

KRYON™

PARTNER PROGRAM



Welcome to Kryon

Kryon is a leader in enterprise automation and is the only vendor in today's market that offers a [Full-Cycle Automation Suite](#) combining [Process Discovery™](#), [Robotic Process Automation \(RPA\)](#) and analytics in a single, unified solution. This unique full-cycle platform has a proven track record in the field and a rapidly growing base of delighted customers thanks to its ability to maximize ROI and cut implementation time by up to 80%.

Why Partner With Kryon?

We at Kryon firmly believe that your success is our success. This is far from being just an empty slogan – we stand fully behind our Full-Cycle Automation Suite and support you every step of the way to ensure that you always deliver the very best results to your customers.

Our Partner Program is carefully tailored to help you derive maximum benefit from our years of experience on the frontline of the automation industry. To this end, we work hand-in-hand with you on all aspects of your first deals, as much (or as little) as you want, providing all the resources you need to be successful. In addition, we give you the know-how to easily scale up automation projects, which is quite possibly the single biggest factor in ensuring exceptional customer satisfaction and future business opportunities.

If that wasn't enough, we're also here to assist you with your marketing activities. Together, we'll create compelling content to share your story, including hard-hitting press releases and joint webinars crafted to educate, engage, and influence the people whose decisions matter the most.

Our Partner Ecosystem

Kryon works with and supports a wide variety of partner types to leverage multiple access points for customers. To learn more about the different types of partners, [visit our website](#).

Partner Levels

The Kryon Partner Program is comprised of four levels: Gold, Silver, Bronze, and Referral. Each level is designed to recognize and reward our partner's investment in Kryon, providing unique benefits based on the partner's annual sales and certification requirements. Annual sales volumes are measured in end-user pricing as detailed in the Kryon price list. For further information on the different partner levels, please contact your Channel Manager.

Program Benefits

Kryon's Partner Portal

The Kryon Partner Portal is the exclusive, go-to center for all your partner program requirements. We'll supply you with your own access credentials so you can get everything you need, right at your fingertips, to keep you up to speed with all things Kryon. Here is just a small taste of what you can find there:

Deal Registration

Deal registration is an integral part of working with, and gaining support for, your Kryon opportunities. Deal registration is Kryon's way of (1) recognizing your position in this opportunity, (2) adding it to your Kryon pipeline, (3) giving you rights to direct support from Kryon's sales and marketing teams if required, and (4) assistance in competitive bid environments.

Sales & Marketing Support

Besides your Channel Manager, Kryon provides support to partners who want to develop markets and need our support in sales opportunities. We support partner-based in-field activities as per our joint marketing plan, and we encourage you to actively engage with us in your market development activities. Kryon is happy to work closely with your sales team to help them close their first deals until they are completely comfortable with the Kryon Full-Cycle Automation Suite's unique value proposition.

Enablement

The [Kryon Academy](#) is your online access to all Kryon trainings and certifications. Required trainings and the standard certification curriculum can be found here, in addition to recertification programs to keep your skills sharp and current. We view our partners as the first line in sales and support, for which ongoing education and training is vital.

Resources

Kryon is dedicated to providing you, our valued partners, with the best information available. Our resource site contains a wealth of industry information, including competitive positioning, presentation templates, use cases, and testimonials, all of which can be used to give you a crucial edge in your sales and marketing efforts. For our longtime partners, the Partner Portal is a frequently accessed site for building your Kryon knowledge and strengthening our mutual brand.

Request a Quote

While partners are free to bid and give quotes for Kryon solutions on their own, there are times when a special quote from Kryon and direct support in submitting a bid is the key to sealing the deal – and the portal lets you do exactly that.

The Bottom Line

We at Kryon firmly believe that when you win, we also win. We stand here at your service ready to give you all the tools you need to make your mark in the digital revolution.



Partner Levels

Partner Levels				
Discounts & Margins				
Discount from List Product Price	0%	20%	25%	35%
Margin for Referral	5%	N/A	N/A	N/A
Training & Certification				
Technical Product Certification	No	No	Yes	Yes
Sales Training	No	Yes	Yes	Yes
Demand Generation				
Preference in Lead Distribution	No	Yes	Yes	Yes
Opportunity Registration	Yes	Yes	Yes	Yes
Market Development Fund Accrual	N/A	N/A	Per case	2% of annual registered net software sales
Technical Resources				
Access to Beta Products	No	No	No	Yes
Online Service Requests	No	Yes	Yes	Yes
Access to Technical Knowledge Base	No	Yes	Yes	Yes
Sales Support				
Dedicated Account Channel Manager	No	No	Yes	Yes
Access to Sales Tools	No	Yes	Yes	Yes
Online Service Requests	No	Yes	Yes	Yes
Marketing Support	No	No	No	Yes
Communication & Tools				
Partner Portal Access	Yes	Yes	Yes	Yes
Product Licenses & NFRs				
Demonstration Systems (NFRs)*	No	1	2	3
Partner Commitments				
Annual Product Revenue	N/A	\$100,000	\$250,000	\$500,000
Joint Marketing Activities	N/A	Optional	1	2
Annual Business Plan	No	Yes	Yes	Yes
Promotion on Website	No	No	Yes	Yes
Kryon Sales and Technical Certification	N/A	<ul style="list-style-type: none"> • 1x Sales Rep Kryon Sales Certified • 1x SE RPA & PD Certified • 2x RPA Developers Certified 	<ul style="list-style-type: none"> • 2x Sales Rep Kryon Sales Certified • 2x SE RPA & PD Certified • 4x RPA Developers Certified 	<ul style="list-style-type: none"> • Minimum of 2x Sales Rep Kryon Sales Certified • 4x SE RPA & PD Certified • 8x RPA Developers Certified

Contact Us
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