



# Technology Alliance Program

SS&C Blue Prism's technology partnerships are supported by the Technology Alliance Program (TAP)





Teaming with SS&C Blue Prism provides our Technology Alliance Program (TAP) partners with access to an array of learning, development, sales and marketing resources via the SS&C | Blue Prism® Digital Exchange (DX). The DX allows TAP partners to quickly and effectively build and deploy solutions that serve customer and market demand. Our DX allows ISVs or individual developers (DX providers) who build software assets to support the SS&C Blue Prism platform to make these assets available on the DX.

The program enhances the benefits provided by the DX by offering access to technology and go-to-market (GTM) opportunities that accelerate business results. Join the program today to start promoting your solutions to our fast-expanding customer base worldwide; in addition:

- Accelerate the development of joint market offerings.
- Publish developed integrations and solutions associated with SS&C Blue Prism's intelligent automation (IA) skills.
- Expand market awareness and benefit from joint sales and marketing engagement.
- Increase sales of your complementary products to SS&C Blue Prism's partner ecosystem and customers.

## TAP PROGRAM LEVELS



### TAP Affiliate

This level is open to companies interested in building technical integrations with SS&C Blue Prism. This entry level partnership is designed to help explore synergies, paving the way for the relationship to evolve more strategically. Partners gain access to immediate product information to generate competencies in SS&C Blue Prism's partner ecosystem.



### TAP Premier

This level is for companies with significant expertise and market presence in a focus area that is strategic to SS&C Blue Prism. We will engage in joint initiatives on a variety of fronts, including joint sales, partner enablement, joint marketing and technology roadmap discussions.

## Technology Alliance Program at a Glance

To apply to become an SS&C Blue Prism TAP partner, visit [digitalexchange.blueprism.com](https://digitalexchange.blueprism.com) and click "Join".

Requirements of the TAP Partner	DX Provider	TAP Affiliate	TAP Premier
Completed partner application questionnaire	✗	✓	✓
Pay TAP partner fee (currently \$0)	✗	✓	✓
TAP partner agreement (click-through agreement)	✗	✓	✓
Integration developed and on the DX (e.g., VBO's, utilities, web services, etc.) unless exceptions granted	✓	✓	✓
Number of SS&C Blue Prism developers	N/A	1	3
Number of joint use cases	N/A	1	3
Number of joint customer success stories	N/A	As appropriate	1 – 2 per year
Host co-marketing materials approved by SS&C Blue Prism	✗	✓	✓

- All marketing materials containing references to SS&C Blue Prism, the TAP program, any SS&C Blue Prism products and/or any of SS&C Blue Prism's must be submitted to SS&C Blue Prism for review and approval via [partnermarketing@sscinc.com](mailto:partnermarketing@sscinc.com).
- TAP partner is responsible for creating test plants to validate the integrated solutions and the interoperability of the TAP partner's products with SS&C Blue Prism's products.
- TAP partner will conduct testing and generate test data in accordance with the relevant test in an appropriate environment.
- TAP partner is responsible for technical support for the integrated solution.
- TAP partner to ensure partnership is promoted on partner web domain.

TAP Program at a Glance continues on the next page.



## Technology Alliance Program at a Glance (Cont'd)

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Technology Benefits	DX Provider	TAP Affiliate	TAP Premier
Access to developer documentation	✓	✓	✓
Access to free online training	✓	✓	✓
Elevated access to SS&C Blue Prism portal	Limited	✓	✓
Technology roadmap discussions	✗	✓	✓
Support and assistance on developing and maintaining your DX assets	Forum only	10 tickets/yr	10 tickets/yr
Inclusion in early access program (beta)	✗	✗	✓
Resell ISV software on the Digital Exchange e-Commerce*	✗	Upon invite	Upon invite

\*Requires additional third party resell contract.

TAP Program at a Glance continues on the next page.



## Technology Alliance Program at a Glance (Cont'd)

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Go-to-Market Benefits	DX Provider	TAP Affiliate	TAP Premier
Limited exchange and use of logos (within guidelines)	✗	✓	✓
Access to online sales enablement training	✗	✓	✓
Access to publish integrations on SS&C Blue Prism Digital Exchange (DX)	✓	✓	✓
Joint press release opportunity featuring customer use case	✗	As appropriate	As appropriate
Co-branded white papers	✗	✗	✓
Advanced notice to sponsor at SS&C Blue Prism partner events	✗	✗	✓
Annual partner business plans	✗	✗	✓
Joint analyst releases	✗	✗	As appropriate
Joint marketing plan	✗	✗	As appropriate
Joint solution sales (incl. demo) and marketing collateral	✗	✗	✓
Ability to nominate customers to speak at SS&C Blue Prism events	✗	As appropriate	As appropriate
Engagement with SS&C Blue Prism sales and partner teams	✗	✗	✓
Receiving leads generated from the DX for submitted assets	✗	✓	✓
Your company logo on the DX	Only name	✓	✓
License type allowed on software distributed via the DX	Open source	+Commercial	+Commercial
Ability to upload links to your own solution pages	✗	Up to 3	Up to 5
Program open to any one	✓	ISV	Upon invite
TAP badging on asset on the DX with license to use it in material	✗	✓	✓

# TAP Partner Branding

## Badge and Guidelines

The Technology Alliance Program badge is your unique identifier as a valued partner of SS&C Blue Prism. Promote your business to potential customers with this badge when you prepare quotes and proposals, and when responding to tenders.

To obtain your TAP Badge please contact your dedicated TAP Partner Account Manager.

For co-branded marketing activities please visit the **Connect Partner Portal** to access the Partnership Brand Guidelines and SS&C Blue Prism logo.

All marketing materials using SS&C Blue Prism logo must be approved before use, by submitting to [partnermarketing@sscinc.com](mailto:partnermarketing@sscinc.com)



To apply to become an SS&C Blue Prism TAP partner, visit [digitalexchange.blueprism.com](https://digitalexchange.blueprism.com) and click "Join".

Start your digital transformation journey by speaking with one of our intelligent automation experts. Click below and please indicate your industry or area of interest so we can best assist you.

**Contact Us**

Email us at [bpm-contact@sscinc.com](mailto:bpm-contact@sscinc.com) to learn how SS&C Blue Prism can help your organization realize transformational business value with intelligent automation.

**SS&C | blueprism**

SS&C Blue Prism allows organizations to deliver transformational business value via our intelligent automation platform. We make products with one aim in mind — to improve experiences for people. By connecting people and digital workers, you can use the right resource, every time, for the best customer and business outcomes. We supply enterprise-wide software that not only provides full control and governance but also allows businesses to react fast to continuous change.

Exceed customer expectations, stay competitive, accelerate growth.

To learn more, visit [www.blueprism.com](https://www.blueprism.com) and follow us on Twitter @blue\_prism and LinkedIn.