesk Partner Program and has signed the Zendesk Referral Agreement they are granted Zendesk Qualified Partner status and can engage immediately in referral benefits. It is strongly recommended that the Qualified Partner have at least two individuals complete the Zendesk Sales Expert training. This ensures that Qualified Partner has the adequate skills to properly position Zendesk products and services and pre-qualify potential Zendesk customers for the successful registration and approval of referral opportunities.

If upon joining the Zendesk Partner program a partner wishes to engage in Resale or BPO benefits they must minimally meet the Resale or BPO sales and technical pre-sales competency requirements for the Zendesk Advanced Partner Tier before completing any resale or BPO transactions.

Communications

Zendesk publishes a monthly partner newsletter that is distributed to partners via email. Zendesk partners are also eligible to attend regular Zendesk partner webcasts. These sessions include product, program, and company updates to ensure partners are kept informed. Information regarding partner webcasts is distributed in the partner newsletters and through the Message Center found in Partner Connect.

Transfer of Governance

If a Customer would like to transfer an existing Zendesk direct instance to a Resale Partner (Direct-to-Reseller), or if the Partner would like to transfer an existing Zendesk instance to a Customer (Reseller-to-Direct) during the term of the customer's contract, a transfer agreement process must be followed. Please reach out to your Partner Sales Executive or partners@zendesk.com for assistance. The Transfer of Governance process is not required if the transfer will be occurring at time of renewal, only if the transfer is occurring mid-term.

Renewal Policy

Zendesk shall automatically renew for a Subscription Term equivalent in length to the then current Subscription Term, unless Partner provides Zendesk with thirty (30) days' advance written notice prior to the end of the then-current Subscription Term. The Partner Fees applicable to a subsequent Subscription Term shall be at a discount off List price as specified in this Program Guide. Partner may not downgrade the Service Plan or reduce the number of Agents during the then-current Subscription Term. If the Partner desires to downgrade the Service Plan or reduce the number of Agents for a subsequent Subscription Term, the Partner must provide Zendesk with thirty (30) days' advance written notice prior to the end of the expiring Subscription Term. Notification can be sent to Revops@zendesk.com.

Program Compliance

Partners must adhere to program guidelines, be a partner in good standing and maintain a current receivables balance to maintain program membership and eligibility for program benefits. Failure to do so may result in Partner tier downgrade, temporary suspension or termination from the program.

Technology Alliances

Zendesk partners with several leading technology companies. These partnerships often include product integrations and joint business development activities. For more information, email alliances@zendesk.com.

Zendesk Apps Marketplace

Zendesk apps come in many different flavors. Zendesk has everything from productivity and time tracking, to eCommerce and social media. Using the Zendesk API and apps framework, partners can build value-add apps, connectors and more. Once developed, partners can place them in the Zendesk Marketplace for all Zendesk customers to find. For more information, visit www.zendesk.com/apps/.

Appendix A: Zendesk Partner Tier Requirements

The table below shows requirements for Resale/Referral (Co-Sell) Partners only. Resale/Referral (Co-Sell) Partners must sign the resale/referral agreement to participate in the program.

| Requirements | Tier | | |
|---|-------------|-------------|-----------|
| | Qualified | Advanced | Premier |
| Sales Requirements¹ | | | |
| Bookings (Partner-Sourced) | | \$50K | \$300K |
| OR New Logos ² (Partner-Sourced) | | 15 | 30 |
| Regional Business Requirements (Global Partners) | | | |
| Sales Staff | | ✓ | ✓ |
| Named Zendesk Business Manager | | ✓ | ✓ |
| Marketing Staff | | ✓ | ✓ |
| Joint Business Planning | | Recommended | ✓ |
| Training & Enablement Requirements | | | |
| Skill Based Certifications³ | | | |
| Sales | Recommended | 2 Experts | 3 Experts |
| Solution Consultant | | 1 Expert | 2 Experts |
| Implementation Expert ⁴ | Recommended | 1 Expert | 2 Experts |
| SKU-Based Certifications⁵ | | | |
| Certified Zendesk Platform Partner ⁶ | | Recommended | ✓ |
| Case Study Requirements | | | |
| Customer Case Studies | | 2/year | 4/year |

¹ **Sales Requirements:** Partners may achieve tier status by meeting either the Partner Sourced Bookings requirement OR the Partner Sourced New Logo requirement AND all other relevant requirements.

² **New Logos:** Minimum deal threshold of \$2K USD for Advanced Partners and \$5K USD for Premier partners.

³ **Skilled based certifications:** Required per region that Partner operates.

⁴ **Implementation Expert:** Required for Partners that intend to provide Zendesk implementation services to customers.

⁵ **SKU-Based Certifications:** For opportunity sharing, Partners must have relevant SKU-Based Certifications.

⁶ **Certified Zendesk Platform Partner:** Named Partner who has earned all GTM and Product certifications for each Zendesk SKU. Partners must be certified in the Zendesk Product SKU for which they are offering implementation services.

The table below shows requirements for BPO partners. BPO partners must sign a BPO agreement to participate in the program.

| Zendesk Qualified Partner Requirements | | | | | | |
|--|---------------|------------------------------------|---------------|--|------------------------|------------------------|
| Business Model | Governance | Individual Competency Requirements | | | Business Requirements* | |
| | | Pre-Sales Experts | Sales Experts | Support Admin or Developer Certification | Thresholds | Minimum Deals Annually |
| BPO | BPO Agreement | Recommended | Recommended | NA | N/A | 1 |

| Zendesk Advanced Partner Requirements | | | | | | |
|---------------------------------------|---------------|------------------------------------|---------------|--|------------------------|------------------------|
| Business Model | Governance | Individual Competency Requirements | | | Business Requirements* | |
| | | Pre-Sales Experts | Sales Experts | Support Admin or Developer Certification | Thresholds | Minimum Deals Annually |
| BPO | BPO Agreement | 1 x Expert | 2 x Expert | 1x Certified | \$10K ARR Bookings | 2 |

*Business Requirements are calculated on a trailing twelve-month basis. For ARR thresholds, all of a partner's referral, resale and/or BPO business qualifies and is included in the calculation. Professional Services, training and renewals are not included in the calculation.

| Zendesk Premier Partner Requirements | | | | | | |
|--------------------------------------|---------------|---|---------------|--|------------------------|------------------------|
| Business Model | Governance | Competency Requirements for Accreditation | | | Business Requirements* | |
| | | Pre-Sales Experts | Sales Experts | Support Admin or Developer Certification | Thresholds | Minimum Deals Annually |
| BPO | BPO Agreement | 1 x Experts | 2 x Experts | 1 x Certified | \$300K ARR Bookings | 4 |

*Business Requirements are calculated on a trailing twelve-month basis. For ARR thresholds, all of a partner's referral, resale and/or BPO business qualifies and is included in the calculation. Professional Services, training and renewals are not included in the calculation.

Appendix B: Referral, Resale and BPO Product Eligibility

View the full list of available products on [Partner Connect](#).

Appendix C: Zendesk trademarks, logos, and URLs

Permitted Zendesk Marks for use by Zendesk Partners

| | Zendesk Qualified Partner | Zendesk Advanced Partner | Zendesk Premier Partner |
|------------|--|--|--|
| Trademarks | Zendesk® or ZENDESK® | Zendesk® or ZENDESK® | Zendesk® or ZENDESK® |
| Logos | As provided to Partner by Zendesk or made available via Zendesk Partner Connect | As provided to Partner by Zendesk or made available via Zendesk Partner Connect | As provided to Partner by Zendesk or made available via Zendesk Partner Connect |
| URLs | https://www.zendesk.com and Custom Partner Web Trial URLs as made available by Zendesk | https://www.zendesk.com and Custom Partner Web Trial URLs as made available by Zendesk | https://www.zendesk.com and Custom Partner Web Trial URLs as made available by Zendesk |
| Badges | Zendesk Qualified Partner as made available by Zendesk | Zendesk Advanced Partner as made available by Zendesk | Zendesk Premier Partner as made available by Zendesk |

Partner usage of marks is subject to the [Trademark Usage Guidelines](#) and [Brand Guidelines](#) and any guidance provided by Zendesk from time to time at Zendesk's discretion.

Basic Instructions for Using the Marks:

- Use marks only as an adjective as follows: "Zendesk software," "Zendesk platform," "Zendesk help desk," "Zendesk tools," or similar combinations.
- Partners may also use marks without a modifier but ONLY when describing the underlying product's properties (e.g., "Zendesk® offers various sharing tools," but not "Zendesk works well").
- Never use the marks in noun, verb, plural or possessive forms.
- When using a mark in a tagline, always distinguish it by using a different typeface for the mark.

Partners may not misuse the marks by using them among other products and/or services that the partner makes, markets or sells, in any product name, title, domain name or other materials so as to create an impression that the partner is the owner of the services and/or mark.

Partners must include the following trademark attribution to forms and web pages where marks are affixed:



"Zendesk and other Zendesk, Inc.'s marks referred to or displayed in this document [is/are] the trademark[s] or registered trademark[s] of Zendesk, Inc. or its affiliates in the U.S. and other countries.

Appendix D: Referral Fee Payout Eligibility

Referral and Rebate Fee Payments

To be eligible for Referral Fee payments, the following must apply:

- Partners must log-in to Partner Connect to claim quarterly payments via the [Partner Connect incentives management](#) tool during the open claim payment period. Designated partner contacts will receive email notifications when the claim period has opened.
- Partners must have set up an XTRM wallet using their SPN number within this tool in order to receive claimed funds.
- **Failure to claim funds during the open claim period will result in forfeiture of any funds offered via the Referral or Rebate programs.**
- Partners can review their online rewards statements on demand, and are encouraged to do so regularly. If there are any discrepancies, partners should contact Zendesk right away for assistance. **Disputes must be reported to Zendesk by no later than 15 days** after the close of the quarter in order to facilitate resolution of the dispute.
- Partners must respond in a timely fashion to any communications from Zendesk advising them of the need for additional or updated information such as banking details. Should requested information not be supplied by the partner within 30 days of being requested by Zendesk, the partner shall not be eligible to receive referral fee payments, and will no longer qualify to earn or receive compensation under the program.
- Subscription term must be greater than or equal to 12 months. Payment frequency must be greater than or equal to monthly.
- Payouts of referral and rebate fees are aligned with customer payment terms. Example: If payment frequency of a customer (to Zendesk) is quarterly, the referral and rebate fee payment to partner (from Zendesk) is quarterly
- Temp agent transactions and Technical Alliance Resell transactions are not eligible for referral fees or rebate fees.

Referral fee payments for Zendesk partners are processed 45 days after the start of every quarter, based on PAYMENTS RECEIVED from customers in the previous quarter. For example, if a customer referred to Zendesk signs an agreement to purchase Zendesk licenses in Q1 and pays in Q2, the Partner will receive their Referral or Rebate fee payment in the middle of the second month of Q3.

Zendesk reserves the right to review previously paid referral and rebate fee payments. If subscription fees are refunded to a customer, Zendesk reserves the right to reclaim any corresponding referral and rebate fees previously paid to a partner.

If an outstanding receivables balance exists (i.e., the partner owes Zendesk money), Zendesk's payment of any fees to partner under the program may be instead applied to offset any such balance (instead of paying the partner directly).

Referral and Rebate fee payment calculations

The % due for Qualified Referrals is based on ARR (annual recurring revenue) being paid to Zendesk: (# of licenses x price per license) x 12 months = ARR to Zendesk.

Referral Fee Matrix

Unless otherwise noted, payments are calculated on first year ARR only.

***Max Payout is per closed deal, not per Partner. Note: there is no maximum contract value*

| Route to market | Solutions Partners | | | |
|-------------------|--|-----------|----------|---------|
| | Incentive | Qualified | Advanced | Premier |
| Co-Selling* | Deal Type | | | |
| | New Logo¹ | | | |
| | Partner-Sourced | 10% | 20% | 30% |
| | Zendesk-Sourced | - | 5% | 10% |
| | Cross-sell / Upsell¹ | | | |
| | Partner-Sourced | 5% | 15% | 20% |
| | Zendesk-Sourced | - | 5% | 7.5% |
| | Seat Adds | | | |
| | Partner-Sourced | 2.5% | 2.5% | 5% |
| | Zendesk-Sourced | - | 2.5% | 2.5% |
| | Renewal (Years 2 & 3)² | - | 2.5% | 5% |
| Resell | Discounts³ | | | |
| | Partner-Sourced | | 30% | |
| | Zendesk-Sourced | | 20% | |
| | Fulfillment Discount | | 5% | |
| | Strategic Rebates⁴ | | | |
| | New Logo | - | - | 15% |
| | Cross-Sell/Ups-Sell | - | - | 7.5% |
| All routes | AI Accelerator (Competency – Based)⁵ | 5% | 7.5% | 10% |

*These are incentives for partners who have signed the referral contract.

The maximum amount of program incentive that a partner can receive on a single opportunity is \$200,000 USD.

¹ **New logo & Cross-sell / Upsell:** Paid out for first year.

² **Renewal Incentive (Year 2 & 3):** Paid for year 2 & 3 of Partner Sourced New Logo & Cross-Sell/Up-Sell.

³ **Resell Discounts:** For New, Cross-Sell / Upsell and Seat adds.

⁴ **Strategic Rebates:** Paid on Partner-Sourced Resell deals only.

⁵ **AI Accelerator:** Paid on both Partner & Zendesk-Sourced sales of AI SKUs. Exclusions apply (e.g. seat adds)

LATAM only Referral Fee Matrix

For LATAM, Referral (Co-Sell) renewal incentive payout is 5% for Advanced and 10% for Premier.

Rebate Fee Calculations

Rebates, when applicable and subject to the Partner meeting the specific terms and conditions of said Rebate, will be calculated and paid by Zendesk in the same manner as referral fees. Details of current rebate offers can be found on [Partner Connect](#).

Errors or Disputes

In the event of an error or questions on payment, partners should contact partners@zendesk.com. If a dispute arises, Partners must formally notify Zendesk of any payment dispute(s) within 15 calendar days of issuance of their quarterly payment statement. Disputes must be sent in writing to partners@zendesk.com with relevant details. If more information is required by Zendesk to resolve the dispute, Partners must respond to Zendesk inquiries promptly to enable resolution. Disputes submitted after 15 days will not be considered eligible for payment.

Compliance

Any funds paid to partners through this or other Zendesk financial offers are subject to Anti-Corruption laws. Rebates, fees, MDF, non-standard discounts or other incentives can only be used for legally compliant and specific purposes authorized or intended.

Right of Offset and Recovery

For partners with outstanding sums due to Zendesk, including overpayment or duplicate payments under this program, Zendesk reserves the right to withhold and cancel payments for these benefits and for other Zendesk financial benefits. Zendesk may also elect to apply fund reimbursement as credits toward the partner's outstanding Accounts Receivables Balance. Zendesk does not waive any rights in cases of Zendesk clerical error or miscalculation, and Zendesk reserves the right to recover any overpayment or duplicate payment.

Zendesk Program Rights Reserved

Zendesk reserves the right to alter or withdraw this program at any time. However, such changes will not affect any eligible transactions or claims approved prior to Zendesk's announcement.

Appendix E: Change Log

| Version | Date | Notes |
|-----------------------|------------------|---|
| 1.0 Initial version | January 30, 2025 | Initial version based on 2024 Program Guide updated with new program incentives announced in January 2025 |
| 1.1 Minor corrections | February 3, 2025 | Corrected details around incentive payout timing |
| 1.2 Minor corrections | April 29, 2025 | Corrected details around incentive payout timing |