

THE AUTOMATION ANYWHERE TECHNOLOGY ALLIANCE PROGRAM



The Automation Anywhere® Technology Alliance Program (TAP) provides technology partners with the business and technical resources necessary to build, market, and support bots, plugins, and extensions for the Automation Anywhere's RPA platform.

Enterprise customers require integrated solutions that work out-of-the-box within their IT environment with minimal disruption to their existing business processes. These products must be fully integrated and accessible to help companies solve critical business problems and fill business needs through cloud and on-premise solutions.

Technology partnerships are a key part of Automation Anywhere's long-term growth strategy. We have developed the Technology Alliance Program to enable market leading technology companies to build bots, plugins, and extensions to Automation Anywhere product offerings. The TAP ecosystem provides customers with a broad selection of best-of-breed, complementary software products and services that they can use to upgrade existing IT environments and enhance business process automation initiatives.

THE AUTOMATION ANYWHERE TECHNOLOGY ALLIANCE PROGRAM PROVIDES PARTNERS WITH:



Additional sales channel



Revenue growth opportunity



Brand awareness/promotion initiatives



Access to global markets



Technology market validation



Market presence in vertical industries

SOFTWARE COMPANIES THAT ARE INTERESTED IN BUILDING BOTS, PLUGINS OR EXTENSIONS CAN LEVERAGE AUTOMATION ANYWHERE'S TECHNOLOGY ALLIANCE PROGRAM TO:

- Build, market and promote bots, plugins, and extensions
- Educate and enable personnel
- Support end-user customers

PROGRAM OVERVIEW:

- Simple structure
- Mutual business value
- Global support
- Business and technical program benefits
- Partner requirements by tier level

PROGRAM DETAILS:

- Two tier program structure
- Referral program
- Technical enablement
- Free Community Edition license
- Website listing—Logo/Profile
- Global and regional event sponsorships (subject to availability)

COMMUNITY TIER BENEFITS

- Community Edition license
- Referral program
- Free online Automation Anywhere University (AAU)
- Free Advanced RPA Professional certificate (prerequisites)
- Partner technical support team
- Rights to market Bots, plugins, and extensions on the Bot Store™
- Partner Portal - Sales/Marketing/Technical collateral
- Automation Anywhere logo
- Event sponsorships (subject to availability)
- Press release (from partner only)
- Partner logo/profile on Automation Anywhere website

ELITE TIER BENEFITS

- All benefits of Community Tier
- Go-to-market plan
- Account planning/mapping
- Beta program
- TAP Technical Support Team
- Joint case study
- Annual product roadmap review
- Joint press release

COMMUNITY TIER REQUIREMENTS

- Development resources to build, maintain, and support bots, plugins, and extensions on current Automation Anywhere versions
- Marketing resources to promote partnership, products, bots, plugins, and extensions
- >20 customers in production
- 7x24 customer support
- Pre- and post-sales support by region
- Localized product offerings
- Must upload bots, plugins or extensions to Automation Anywhere Bot Store within 90 days

ELITE TIER ADDITIONAL REQUIREMENTS

- \$1M in end-user license fees associated with partner referrals
- >5 mutual customer accounts
- >2 mutual partners
- >2 advanced-certified developers in-house
- Master-certified developer in-house
- Must upload bots, plugins or extensions to Automation Anywhere Bot Store within 180 days
- "Train-the-trainer" overlay resource
- Solution Architect overlay resource
- Center of Excellence
- Proof of Concept
- Demo support

Interested in becoming an Automation Anywhere partner? Go to <https://www.automationanywhere.com/partner-registration> and complete the registration form.

About Automation Anywhere

Automation Anywhere empowers people whose ideas, thought and focus make the companies they work for great. We deliver the world's most sophisticated Digital Workforce platform making work more human by automating business processes and liberating people.

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