



TechPartner Program

Fueling Innovation, Bridging Gaps and Extending Markets Together



Technology Partnerships
Help Customers Win
in the Application
Economy.



In the last two years we tripled the size of our company by partnering with CA
—Todd Clayton, President and Co-Founder of CoreBlox

Technology Resources

- Software, SDK's and integration guides
- Phone and online technical support
- Solution Validation*
- Enhanced visibility into CA Technologies

Sales Resources

- Sell through the Marketplace @ CA**
- CA Sales and Reseller awareness activities
- Business and go-to-market planning tools

Marketing Resources

- CA Brand Association
- Customizable marketing materials
- Social Media, ca.com and Press Release
- Marketplace*, reseller channel and co-selling
- Content marketing

The CA TechPartner Program is designed to provide the tools and resources needed to test solution interoperability and develop integrations, apps or add-ons to CA Solutions. Multiple membership levels provide the flexibility to join the program based on the level of commitment needed. Through membership in the program you will receive CA developer license software(s), support, enablement tools and marketing resources needed to support your development needs and maximize your program ROI.

The Benefits of Partnership



INCREASED OPPORTUNITY

1. Expand customer base
2. Expand markets
3. Maximize ROI



IMPROVED EFFICIENCIES

1. Validation* options for integration quality
2. Co-marketing funds
3. Speed to market by leveraging available resources (SDKs)



CUSTOMER SATISFACTION

1. Address non-standard use cases
2. Increase the ease of doing business
3. Stay ahead of the competition

How do I apply?

To apply for the CA TechPartner Program, please complete the online application at: <http://www.ca.com/techpartner-apply>. The application will be reviewed and the applicant contacted for further instructions.

Who can I contact?

The TechPartner Program office is available to assist with any program related questions including: Definitions and guidelines, approval process, agreement execution, program requirements and entitlements, product downloads and program membership renewal and termination.

TechPartner Program Office: tpp@ca.com

How do I learn more?

Please visit the CA TechPartner program landing page online: <http://www.ca.com/tech>

Visibility into the current TechPartner ecosystem is available on this website as well as the following:

[Program FAQ](#)

[Program Guide](#)



*Limited to applicable CA Technologies products

**Currently only available for UIM probe technology. Future releases will support additional products. CA Approvals required for all Marketplace @ CA listings.

Program Requirements

	 MEMBER	 ADVANCED
Complete program application	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Execute (or sign) Required Agreements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Apply for validation	Preferred	Preferred
Pay Validation fee (if participating)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Successfully complete product validation (if participating)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Deliver generally available product integration	Preferred	<input checked="" type="checkbox"/>
Link TPP partner listing to CA product page on ca.com	Preferred	<input checked="" type="checkbox"/>
Provide demo of product integration	Preferred	<input checked="" type="checkbox"/>
Participate in developer community online	Preferred	<input checked="" type="checkbox"/>
Participate in product betas	Preferred	<input checked="" type="checkbox"/>
Develop collateral/datasheet for integration	Preferred	<input checked="" type="checkbox"/>
Complete solution catalog submission	Preferred	<input checked="" type="checkbox"/>
Complete partner solution brief	Preferred	<input checked="" type="checkbox"/>
Issue press release	Preferred	<input checked="" type="checkbox"/>
Develop customer success stories	Preferred	<input checked="" type="checkbox"/>
Register for Global partner program	Preferred	<input checked="" type="checkbox"/>
List ca.com as a partner on company web properties	Preferred	<input checked="" type="checkbox"/>
Provide designated resources to work with CA		<input checked="" type="checkbox"/>
Create joint business plan with CA		<input checked="" type="checkbox"/>
Participate in partner QBR reviews with CA		<input checked="" type="checkbox"/>
Contribute apps to CA Marketplace		<input checked="" type="checkbox"/>
Provide customer references for integration		Preferred
Provide designated resources to work with CA		Preferred

Program Entitlements

	 MEMBER	 ADVANCED
CA Validation—CA Customer References, online test tools, CA engineering	Add'l fee associated*	Add'l fee associated*
CA Software Developer License	1 License	3 Licenses
Additional CA Developer License software copies discounted	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to SDKs, integration guides as available on CA support website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Phone and web based technical support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of CA Validation Logo—only available with CA Validation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discounts on CA Education		<input checked="" type="checkbox"/>
Product roadmap and strategy briefings		<input checked="" type="checkbox"/>
Access to partner portal and co-branded assets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly community partner webcasts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner profile listed in Technology Partner Catalog	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inclusion in Partner Finder tool		<input checked="" type="checkbox"/>
Joint solution brief	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joint case studies		<input checked="" type="checkbox"/>
CA Sales access: listed in internal solution catalog		<input checked="" type="checkbox"/>
Sales playbook		<input checked="" type="checkbox"/>
Listing on Marketplace @ CA*		<input checked="" type="checkbox"/>
Access to CA reseller channel		<input checked="" type="checkbox"/>
Joint sales engagements		<input checked="" type="checkbox"/>
Access to campaign management tools		<input checked="" type="checkbox"/>
Business and GTM planning tools		<input checked="" type="checkbox"/>

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