



# TeamUp Partner Program Guide

For Resellers/System Integrators

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# TeamUp Partner Program

## Collaboration is Key

At TeamViewer, we firmly believe that successful partnerships are built on collaboration. That's why the TeamViewer TeamUp Partner Program provides our Partners with robust benefits, aiming to cultivate a more supportive and mutually beneficial business relationship.

## Empowering Growth

The TeamUp Partner Program offers a comprehensive suite of benefits tailored to drive success through product sales, while equipping Partners with essential product knowledge and training.

## Unlocking Success

Within the framework of the TeamUp Partner Program, Partners unlock a range of valuable benefits, including rebates, Marketing Development Funds, and opportunities for demand generation.



Financial  
Rewards



Collaboration



Training &  
Enablement



Deal  
Registration



Market  
Development  
Funds



Partner  
Portal

## Partnership Types

This Partner Program Guide applies to Tier 1 Resellers, Tier 2 Resellers, and System Integrators who have entered into agreements with TeamViewer for resale or value-added services. Sub-dealers engaged by Resellers are not covered by this guide.

Tier 2 Resellers receive discounts and payouts solely from their Distributor, with TeamViewer not involved in agreements or margin allocation. TeamViewer assumes no liability for distribution activities, transactions, or pricing with Tier 2 Resellers.



### Tier 1 Reseller

A Reseller Partner who has entered into a Channel Partner Agreement directly with TeamViewer and procures TeamViewer products for resale. This arrangement is typically offered in exceptional cases.



### Tier 2 Reseller

A Tier 2 Reseller is a Partner authorized by a Distributor to facilitate sales of TeamViewer products. They acquire TeamViewer products for resale exclusively from an authorized Distributor of TeamViewer.



### System Integrator

A System Integrator Partner is one who has engaged in a Channel Partner Agreement with TeamViewer for reselling TeamViewer products along with value-added partner services. According to this Guide, they are treated equivalently to Tier 1 Resellers.

## Partner Levels

With an emphasis on cultivating a collaborative business partnership, we present three membership tiers, each offering amplified benefits and advancement avenues.

Our tiered membership framework encompasses three levels: **Business**, **Premier** and **Champion** Partner. Partners navigate through these tiers by attaining specializations, securing certifications, and broadening their skill sets beyond revenue objectives.

 TeamViewer**Champion**  
Partner TeamViewer**Premier**  
Partner TeamViewer**Business**  
Partner

## Partner Level Benefits and Requirements

Benefits	Business	Premier	Champion
Discount rates	€	€€	€€€
Assigned Account Manager		•	•
Back-end Rebate Program***			•
TeamViewer Partner Portal*	•	•	•
Training and certification access		•	•
In-Person Technical Trainings		•	•
Licensing Program eligibility**		•	•
Deal Registration		•	•
Market Development Funds		•	•
Access to sponsorship events		•	•
TeamViewer Logo Usage		•	•
Partner Locator Listing		•	•
Newsletter	•	•	•

Requirements	Business	Premier	Champion
Billing Threshold		€€	€€€
Minimum number of approved registered deals		€€	€€€
Partner Agreement		•	•
Business Planning		•	•
Marketing Plan		•	•
Quarterly Business Review (QBR)		•	•
Sales Certifications	🏆	🏆 🏆	🏆 🏆
Technical Certifications Number of persons holding a certification	TeamViewer Remote	🏆	🏆 🏆
	TeamViewer Remote Management	🏆	🏆
	TeamViewer Tensor	🏆	🏆
	TeamViewer Frontline	🏆	🏆

\* Subject to Partner's registration and enrollment in the Partner Program following *TeamViewer Channel Partner Program Participation Terms*.

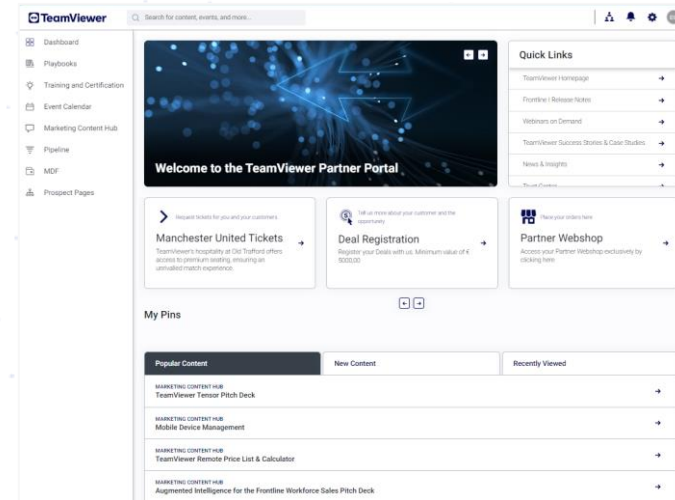
\*\* Subject to *TeamViewer End Use License Agreement (EULA)* and applicable *Data Processing Agreement (DPA)*, [www.teamviewer.com/eula](http://www.teamviewer.com/eula). More details slide NFR and Demo Environment Licenses.

\*\*\* Subject to individual invitation/special offer by TeamViewer.

# TeamViewer Partner Portal

Elevate your channel partnership with the TeamViewer Partner Portal - an all-in-one platform designed to streamline your access to essential resources. From MDF requests to deal registrations, marketing content, and training materials, everything you need is conveniently housed in this centralized hub.

Enjoy personalized access based on your role, efficient submission processes, and dedicated support from your Channel Account Manager. Simplify your partnership journey and unlock new levels of success with TeamViewer.



[TeamViewer Partner Portal](#)



MDF  
Request



Deal Registration  
and Pipeline



Marketing  
Content



Event  
Calendar



Training and  
Certification



Sales  
Playbooks

# Program Benefits





## Licensing Program

To ensure our Partners are equipped with comprehensive knowledge and hands-on experience, we offer various types of licenses based on your partner level.

### Demo Licenses:

Experience our software firsthand with demo licenses, allowing you to explore its functionalities and benefits. Upon completing training, Partners can request a demo license with up to five licenses per certified user.

### Not for Resale (NFR) Licenses:

Exclusive to TeamViewer Partners, NFR licenses offer selected products at reduced rates for internal use. These licenses remain valid for at least one year, providing extended access at discounted prices.

### Trial Licenses

Invite potential clients with up to a 30-day trial license, enabling them to experience our dedicated server for demonstration purposes. This trial period allows for a comprehensive exploration of our software's capabilities.

Demo Licenses	Business	Premier	Champion
Standardsolutions		•	•
Enterprisesolution: Tensor		•	•
Enterprisesolution: Frontline		•	•

NFR Licenses Discount Levels	Business	Premier	Champion
Standardsolutions		25%	50%
Enterprisesolution: Tensor		25%	50%
Enterprisesolution: Frontline		25%	50%

## Discount Rates

TeamViewer offers discounts based on the current list price or a quotation provided by TeamViewer. For Enterprise solutions these discounts only apply to approved registered deals. Without deal registration, the discount rate for Enterprise solutions is limited to 6%.

Please note that these discount rates apply to Tier 1 Resellers purchasing directly from TeamViewer in the EMEA territory. For Tier 2 Resellers purchasing from distributors, discount rates are determined at the discretion of the Distributor.

Benefits		Business	Premier	Champion
TeamViewer Remote – Business License		8%	8%	8%
TeamViewer Remote & Remote Management		10%	15%	20%
Enterprise Solutions	TeamViewer Tensor	15%★	20%★	25%★
	TeamViewer Frontline	15%★	20%★	25%★
Professional Services		6%	6%	6%
Service Level Agreements		6%	6%	6%

**i Note:** Discounts may vary in instances where special pricing is applied.

★ The discount percentage includes the DealReg Bonus.

**i Note:** Discounts may vary in instances where special pricing is applied.

**i Note:** The discount adjustments for TeamViewer Remote and Remote Management are scheduled to take effect on June 1. Until then, the current discount rates remain in place.

## Back-End Rebate Program

The TeamViewer back-end rebate program rewards your ongoing commitment as a valued partner, offering lucrative incentives based on your sales performance and customer satisfaction efforts.

Earn significant rebate bonus based on net sales billings, upon meeting annual targets. This transparent structure ensures your hard work translates into tangible rewards, empowering you to maximize earnings and drive mutual success.



### Eligibility

Exclusively available to Champion Partner, participation in the program is by invitation, with partners selected based on TeamViewer's discretion. Once nominated, partners must complete and sign a participation form to enroll.



### Billings Target

Targets for the upcoming calendar year will be established jointly by TeamViewer and partners, outlined in the business plan at the start of the fiscal year.



### Achievement

Targets will be assessed according to the program's schedule. Achieved billings include all license fees paid by the partner to TeamViewer, regardless of whether they come from first orders or renewals.



### Payout

Upon reaching the target, partners will receive a back-end rebate payout based on achieved billings from the specified period outlined in the business plan. This payout will be issued as a credit note.

## Market Development Funds (MDF)

TeamViewer's MDF program empowers authorized Channel Partners to subsidize costs for various lead generation activities. Partners can utilize MDF for events, trainings, webinars, campaigns, advertising, PR, and industry-specific marketing assets, enabling targeted outreach and boosting sales success.

### Guidelines & steps for a successful MDF experience

<b>Submission Timeline</b>	Ensure timely submission by sending MDF requests six weeks before planned implementation dates and quarterly activities at least two weeks before the start of the following quarter.
<b>Approval &amp; Payment</b>	After TeamViewer's final approval, a Purchase Order (PO) will be issued, enabling Partners to invoice the approved MDF amount upon successful activity execution. Payment approval will be granted upon reporting back on activity results, with Key Performance Indicators (KPIs) determined by TeamViewer.
<b>Follow-up Activities</b>	Stay proactive by providing updates on leads and lead development for agreed follow-up activities as requested by TeamViewer, ensuring ongoing communication and collaboration throughout the MDF process.

**i** *Submission of the following data solely via the Partner Portal is mandatory for an MDF proposal to be approved:*

- Parties involved (Distributor and/or Reseller/external agency)
- Product line to be promoted
- Target audience: Resellers, existing end customers, or prospective end customers
- Date or timeframe of execution
- Type of activities requested with detailed description
- Country or regional focus of the campaign
- Type of support/material needed from TeamViewer
- Targeted outcome/ROI results
- Total cost and cost split between partner and TeamViewer incl. original quote to partner (eg. stand space at an exhibition etc.)
- Description of follow-up process

## Deal Registration Overview

To support and incentivize Partners involved in project business and selling TeamViewer Enterprise solutions, we provide an efficient deal registration process accessible through TeamViewer's Partner Portal.

Deal registration provides exclusive rights to pursue and close specific opportunities, ensuring that Partners' efforts are protected and incentivized. This process helps prevent conflicts, encourages proactive engagement, and fosters transparency and collaboration between TeamViewer and its Partners.



### ? When to register a deal?

Only register a deal when it meets eligibility criteria, the prospect has expressed genuine interest, and there's an established level of engagement and commitment.

**i** **Note:** the [discount rates](#) are applicable only upon deal registration submission. Without a deal registration, the discount rate is limited to 6%.

# Deal Registration (DealReg) Terms & Conditions



Deal Registrations are **permitted** under the following circumstances:

- Register all deals containing TeamViewer Enterprise solutions
- Only first orders (no renewals) are eligible for Deal registration
- Upsell deals are eligible if the upsell part exceeds the deal size; or the original deal is not registered, and the original deal plus the upsell part exceeds the minimum deal size. - In both cases, DealReg discount rates are only applicable to the upsell part.
- Each opportunity may only be registered once, by the partner who comes first. Exceptional cases (e.g. RFP/RFQ/Public Tender) may be approved by TeamViewer
- If the same opportunity is submitted by more than one partner, TeamViewer may ask the partner(s) to provide evidence of establishing the opportunity
- TeamViewer retains the right to reject DealReg at its sole option
- During DealReg process, Partner selects a Distributor.
- DealRegs are only valid if approved in Partner Portal. Verbal approvals are not granted, and TeamViewer Channel/Sales Representatives are not authorized to provide Benefit approvals.
- Approved DealRegs are valid for 90 days. Requests for a 90-day extension must be submitted via email to the appropriate CAM prior to the expiry of validity
- TeamViewer may contact the end user/Customer regarding the registered deal to verify the requirements
- Once a Deal registration is approved by TeamViewer, the Partner needs to show further involvement to drive the deal, e.g., organising and attending Customer calls/meetings, actively positioning TV portfolio, etc. If no further involvement is shown, TeamViewer is entitled to cancel the Deal Registration.



Deal Registrations are **permitted** under the following circumstances:

- If the deal has already been registered by another Partner.  
If the deal is a renewal.
- If the deal has already been forecasted by a TeamViewer Sales Representative in the TeamViewer CRM System.
- TeamViewer reserves the right to reject any approved DealReg, which is subsequently put out to (public) tender during the lifecycle of the opportunity.
- If the deal is registered by the Partner for their own company use, affiliate company use, software as a service, or to resell to another TeamViewer Partner.
- If the deal is registered by the partner for an end user or customer company that is outside of the Partner's geographical region/country.

# Program Requirements



## Requirements

TeamViewer is dedicated to fostering growth through active engagement within our Partner Ecosystem. To access the benefits of the TeamUP Program, partners must meet four key criteria: **Billing Threshold**, **Number of Deal Registrations**, **Certifications**, and the development of a joint **Business & Marketing Plan**.

The Billing Threshold pertains to the total billings (excluding Hardware) achieved by the partner throughout the calendar year. This includes all license fees paid for TeamViewer products, regardless of whether they originate from initial orders or renewals. It does not include invoiced but unpaid amounts, or any discounts, refunds, credit notes, or other monetary benefits provided by TeamViewer for respective deals.

Additionally, partners must have a certain number of Approved Registered Deals, which are deals successfully registered with the Deal Registration system. This system is detailed in the Deal Registration section for further reference.

Requirements	Business	Premier	Champion
Billing Threshold		Group 1: 150k € Group 2: 50k €	Group 1: 750k € Group 2: 150k €
Minimum number of approved registered deals		10 Tensor or 5 Frontline deals	20 Tensor or 10 Frontline deals

**Group 1:** Canada, China, Denmark, Finland, France, Germany, India, Ireland, Japan, Korea, Netherlands, Luxembourg, Norway, Sweden, Switzerland, United Kingdom, United States.

**Group 2:** Colombia, Costa Rica, Croatia, Czech Republic, Greece, Hungary, Israel, Italy, Malaysia, Mexico, Pakistan, Peru, Philippines, Poland, Portugal, Romania, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Taiwan, Thailand, Turkey, UAE, Ukraine, Vietnam.



## Requirements

To access the full range of benefits offered by our training programs, partners must meet specific requirements:

- Partners must ensure they have the minimum number of certified personnel as stipulated for each Partner Level. This ensures that partners have the necessary expertise to effectively distribute or resell our products.
- Certification is mandatory for partners intending to distribute or resell our products. Failure to fulfill this requirement will result in partners being unable to commence distribution or resale activities for the respective products.

Product	Certification Level	Business	Premier	Champion
Remote	TeamViewer Sales Professional	Recommended	Required certified person*:1	Required certified person*:2
	TeamViewer Technical Expert		Recommended	Recommended
Tensor	TeamViewer Sales Professional	Recommended	Required certified person*:1	Required certified person*:2
	TeamViewer Technical Expert		Required certified person*:1	Required certified person*:1
Frontline	TeamViewer Sales Professional	Mandatory**; Required certified person*:1	Mandatory**; Required certified person*:1	Mandatory**; Required certified person*:2
	TeamViewer Technical Expert	Recommended	Mandatory**; Required certified person*:1	Mandatory**; Required certified person*:1

