



# The League of Liferay Partners

Committed to client success. Committed to each other.



Liferay partners provide digital transformation solutions, integrations, and outstanding user experiences

## ABOUT OUR PROGRAM

**Our partner ecosystem is not about numbers; it's about quality.**

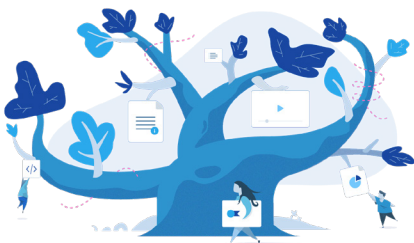
Liferay provides leading open-source software that enables partners to showcase their talents and create custom solutions for clients resulting in a robust services business. All our partners meet the highest standards of technical and sales competencies and have a commitment to marketing Liferay solutions.

### Liferay Invests in Partners

We offer a multi-tiered program with the resources, tools, and financial benefits partners need to drive revenue with Liferay solutions.

- Upfront discounts and backend rebates on software subscriptions
- Lead referrals from Liferay
- Unlimited access to Liferay University for technical and non-technical training
- Assistance and support in sales opportunities (sales and technical support)
- Demo software
- Marketing support
  - Marketing Development Funds for lead generation activities
  - Joint content creation and promotion of partner created content
  - Joint marketing programs
- Promotion in the Liferay Partner Directory
- Annual partner summit

**Liferay Reputation +  
Partner Reputation =  
Mutual Brand Strength**





## WHY BECOME A LIFERAY PARTNER

### One Platform. Endless Solutions.

Liferay and its partners solve business challenges for clients through a limitless number of business solutions, tailored to meet the unique needs of every client.



#### Revenue !

- Upfront discounts and backend rebates on subscriptions (average deal size = \$75k)
- Services, services, services! Average attach rate is 10-20x deal size



#### Industry leading platform

- Recognized leader for 10 years in the Gartner 2020 Magic Quadrant for DXPs
- Chosen by some of the world's leading brands
- Open-source platform with opportunities for app development and integrations



#### A nexus of support

- Technical, marketing, sales, and customer success support
- Participation in product roadmap, program development, and market initiatives

**We partner with the best to provide the best for our joint clients.**

Are you ready to expand and grow your business by partnering with Liferay? **Let's talk.**

