



**SaaStr  
BUILD**

# Establishing a Technology Partner Program



**Rich O'Connell**  
Partnerships  
Atlassian

# Housekeeping Notes

- Most of you are viewing this session from our event platform, which we hope you are enjoying! To submit a question to the speaker - you can use the “Question” feature positioned on the right rail of your screen
- If you’d like to be on directly with the speaker, click the **join us on stage button** ( found below the player) -- we’ll take questions at the end
- Interactive, 20 minute session + 20 minutes networking. We encourage you to keep your cameras on, and audio muted
- These sessions will be recorded and available post event

# What we will cover today

1. Are you ready to start a partnerships program?
2. Crawl, Walk, Run - How to get started.
3. Common Challenges
4. Q&A - let's make this interactive!

# Introduction

Proudly Irish ;)

Moved to bay area several years ago.

Background is a mixture of Enterprise Partnerships, SaaS and API Partnerships, and BD.

Lead Atlassian's partnerships with Slack, Microsoft, Zoom and Zendesk.

[roconnell@atlassian.com](mailto:roconnell@atlassian.com)

The Accenture logo features the word "accenture" in a bold, lowercase sans-serif font. A red chevron symbol is positioned above the letter "t".The Facebook logo is the word "facebook" in a bold, blue, lowercase sans-serif font.

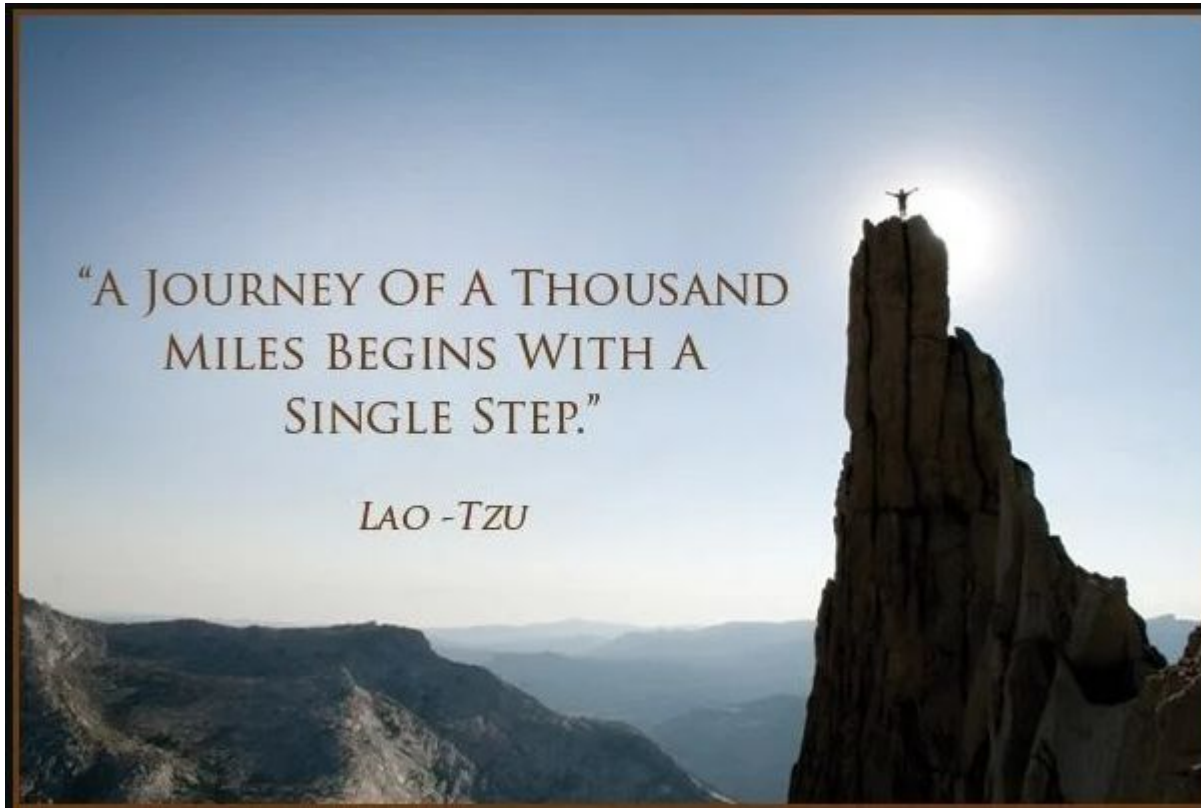
# Are you ready to start a partnerships program?

1. Why?
2. Can you be partner-friendly?
  - a. Leadership
  - b. Culture
  - c. Orientation
  - d. Product / Platform
3. What kind of Partner Program
  - a. Sales / BD / OEM
  - b. Technology / Platform
  - c. Growth / Distribution

# What Partners care about?

1. Opportunity
2. Transparency
3. Access
4. Early notice for changes
5. Support
6. Coopetition
7. Validation with customers

# How to get started?



# Getting Started - Crawl

1. Talk to everyone
  - a. Other ecosystems
  - b. Entrepreneurs and Incubators
  - c. Internal teams
  - d. Customers
2. Be conscious of future state
  - a. Services vs Tech
  - b. API needs
  - c. Global vs local
  - d. 10s vs 100s of partners
3. Look for internal champions
4. Get some wins for customers
5. Get some wins for Sales



# Getting Started - Walk

1. Establish a program (MVP)
  - a. Website
  - b. Application Process
  - c. Partner Listings
  - d. Annual Calendar
  - e. Gives and Gets
2. Informal tiering - 80/20 rule
3. Cross-functional engagement
  - a. Product
  - b. Marketing
  - c. Ops
  - d. Program Management
4. Stay focused on customers
  - a. Needs
  - b. Feedback

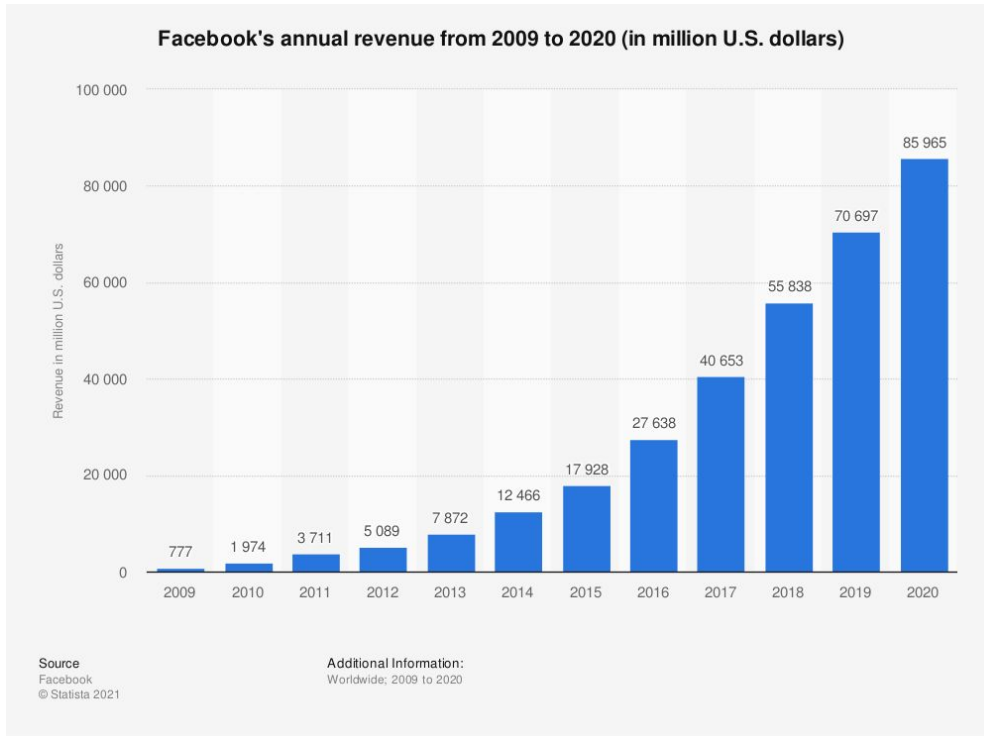


# Getting Started - Run

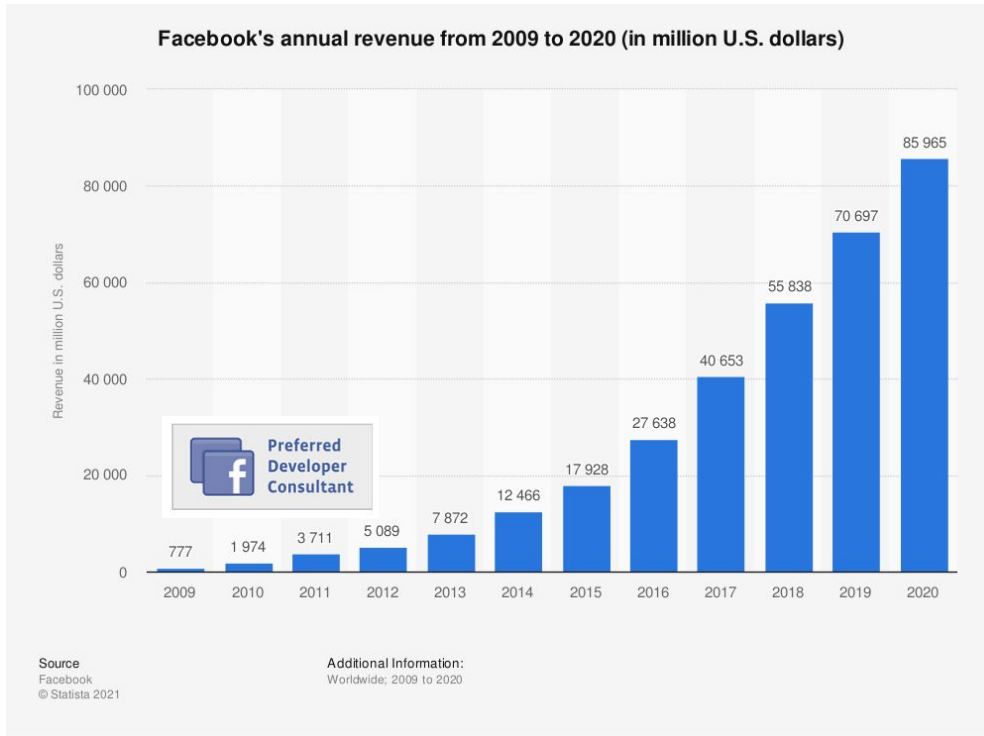
1. Evolve program
  - a. Quality criteria
  - b. Specialties
  - c. Badging
2. Formal tiering - 80/20 rule - mix may change
3. Invest in Infrastructure
4. Joint business planning with tier 1 partners
  - a. Quarterly Business Reviews
  - b. Annual planning
  - c. Reporting and Insights
  - d. Goals
  - e. Co-marketing commitments
5. Stay focused on customers
  - a. Needs
  - b. Feedback



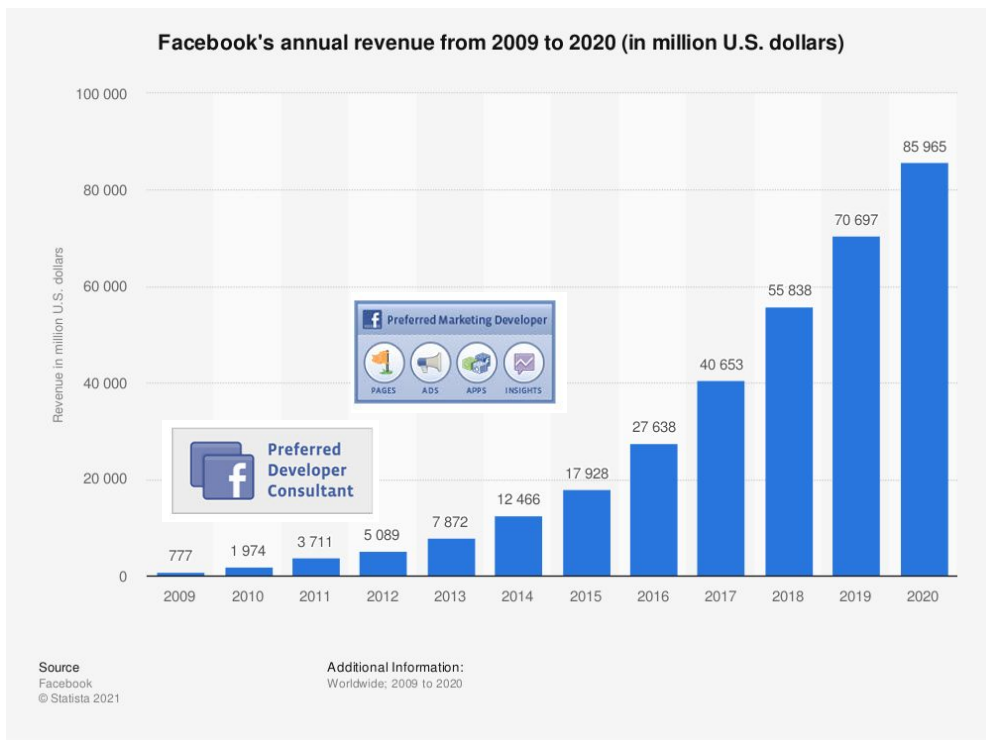
# Case Study - Facebook Program



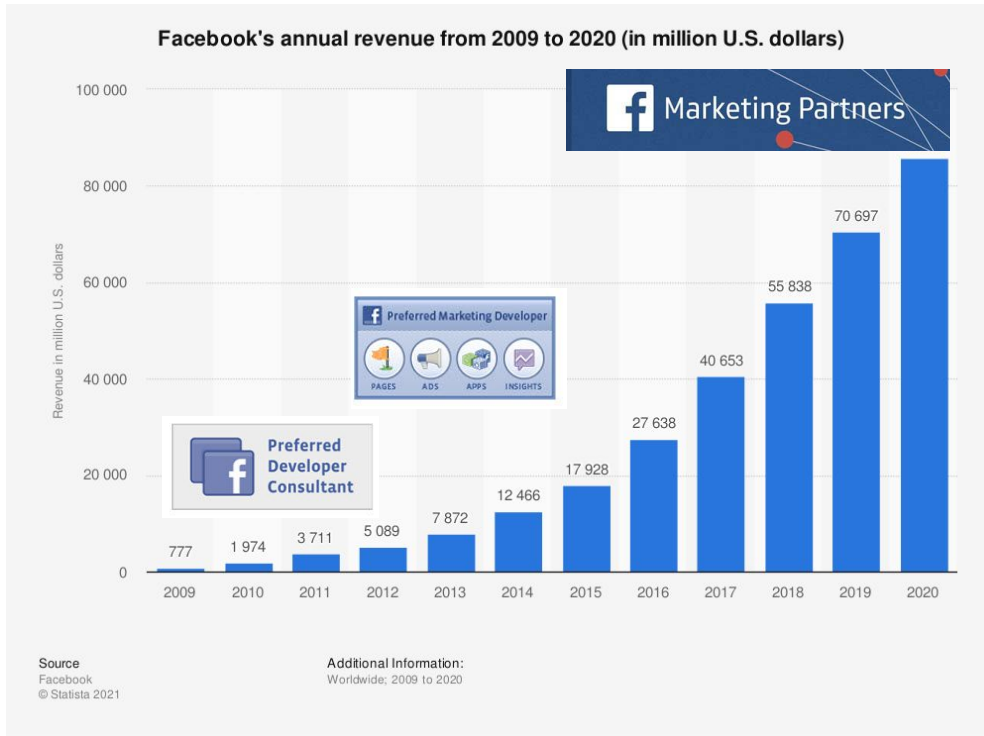
# Case Study - Facebook Program



# Case Study - Facebook Program



# Case Study - Facebook Program



# Common Challenges

1. Giving partners too much access, too early
2. Folks “buying the market”
3. Concentration in too few partners
4. “Breaking changes”

# My Top Takeaways

1. Keep it simple - always do the most simple thing
2. Have empathy
3. Give a bit more than you are comfortable with / focus on building trust

# Q&A and Networking

To participate - click “Join us on stage”  
(below the player)



**THANK YOU**



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