



Thank you for your interest in becoming a **Magento Extension Builder Partner!**

To fit the needs of our partners, we've designed a program with these three guiding principles:

- **Fast Growth:** Leverage the Magento marketing channels to influence our ecosystem. You'll need to contribute time and thought leadership, but we'll help pave the way.
- **Exceptional Extensions:** If merchants have great experiences, everyone wins. Your extensions need to offer the best experience ever, with access to code, technical support, and by passing our Extension Quality Program.
- **Measurable Results:** Drive sales with the confidence of fixed program costs and scale your investment without revenue share.

### Key Benefits of Select and Premier Partners

| Extension Builder Partner Benefits  | Marketplace Only | Select Partner | Premier Partner |
|---|------------------|----------------|-----------------|
| Certified Magento Extension Builder Badge                                     |                  | ✓              | ✓               |
| Magento & Community Events Sponsorship Access                                 | ✓                | ✓              | ✓               |
| Preferential Marketing on Marketplace   |                  | ✓              | Banner Rotation |
| Extension Promotion   |                  |                | As Available    |
| Magento Commerce Dev License  | ✓                | ✓              | ✓               |
| Cloud Sandbox   |                  | ✓              | ✓               |
| Re-Certification of All Extensions (within 30 days of major point of release) |                  | ✓              | ✓               |
| Dedicated Partner Manager   |                  |                | ✓               |
| Magento Product Interaction Opportunities <sup>1</sup>                        |                  |                | As Available    |

### Our Merchants Demand Frictionless Integration

We hold our Extension Builder Partners to an exceptionally high standard when it comes to building Magento extensions.

To deliver on this promise, we require that partners:

- **List all extensions in Magento Marketplace.** To be a Magento Extension Builder Partner, you must list all your extensions or integrations that you currently maintain or market on the Magento extension Marketplace.
- **Deliver a timely extension revalidation.** Magento typically releases three minor (point release) updates to our platform a year. It is critical that our partners re-certify their extensions within 30 days of each GA release of Magento.
- **Offer support for all Magento editions.** To ensure your solution can be sold and used by the entire Magento customer base, we require your extension to be developed for and tested against Magento Commerce Cloud and Open Source.



We understand building a quality extension may be a timely and costly exercise, and we want to make this process as easy as possible. Therefore, we offer our Extension Builder Partners:

- **Extension support.** We provide discounted rates with our in-house Consulting Services team to help you get your extension built and certified.
- **Magento training.** Whether you intend to build your extension yourself, or outsource the work, it is key that you understand the Magento platform. We offer 20% off our end-user and technical training courses for our Select Partners and 25% off for our Premier Partners.
- **A complimentary Magento Developer License.** We require that you build and test your extension against all versions of our platform, including Magento Commerce and Open Source.
- **A complimentary Magento sandbox.** We require that your extension is tested within our cloud environment, especially with our cloud Content Delivery Network provider, Fastly.
- **Prioritized extension submissions.** Your release schedules may be frequent and you may need to make improvements to your extension. Our Select and Premier Extension Builders get prioritized extension quality processing to ensure their updated extensions are pushed live on Marketplace.

1. Subject to conditions. May include the ability to have partner technology included in standard Magento sales demo and strategic access to Magento product management leadership.

## Program Participation

Access to the program is through an annual program fee tiered by Partner level.

### Yearly Program Fees (In US Dollars)

| Partner Commitment | Marketplace Only | Select Partner | Premier Partner |
|--------------------|------------------|----------------|-----------------|
| Annual Fee         | None             | \$10,000       | \$20,000        |
| Rev Share          | 30%              | 30%            | 30%             |

## How to Apply

We're growing fast, and we'd love you to join us. To apply, please create a Magento account and complete the Partner application.