

bright data

Partner Guide



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Introduction

Bright Data has created powerful tools that allow enterprises to gather accurate data at scale from any public web source. Bright Data unique technology and products help companies save valuable resources and make smarter business decisions.

As a Bright Data partner, you will accelerate your business growth by adding instant access to web data to your product offerings. This will help your customers gain crucial insights about their business. With Bright Data foundational certification program, dedicated partner manager, sales and marketing enablement material and much more, you will be able to win new business and penetrate untapped markets with a stronger product offering.

Definitions

1. “Partner” - Bright Data direct or indirect distribution channel entities, including partners, resellers, value add resellers (VARs), system integrators (SIs), service providers (x-SPs), who are a party to a Partner Agreement in force.
 2. “Partner Agreement” - an agreement signed between Partner and Bright Data granting the Partner the right to resell and/or promote the Bright Data products.
 3. “Bright Data” - Bright Data Ltd. and its subsidiaries.
 4. “Bright Data Products” - Bright Data ‘Dataset’ and ‘Data Collector’ products listed on the Bright Data price list, available on Bright Data website.
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Partner Program Guide

This guide provides Partners with an overview of their benefits and requirements and is effective as of April 1, 2022.

Please note that this guide supplements your current Partner Agreement, and it may be amended periodically, in whole or in part, by Bright Data, at its sole discretion. Bright Data will provide written or email notice to Partners regarding any changes to this guide. The most current version of this guide can be obtained in on the Bright Data Website.

Partner Levels and Definitions

The Bright Data partnership program offers 3 tiers of Partners:

- Introducer
- Certified Partner
- Premier Partner

Each Partner Tier has Requirements that the Partners must meet in order to qualify for their Tier Benefits (defined below). Such Requirements include: training certification, support capabilities, marketing efforts, as further set forth below. Each Partner Tier provides unique Tier Benefits to Partners and Bright Data will periodically evaluate the Partner's adherence to the Tier Requirements, as further stipulated below.

Introducer

This Partner Tier is for those who detect sales opportunities and refer Bright Data to anyone looking for an advanced Data Collection and structuring solution. No specific requirements or investment needed.

Certified

This Partner Tier is intended for Partners who focus on selling Bright Data Products without providing ongoing technical and financial support to the customers. The Certified Partner is required to meet the applicable Tier Requirements and make a commitment to developing a sales and marketing strategy with Bright Data.

Premier

This Partner Tier is intended for Partners that manage the full lifetime value of the customer, from on-boarding to actively managing all business aspects of the customer activity with Bright Data Products. Premier Partners are expected to make a thorough investment in training, support and marketing, as outlined in the Tier Requirements. In exchange for the investment made by Premier Partners, Bright Data offers Premier Partners significantly higher benefits than it does to Certified Partners.

Benefits

The table below provides the benefits for Introducer/Referral, Certified and Premier Partner tiers:

	Benefit	Introducer	Certified	Premier
Commission	Approved deal commission	\$	\$\$	\$\$\$
	Partner portal access	✓	✓	✓
	Training	Online	Online	On-site*
	Role-based training	-	✓	✓
	Partner Management & Inside Sales Support	-	✓	✓
	Ongoing product training	-	✓	✓
Partner Enablement	Bright Data logo/branding usage	✓	✓	✓
	Partner marketing support: Presentations, one pagers, dedicated e-books per customer vertical	✓	✓	✓
	Enhanced Marketing Fund: Ad-hoc marketing material, translation of marketing collateral etc.	-	-	✓
	Guest Blog post	-	-	✓
	Joint PR release	-	-	✓
	Event Support	-	-	✓
	Participation of offline and online events	-	-	✓
Sales	Deal registration	✓	✓	✓
	Lead sharing	-	-	✓
	Assigned account executive	-	-	✓
Support	24/7 Support tech support based on Bright Data customer support portal	-	✓	✓
	Growth Account Manager	-	✓	-
	Dedicated solution Engineer - Up to 3 integrations a quarter	-	-	✓

*Optional - upon partner early commitment

Requirements

Partners must remain in compliance with this guide and with the requirements applicable to their tier. The table below specifies the requirements to qualify for each partner tier:

Requirement	Description	Introducer	Certified	Premier
Partner Agreement	Partner has a valid Bright Data Partner Agreement	✓	✓	✓
Deal Registration	Partner must register all opportunities in accordance with the deal registration process specified below	✓	✓	✓
Sales & Marketing	Include Bright Data logo on partner website and a dedicated section describing partnership	✓	✓	✓
	Self Sufficient Demonstration Capabilities using Bright Data demo account	-	✓	✓
Training	Complete Sales training	✓	✓	✓
	Complete Product training	-	-	✓
	Complete ongoing training sessions as required	-	✓	✓
Ongoing Customer Management	Make the customer aware of the Bright Data License Agreement - https://brightdata.com/license . Customer must agree to the terms of the Bright Data License Agreement before the deal is processed	-	✓	✓
	Promote and market the Bright Data products on a continuing basis	-	✓	✓
	Work on upselling the usage of the Bright Data products by customers	-	✓	✓
	As required, assist with customer billing and technical issues	-	-	✓

Deal Registration Process

1. Register your qualified opportunity request via the dedicated Bright Data Partnerships email address: partnerships@brightdata.com, by submitting the deal registration form.
 2. Your deal registration request will be examined by a Bright Data Partner manager based on the following criteria:
 - The opportunity is not with respect to an existing customer of Bright Data or one that is in the process of becoming a customer.
 - No other partner has an approved deal registration for the same opportunity.
 3. Partner will receive an email response within 5 business days of deal registration, indicating acceptance, rejection or the need for additional information.
 4. Approved deal registrations are valid for three months from the date of approval, but can be extended for an additional three months subject to prior written consent by Bright Data.
 5. To be eligible for an approved deal commission, the partner must complete the registration process in advance. There are no retroactive registrations/ approvals.
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Commission Process

Commission Request

1. Partner commission will be calculated and paid against an approved invoice on a monthly basis.
2. Your entitlement to commissions shall apply for a changing period of time depending on partnership type.
3. If your invoice is accepted, the commission shall be paid to you within 30 days.

Customer Billing (for certified and premier partners)

1. You shall invoice the customers based on their relevant pricing package and will be responsible for collecting fees.
 2. You are responsible for paying the Bright Data invoices, regardless of the amount the customer has paid to you.
 3. You shall submit a monthly report to Bright Data with the customer details, applicable Bright Data product and amounts payable.
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Term

This Partner Guide is in effect beginning ____ and ending on _____. Bright Data reserves the right to modify or terminate the terms of this guide with 30 days written notice.

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