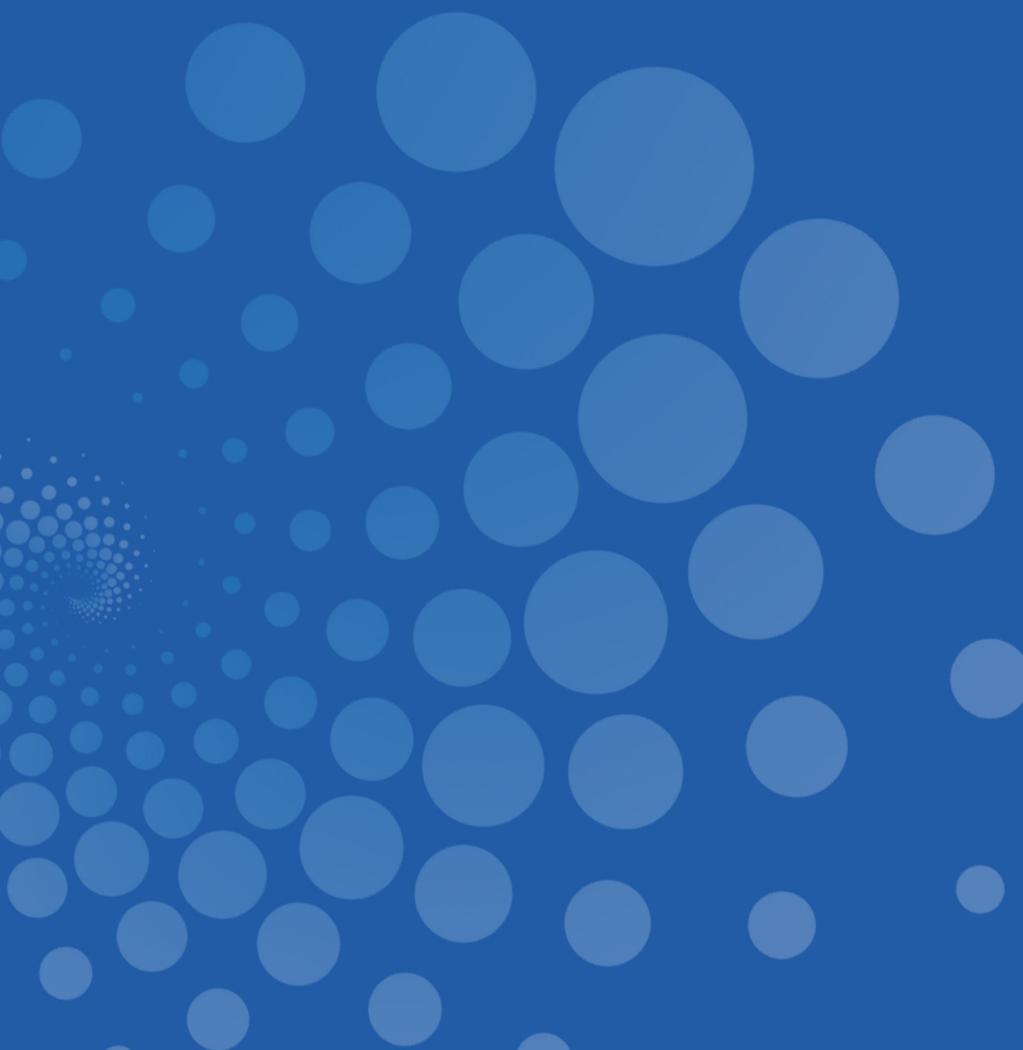


GIGYA

Gigya Partner Program Overview



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Gigya Partner Program Overview

The Gigya Customer Identity Management (CIM) Platform helps companies build better customer relationships by turning unknown visitors into known, loyal and engaged customers. With Gigya technology, businesses increase registrations and identify customers across devices, consolidate data into rich customer profiles, and provide better service, products and experiences by integrating data into marketing and service applications.

Our goal has been to build a network of partners that can help clients get the most value from their investment in the technology. At the same time, the Gigya Partner Program enables Partners to market, sell, integrate, and implement the Gigya platform in the most beneficial way for our mutual clients.



Why Partner With Gigya?

Your clients are no longer satisfied with yesterday's impersonal digital marketing and e-commerce engagements: generic, non-customized experiences that are severely hampered by the limited data collected and stored in legacy databases.

When you Partner with Gigya, you gain all the tools you need to fulfill your clients' pent-up demand for meaningful, one-to-one marketing capabilities—capabilities that have the power to expand their own customer relationships and revenue. When you recommend, integrate, or implement Gigya's Customer Identity Management Platform, your clients can identify their customers and collect permission-based identity data. Gigya enables joint clients to convert these insights into action—action designed to increase customer loyalty and boost sales by creating more relevant cross-sell and upsell opportunities.

We invite you to join Gigya's Partner Program, which features an ecosystem of more than 70 tested, brand-name application integrations and APIs. Gigya works closely with you to help your clients achieve the business success they seek.

Partner Types

Whether you're considering integrating Gigya's platform with technology of your own design, bundling Gigya together with other solutions, or recommending Gigya to your clients, we have a Partner category that's right for you. We designed each of the Partner categories below and their associated benefits with your business model and success in mind. Find out what becoming a Gigya Partner can do for you.

Technology Partners

Gigya Technology Partners can rest easy knowing their software will integrate easily with our APIs, enabling shared clients to leverage Gigya's first-party customer data across marketing and service applications. As a Technology Partner, you will join us in bringing to market integrated, out-of-the-box solutions that offer your customers new capabilities in areas as diverse as e-commerce, customer relationship management (CRM), data exchange services, email service provision, recommendation engines, and database-driven advertising.



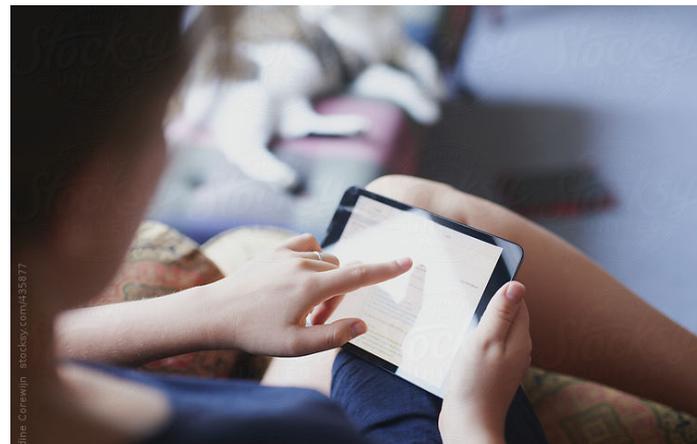
What's in it for you? Why waste resources and delay time to market when you can add value to the technology you have now by integrating your software directly with Gigya? Enable clients to leverage Gigya's first-party, permission-based identity data directly within your application to power more relevant end-user experiences, as well as gain deeper insight into how your solution is impacting cross-channel performance. Looking to integrate with Gigya? Or expand your existing Gigya relationship?

Global System Integrators

Gigya Partners with Global System Integrators (GSI) responsible for recommending, implementing, and supporting cloud-based email marketing, e-commerce, CRM, big data and analytics, DMP, and IT-outsourcing strategies to some of the largest organizations in the world. As a Gigya GSI Partner, you get

the strategic and custom support from us you need to feel confident choosing Gigya as the right identity management solution for your clients—one that is easily implemented and supported, with hands-on assistance if necessary.

What's in it for you? If you represent a global SI, it's your job to be the smartest person in the room and present the optimal solution for each of your clients. When you Partner with Gigya, you can rest assured that you are recommending the industry-leading Customer Identity Management solution chosen by over 700 brands. At Gigya, we understand that each System Integrator engages uniquely with its clients. Similarly, Gigya customizes our approach and relationship with you, based on your own unique requirements.



Global Marketing Agencies

Many clients rely on an agency to handle their entire Marketing and Advertising strategy and execution. Gigya can be a key component of agency offerings by permitting them to leverage our technology as part of their total strategy for each client. Gigya's relationships with these partners vary in form from one to the next, depending on individual focus, geography, and technology.

What's in it for you? Do you want to give your clients a competitive advantage by providing their customers with truly relevant online experiences? The fastest, easiest, most cost-effective way to do that is to become a Gigya Global Marketing Agency Partner. There's no need to build anything yourself; we've got the technology and the support you need, and we'll work with you and your clients in the way that suits your business best. At Gigya, we understand that every Marketing Agency works with its clients in individual ways. Therefore, we tailor our approach and relationship with you to match your own needs.

Solution Providers

Gigya Solution Providers offer their clients complete digital-marketing solutions, which encompass technology from third parties including Gigya. As a Gigya Solution Partner, you work with your client to agree on strategy, recommend or sell Gigya technology, deploy Gigya solutions and services, and monitor implementation success factors. Our implementation experts are there every step of the way to provide both strategic and technical support when needed.

What's in it for you? Increase margins with service opportunities. Satisfy your clients' demand for a one-to-one marketing foundation, built upon an easy-to-implement, permission-based identity platform. Find out how to become a member of Gigya's Partner Program.

Partner Tiers

Gigya offers three Partner tiers - Associate, Silver and Gold - designed to suit your desired level of engagement with us over time. Annual growth plans are reviewed regularly by executives at both Gigya and the Partner company.

Associate Partners work with us to establish an initial joint value proposition with an end goal of developing the parameters for a long-term relationship. At this level we work on reciprocal referrals and influence on deals.

Silver Partners leverage our joint value proposition and make the necessary investments in product, marketing, and sales, to win new joint customers via resell or referrals, based on a joint business plan.

Gold Partners are established Partners, that are executing on the joint business plan and share existing customers and implemented integration offerings. Gigya works continually with its Gold-level Partners to execute tactics and strategies designed to fuel present and future sales.

Gigya IDX Program

IDX is the Gigya marketplace that enables partners to develop, market, and sell applications and integrations developed with the Gigya Platform. Gigya has created an easy-to-use system to get all tools necessary to develop your solution, together with Gigya. And a process to have your integration certified and marketed.

All Gigya Partners Types are encouraged to build integrations and applications, and host them on Gigya IDX, where they can be advertised and sold to the business-to-business community. Examples of technology available on IDX today include integrations that power and enable email, analytics, digital messaging, and recommendation and personalization engines.

Using the IDX marketplace, Partners—and end-customers, too—can access connectors and integrations that link Gigya seamlessly to third-party solutions. (Like your own, for example.) Each integration is thoroughly vetted and approved by the Gigya Development Team, permitting you and your clients to combine first-party identity data with a virtually unlimited number of data sets and solutions. That's what we mean when we talk about scalability and flexibility.

Benefits of the IDX Program

- Representation on the Gigya website—resulting in new sales opportunities
- Opportunity for joint marketing efforts
- Certification the Gigya product team that your integration functions properly when used with Gigya technology

Technology Partner Benefits

Partner Benefits	Partner Level		
	Associate	Silver	Gold
Program Benefits			
Gigya Logo Use	x	x	x
Gigya Collateral & Sales Material	x	x	x
Participation in AppConnect	x	x	x
Reciprocal Referral Agreements	x	x	x
Quarterly Channel Webinars	x	x	x
Partner Sales Training	x	x	x
API and Documentation Access	x	x	x
Integration Spec Assistance	x	x	x
Integration Assistance	\$	x	x
Business Plans	Template	Joint	Joint
Access to IDxchange	x	x	x
Partner Account Manager		x	x
Market Development Funds			x
Demonstration License			x
Executive Team Access for Events/Meetings			x
Quarterly Executive Reviews			x

Technology Partner Requirements

Partner Requirements	Partner Level		
	Associate	Silver	Gold
Program Benefits	Designed	Developed	IDxchange
Integrated Solution	Designed	Developed	IDxchange
Gigya Logo on Website	x	x	x
Joint value Proposition	x	x	x
Joint Sales Presentation		x	x
Partner Sales Resource		x	x
Marketing Resource		x	x
First Line Support		x	x
Press Release			x
Committed Quota			x
Executive Sponsor			x
Membership Fee	\$0	\$2,500	\$5,000

Solution Provider Partner Benefits

Partner Benefits	Partner Level		
	Associate	Silver	Gold
Program Benefits			
Gigya Logo Use	x	x	x
Gigya Collateral & Sales Material	x	x	x
Participation in Gigya AppConnect	x	x	x
Joint Case Study	x	x	x
Reciprocal Referral Agreements	x	x	x
Quarterly Channel Webinars	x	x	x
Partner Implementation Training	x	x	x
API and Documentation Access	x	x	x
Integration Spec Assistance	x	x	x
Integration Assistance	\$	x	x
Business Plans	Template	Joint	Joint
Access to IDxchange	x	x	x
Partner Account Manager		x	x
Access to Solution Engineers		x	x
Market Development Funds		x	x
Demonstration License		x	x
Authorization to Resell		x	x
Quarterly Executive Reviews			x
Gigya Executive Access			x

Solution Provider Partner Requirements

Partner Requirements	Partner Level		
	Associate	Silver	Gold
Program Benefits			
Records Under Management	0	<10MM	>10MM
Gigya on Website	x	x	x
Joint Value Proposition	x	x	x
Joint Sales Presentation		x	x
Partner Sales Resource		x	x
Marketing Resource		x	x
Press Release			x
Executive Sponsor			x
Membership Fee	\$0	\$2,500	\$5,000

Benefits Details

Gigya Logo Use - We grant the right to utilize our logo on the Partner's website and branded marketing materials. This also extends to trade show booths and presentations where Gigya is part of the Partner's messaging.

Access to Gigya Collateral and Sales Materials - We extend all our sales presentations, collateral and other product and sales materials to our Partners for their use in working with prospects and customers. The majority of these materials are in digital form and downloadable via our Partner Portal. Non-digital collateral may be requested from your Channel Sales Manager.

Joint Thought Leadership Development - We have in-house marketing personnel that can work directly with our Partners to develop case studies around client implementations. In addition, we can develop joint content that calls out perspectives on consumer identity management or specific integration value propositions. All of these documents can be produced in hard or digital copy.

Reciprocal Referral Agreements - When desired, we create an agreement that pays a referral fee for any introduction to prospects. The referral rate will vary from Partner to Partner. Referrals are paid on closed business and only valid for one year. We do not include services in our referral agreements.

Quarterly State of the Channel Webinars - Each quarter, we host a Partner-only webinar to update our Partners on Gigya's performance, products and channel business, as well as other pertinent information and training. Recordings are posted for later viewing and reference.

Partner Sales Training - In order to ensure successful positioning and selling of Gigya products, we will conduct regular sales training for our Partners. These training sessions cover our products, presentations, pricing and sales methodology. If the Partner is using our PRM, then we will also go over the proper use of accessing and entering leads and managing opportunities.

Representation on Gigya's Partner Site - All Partners can be represented on the Gigya Partner website. Each level and category of Partner has a different type of representation, which varies from displaying the Partner's logo with a full description of the Partner, to including the Partnership overview as well as a direct link to the Partner's website.

Partner Implementation Training - We conduct regular training for our Partners to ensure successful implementation and deployments of our products. This training focuses on best practices for integrating Gigya's technology and is an extension of our core user training. At least one Partner representative must complete the training to be granted access to the Gigya Demo and Integration license. For your convenience, our training sessions can be conducted on-site if you wish to educate multiple employees at a time.

Discount Points Off Solution - To help our Partners resell our technology, we offer set discount points that enable our Partners to make a margin on Gigya solutions that they sell. This percentage is determined by the Partner's tier and the number of profiles they have under management.

Once a tier is achieved, the Partner will continue to be granted the same reseller rate for a 12-month period for all new business. Renewals remain within the discount structure for which they originally sold. Additional discount points can be earned on a deal by deal basis for multiple year contracts. This will be added to two or three-year contracts and increases based on total number of years.

Business Plans - We encourage all of our Partners to develop a business plan to set goals and track success. To streamline this process, we have developed a template that is available to all our Partners. A joint business plan with executive sponsors will be developed for specific tiers within the program. These plans are updated continuously and reviewed on a quarterly basis.

Solution Engineers - Our Partners have direct access to our solutions engineers to assist in sales pursuits. The solution engineer will help customize and deliver demonstrations, act as a product expert in vital prospect meetings, and can assist in training your own team on Gigya's technology offering.

Partner Account Managers - Our account managers work closely with each Partner and our joint clients, acting as the point of contact for non-new business sales activities, including scheduling training sessions, fielding day-to-day questions, drafting contracts, addressing support escalations, and client renewals.

Authorization to Resell - Our Solution Providers and OEM Partners that choose to resell can do so in two ways: they can buy on behalf of the customer or license directly to the customer. In either case, the client name and contact information are required for the order to be processed. The discount points and pricing remain the same for either situation. In the event that the client chooses to buy directly from Gigya, we may pay a referral fee to the Partner.

Gigya Executive Access - We will make appropriate executives available to Partners for internal or prospect-facing events, and user conferences. Partners can request access to our executives as part of the business plan and through their Channel Sales Manager.

Requirements Details

First-Line Support - Partners that are reselling or building integrations will be required to provide Level 1 support to each of our joint customers. This will include taking initial calls, evaluating and troubleshooting problems, and logging any necessary support tickets with Gigya.

Integrated Solution - We tier each level of our technology Partnerships based on the extent of integration completed. At a minimum, there must be an approved integration design in place in order to become a Partner.

Joint Value Proposition - Each Partner should contribute a unique value to the Gigya client base, which will be used to not only educate prospects and customers, but also in the internal resources of both companies. Gigya will provide a template to ensure the consistency of these materials.

Joint Sales Presentation - To ensure consistency in the way both parties discuss their Partnership and products or solutions, the Partner will work with Gigya to create a sales presentation that speaks to both companies' product offerings and joint value proposition.

Partner Sales Resource - In order to streamline processes and ensure success in the market, the Partner must designate a minimum of one sales resource to represent the Partnership. This resource is responsible for educating prospects and colleagues on our joint value proposition, generating leads, and managing opportunities to close, which can include participating in joint pipeline calls.

Marketing Resource - Each Partner should have a resource that is responsible for assisting in creating marketing materials and planning and conducting joint marketing events.

Press Release - In order to demonstrate the value of our Partnership, Gigya publishes regular releases once an agreement is signed or a joint client experiences considerable success from Partnering with or implementing Gigya.

Committed Quota - As part of the business plan, we ask that a quota be committed to in order to have a proper goal to track. This allows us to put forth the appropriate level of resources to ensure success.

Become a Gigya Partner

The process of signing up to become a Gigya Partner is simple—involving just four steps:

1. Contact us using the the Gigya Partner webpage, and get paired up with the appropriate member of our Alliances team.
2. Take stock of your business and the Gigya Partner Program to assess proper alignment.
3. Draft your go-to-market business plan.
4. Sign the Gigya Partner agreement.



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