We are thrilled about your interest in becoming a **Magento Technology 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 and 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.

We also offer three levels of partnership: General, Select, and Premier. Premier is by invitation only.

Key Benefits for General and Select Partners

Technology Partner Benefits	General	Select
Certified Magento Technology Partner Badge	✓	✓
Listing on the Magento Partner Directory	✓	Priority Listing
Extension Downloads Leads	✓	✓
Sponsorship of Magento & Community Events	✓	Priority Access
Sponsorship of Magento Partner and Sales Events		✓
Preferential Marketing on Marketplace		✓
Content Marketing Opportunities		✓
Magento Promotion of Partner-Hosted Content		✓
Dedicated Partner Manager		✓
Strategic Magento Product Interaction Opportunities[1]		✓

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

Select Technology Partner Marketing

Pending availability Select Technology Partners may get involved in additional marketing activities. These benefits are designed to drive more awareness for you.

Illustrative Promotional Activities	
• Achieve Webinars to Magento Sales Teams • Lunch & Learns with Magento Customer Success Teams • Webinars to Merchants & Solution Partners	• Extension Marketing (Marketplace Emails Mentions) • Thought Leadership Content • Clients Snapshots • Partner or Event Newsletters Mentions

Merchants Demand Frictionless Integration

We hold our Technology Partners to an exceptionally high standard when it comes to building Magento extensions. Magento Technology Partner extensions are more than just "check-the-box" data feed integrations. Merchants expect our partners to develop extensions that provide native capabilities with our admin tools and ready-to-go storefront enhancements. To deliver on this promise, we require all partners to:

- **List their Extension in Magento Marketplace.** To be a Magento Technology Partner, you must list all the extensions or integrations that currently maintain or market on Marketplace.
- **Deliver a Timely Extension Revalidation.** 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 all editions of Magento, including Magento Commerce and Open Source.

We understand building a quality extension may be a timely exercise, and we want to make this process as easy as possible. As a result, we offer our Technology Partners:

- **Extension Support.** If you don't have the in-house skills or resources to develop an extension, we can make formal introductions to solution partners who specialize in developing extensions for our Technology Partners. We also provide discounted rates with our in-house 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. To facilitate this, we offer 20 percent off our end-user and technical training courses for our General Technology Partners and 25 percent off for Select Technology Partners.
- **A Complimentary Magento Developer License.** We require that you build and test your extension against our platform.
- **A Complimentary Magento Cloud 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 Technology Partners get prioritized extension quality processing to ensure their updated extensions are pushed live on Marketplace as quickly as possible.

Program Participation

Access to the program is through an annual program fee tiered by company revenue. Technology Partners do not need to pay revenue share on any licensing or subscriptions fees collected.[3]

Yearly Program Fees (In US Dollars)

Company Revenue	General Partner	Select Partner
< $2 million	$5,000	$50,000
$2 - $20 million	$15,000	$50,000
> $20 million	$25,000	$100,000

1. Technology Partners that sell their extension for monetary gain (i.e., do not make the download of their extension free) are still subject to the Marketplace revenue share conditions.

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.