Salesforce Partner Program Policies

The Consulting Partner Program Policies are listed first, followed by the Managed Service Provider Partner Program Policies, and AppExchange Partner Program Policies. Partner must be enrolled in the relevant Salesforce Partner Program for that Program's Policies to apply.

Consulting Partner Program Policies

Version: March 1, 2025

These Consulting Partner Program Policies ("**Policies**") are current as of the version date set forth above and will remain in effect until or unless they are superseded at this same (or redirected) URL by a version with a later version date. SFDC may update or modify these Policies in its sole discretion, with or without notice. These Policies are subject to and made part of the Salesforce Partner Program Agreement ("**SPPA**") at https://www.salesforce.com/en-us/wp-content/uploads/sites/4/documents/legal/Agreements[…]reements-and-terms/salesforce_Partner_Program_Agreement.pdf , which an entity must accept in order to participate as a Partner in the Consulting Partner Program (the "**Program**"). Capitalized terms not defined in these Policies have the meaning given to them in the SPPA. Exceptions to this policy may exist with respect to Partners based in Japan.

Consulting Partner Program Overview

The Program is designed for firms that are inspired to lead the next phase of innovation and help companies connect with their customers in entirely new ways by offering implementation, integration and/or custom development related to the Services. SFDC offers our Partners robust resources, training, and tools, enabling them to develop expertise around specific business functions, product areas, and industries so they can best serve customers and differentiate their practices. Unlike programs developed by traditional software providers, the Program is built exclusively for the cloud and takes advantage of its unique customer engagement models and economics and potential to deliver customer success.

Consulting Partner Program Requirements

An entity may apply to join the Program through the Partner Enrollment page of the Partner Community at https://partnersignup.salesforce.com. Upon application, such entity will receive an initial welcome email setting out minimum requirements for inclusion in the Program on a provisional basis (e.g., demographic information, due diligence / compliance information). The applying entity must satisfy these requests within thirty (30) days of receipt of this email to keep its application active. Provided the entity submits such information within the appropriate window, SFDC will review it, and if it is acceptable to SFDC, SFDC will grant the entity "**Provisional Partner**" status, and will send the Provisional Partner an additional email outlining the qualification requirements for inclusion in the Program on a non-provisional basis (e.g., certifications, etc. as discussed on the Consulting Partner Program Overview Page at https://partners.salesforce.com/pdx/s/learn/article/salesforce-consulting-partner-program-overview-MCBZXIAMZFV5EOFLJNPZ4SZOJHNY).

If the Provisional Partner meets these qualifications within six (6) months of receipt of the applicable email, such Provisional Partner will be admitted to the Program on a non-provisional basis and will be assigned a partnership tier level ("**Tier**") as discussed below. If a Provisional Partner fails to meet the qualifications within six (6) months of receipt of the email, it will not be admitted to the Program and will be removed from the Partner Community, however it may reapply after meeting the qualifications. Any exception to the Program requirements will be subject to approval and management by SFDC's COO of Alliances and Channels. SFDC reserves the right to accept or deny any application to the Program, deny any request for access to the Partner Community, or end any Partner's participation in the Program.

Partner Affiliates and Member Entities

Partner Affiliates may hold themselves out as Partners of SFDC with respect to the Consulting Partner Program, only for the purposes of the Consulting Partner Program, subject to the terms of the SPPA, including Partner's obligations in Section 1.3 ("**Partner Affiliates**") of the SPPA. In addition, member entities of Partner's global network of professional services firms may hold themselves out as Partners of SFDC with respect to the Consulting Partner Program, only for the purposes of the Consulting Partner Program, subject to the terms of the SPPA, including Partner's obligations in Section 1.3, which shall apply with respect to such member entities ("**Member Entities**"). Partner Affiliates and Member Entities may represent themselves publicly as Partners of SFDC but are not enrolled in the Partner Program. For clarity, because Partner Affiliates and Member Entities that hold themselves out as Partners with respect to the Program are not enrolled in the Program, they do not have access to all Program Benefits and may have access to benefits only as set forth in these Policies.

Consulting Partner Program Benefits

The Program Benefits to which a Partner in good standing is entitled, based on Tier (as discussed below), are set out at https://partners.salesforce.com/pdx/s/learn/article/consulting-partner-benefits-overview-MCGTK5SNXOY5FNBGPYGFCZHR5J7U?language=en_US. In addition, from time to time and in its sole discretion, SFDC may make available to Partners additional benefits in order to support, develop and/or enhance the Program. Such benefits will be distributed as a Program Benefit subject to the SPPA and these Policies and may be subject to additional terms and conditions including, but not limited to, expiration terms. SFDC may update or modify such Program Benefits, including information contained in the referenced URL(s) and/or referenced policies and/or guides, at any time in its sole discretion.

Consulting Partner Program Tiers

When a Provisional Partner is admitted to the Program on a non-provisional basis, it will be assigned to the "Base" Tier level. During its participation in the Program, the Partner will be evaluated each quarter, based on the SFDC fiscal year (February 1 - January 31) ("**SFDC Fiscal Year**"), and may be reassigned to a different Tier based on its Consulting Partner Trailblazer Score as described on the Overview Page https://partners.salesforce.com/pdx/s/learn/article/salesforce-consulting-partner-program-overview-MCBZXIAMZFV5EOFLJNPZ4SZOJHNY . Evaluations will be conducted during the first month following the end of an SFDC fiscal quarter, and any resulting reassignment will be effective as of the first day of the following month, as set forth below. SFDC will notify each Partner of its new Tier on or before the effective date thereof. Partners who do not remain in compliance with the requirements of the Program may be removed from the Program and the Partner Community. Notwithstanding the foregoing, Partners who are promoted to a higher Tier during an SFDC Fiscal Year will maintain the highest Tier earned during such SFDC Fiscal Year for the remainder of the then current SFDC Fiscal Year and the entire next SFDC Fiscal Year, after which Partners will be reevaluated. SFDC may update or modify the Trailblazer program, including information contained in the referenced URL(s) and/or referenced policies and/or guides, at any time in its sole discretion.

Evaluation Type	SFDC Fiscal Quarter Ends	Review Conducted	New Tier Effective Date
FY Q1 Evaluation	April 30	May	June 1
FY Q2 Evaluation	July 31	August	September 1
FY Q3 Evaluation	October 31	November	December 1
FY Q4 (Annual) Evaluation	January 31	February	March 1

Consulting Partner Program

As of the version date of these Policies, **Mature Markets** are the following regions, which are subject to change by SFDC: Australia, Canada, the United States and certain countries in Europe, including, Austria, Belgium, Denmark, Finland, France, Germany, Greenland, Iceland, Ireland, Italy, Luxembourg, Netherlands, Antilles, Norway, Portugal, Spain, Sweden, and Switzerland and the United Kingdom. For more information, Partner may submit a case via the Partner Community. Note that certain Mature Markets are not eligible for referral payments, as further detailed in the Referral Fees section below.

As of the version date of these Policies, **Growth Markets** are the following regions, which are subject to change by SFDC: all countries in Africa, Asia Pacific (excluding those countries listed as a Mature Market above), Europe (excluding those countries listed as a Mature Market above), Eurasia, the Middle East (including Israel), Latin America and New Zealand. For purposes of this definition, "Eurasia" means the following countries: Armenia, Azerbaijan, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan and Uzbekistan. Russia and Belarus are excluded from the term "Eurasia." For more information, Partner may submit a case via the Partner Community.

Navigator and AppExchange Solutions

SFDC may offer a Partner the chance to participate in the Navigator and/or AppExchange Solutions initiatives. Additional information for each initiative, respectively, is provided at partners.salesforce.com/s/education/consultants/Partner_Navigator, and http://p.force.com/InsideAppExchange. SFDC may update or modify the Navigator and/or AppExchange Solutions initiatives, including information contained in the referenced URL(s) and/or referenced policies and/or guides, at any time in its sole discretion.

Partner Account Consolidation

Partner may make a written request that some or all of its Affiliates and/or Member Entities that are also Partners of SFDC be treated on a consolidated basis for the purpose of the Program Components described below, for so long as Partner and all such Affiliates and/or Member Entities remain Partners in good standing. To initiate such a request, Partner should open a case in the Partner Community and provide evidence of each such Affiliates' and/or Member Entities' consent to the applicable consolidation in the form requested by SFDC. Upon completion of the request, and subject to SFDC's approval of the request, the following Program components will be treated on a consolidated basis for the requesting Partner (the "**Designated Entity**") and its applicable Affiliates and/or Member Entities (together, a "**Consolidated Partner**") as set forth below.

Program Component	Treatment of Consolidated Partners
Trailblazer Score	Each entity that comprises the Consolidated Partner will, within a particular Partner Program, have the same Trailblazer Score. Trailblazer Scores for Consolidated Partners are based on the aggregate data of all entities comprising the Consolidated Partner.
Tier	Each entity that comprises the Consolidated Partner will, within the Program, be assigned to the same Tier based on the Trailblazer Score of the Consolidated Partner.
Program Benefits	Each Consolidated Partner shall be entitled to one set of corresponding Program Benefits based on Tier.
Referral Payments	The Tier of the Consolidated Partner determines referral eligibility for all such entities that comprise the Consolidated Partner. For clarity, SFDC shall only make payment to the Designated Entity; SFDC will not make payment to Affiliates of Designated Entity or other third parties, related entities or Member Entities.
AppExchange Service Listings	One single AppExchange partner listing per Consolidated Partner.

For clarity, Consolidated Partners are not required to consolidate Partner Business Orgs (PBO) or Channel Order Apps (COA). Please see this Knowledge Article for information regarding considerations related to PBO or COA consolidation.

Compliance

In addition to complying with the Compliance provisions under the SPPA, Partner must comply with the following:

- **Code of Conduct.** At all times during its participation in the Program, Partner must comply with the Supplier Code of Conduct found at https://www.salesforce.com/company/legal/supplier/ (as may be updated from time to time). Partner agrees that SFDC may request verification that Partner, Partner's sales representatives, and anyone engaged by Partner to perform work in connection with the Partner Program has undertaken compliance training and compliance certifications that align to Partner's compliance obligations under the SPPA and these Policies.

- **Training.** Partner agrees that it has provided or will provide training and information to its officers, directors, employees, and any third parties utilized by Partner in connection with the performance of the SPPA and these Policies ("Partner Personnel") as necessary to comply with the Anti-Corruption Laws (as defined in the current SPPA) and any other applicable laws and obligations set forth in the SPPA and these Policies. Partner agrees to provide such training and information when onboarding Partner Personnel and no less than every 2 years thereafter.

- **Additional Diligence.** Partner agrees that Partner, by and through an authorized officer, will, at SFDC's request, complete SFDC's Due Diligence Questionnaire. Partner may be subject to additional due diligence, questions, and training, as determined by SFDC in its sole discretion.

- **Reporting Potential Violations.** Partner agrees that it shall promptly inform SFDC's Legal Department (legal@salesforce.com) in writing should it or any of its officers, directors, or employees learn of, or suspect, any act or circumstance that may violate applicable laws in connection with the SPPA or these Policies.

- **No Affiliation with Government Personnel – Disclosure Obligation.** Partner affirms that (1) none of its owners or directors is Government Personnel (as defined in the current SPPA) or a Close Relative (as defined in the current SPPA) of Government Personnel; or that (2) it has fully described any such relationship in writing to SFDC's Compliance Department (partnercompliance@salesforce.com) and received acknowledgement by SFDC's Compliance or Legal Department of such disclosure. In the event that during the term of the Agreement there is a change in the information described in this paragraph, Partner shall promptly disclose such change to SFDC's Compliance Department in writing.

- **Disclosure of Third Parties.** Without prior review and written approval by SFDC, Partner shall not use, hire, engage, or pay any agents, consultants, re-sellers, sub-distributors, intermediaries or other third parties, including Affiliates of the Partner, to:
    - obtain or retain Salesforce-related business with any Government Entity, Government-owned Entity, or Government Personnel (all as defined in the current SPPA); or
    - interact with any Government Personnel, Government Entity, or Government-owned Entity in connection with Salesforce-related business.

To request SFDC's review and approval, Partner should include details of the foregoing in the due diligence documentation requested by SFDC at the time of Partner onboarding, or log a case via the Partner Community, or email SFDC's Compliance Department (partnercompliance@salesforce.com). SFDC will have the authority to accept or reject the use of any proposed third party.

- **Conviction, Debarment, Suspension.** Partner represents and warrants that it has not been convicted of or pleaded guilty to (or otherwise been adjudicated as culpable for) an offense involving fraud, corruption, or similar offense, and has not been listed by any government agency as debarred, suspended, proposed for the foregoing actions, or otherwise ineligible for government procurement programs. Partner must notify SFDC's Compliance Department (partnercompliance@salesforce.com) promptly in the event of a change in status that causes the foregoing statement to no longer be true.

- **Inspection Rights.** SFDC shall be allowed reasonable access to inspect, audit, and make copies of Partner's relevant books, records, and accounts, and may use third parties, such as external audit firms, to assist in any such activities. Such inspection and audit may include interviews of relevant Partner personnel. Such audit may be conducted during regular business hours at Partner's offices and shall not unreasonably interfere with Partner's business activities. Partner agrees that it will fully cooperate with SFDC's reasonable requests in any such audit.

Services, Compliance and Technical Training

Partner agrees that to the extent it is engaged in marketing, submitting referrals to SFDC (as discussed in the appendix hereto), or otherwise reselling the Services, Partner's sales representatives and other personnel will use reasonable efforts to participate in the basic online training offered for free by SFDC to SFDC's users generally. As SFDC upgrades the Services, SFDC may ask Partner's sales representatives and other personnel to undergo further training based on Services' new features and functions, and Partner and Partner's personnel agree to make reasonable, good faith efforts to participate in such further training. Partner agrees to use reasonable efforts to advise SFDC of any demonstrations required to market the Services to prospective SFDC customers, especially those with a sales force or customer service group of greater than twenty (20) people. To the extent Partner is eligible to receive certain technical support offerings, such programs are provided under SFDC's technical support policies in effect at the time the Services are provided. For clarification, technical support does not include support for Non- SFDC Applications or other third-party programs or services. SFDC's technical support policies are subject to change at SFDC's discretion.

Participation in Multiple Program Types

Consulting Partners participating in multiple Program Types (e.g., Consulting Partner also is an AppExchange Partner) must meet the individual criteria (including any Program requirements) for each Program Type, and if applicable, each Program Designation, Partner Tier or Partner Category ("**Other Program Requirements**") of each Program Type. Failure to comply with Other Program Requirements, as determined by Salesforce in its sole discretion, may result in Partner's loss of access to some or all Consulting Partner Program Benefits.

AppExchange

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA (including the AppExchange Addendum thereto) and these Policies, Partner may be entitled to the AppExchange Listing Program Benefit allowing Partner to market products or services on the AppExchange. If Partner is not entitled to, or is not utilizing the AppExchange Listing Program Benefit, the AppExchange Addendum will not apply to Partner. For clarity, Partner shall not seek to incentivize (as part of a promotion or by providing compensation, discounts, or otherwise) a customer to submit a favorable review of a Consulting Services Listing on the AppExchange.

Services Subscriptions

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA and these Policies, SFDC may provide Partner with log-in credentials to one or more Services, and thereby grant Partner a non-exclusive, non-transferable limited right to access and use such Services solely for: (i) development of solutions for potential SFDC customers in connection with Partner's participation in the Program, (ii) demonstration of the Services and such solutions to potential SFDC customers solely in connection with Partner's participation in the Program, or (iii) training on the use of the Services solely in connection with Partner's participation in the Program, and (iv) only in cases where the Services are identified by SFDC as "Internal Use," Partner may use such Services for Partner's internal business use solely to facilitate, promote and manage Partner's business. Without limiting any of SFDC's other rights or remedies, SFDC reserves the right to remove access to the Services without notice in the event of use other than as set forth in sections (i) – (iv) above. Partner's use of any Services subscriptions is further subject to the restrictions set forth in Section 5 of the SPPA and, to the extent such subscriptions have been ordered by Partner from SFDC pursuant to an order form, any restrictions set forth in such order form. For clarity, Partner may be, or may become entitled to, receive access to the Services under a separate agreement with SFDC. The SPPA and these Policies will govern Partner's access to the Services to the extent subscriptions to Services are provided as a benefit of the Program.

Marketing Services

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA and these Policies, SFDC grants Partner a non-exclusive, non-transferable, limited license to use those portions of SFDC's marketing programs, marketing materials and tools, as further described herein ("**Marketing Services**") solely for the purpose of creating, executing, and monitoring marketing campaigns related to SFDC's products and services. Partner's use of the Marketing Services shall be subject to the SPPA (including the online Salesforce Partner Marketing Reimbursement Agreement referenced therein (the "SPMRA")), to the extent applicable, and these Policies and must comply with SFDC's current branding guidelines, including SFDC's Trademark Usage Guidelines (available at SFDC's main website) and SFDC's Partner Branding and Logo Usage Guidelines and Partner Press Release Guidelines (both available through the Partner Community). SFDC may change the usage, branding and press release guidelines and location thereof at any time, and, upon reasonable notice from SFDC, Partner will promptly modify Partner's use of the Marketing Services to conform to any such changed guidelines. Partner may allow third parties to access the Marketing Services for the purpose of creating, executing, and monitoring marketing campaigns related to SFDC's products and services on Partner's behalf, provided that Partner ensures that all such use is in accordance with the SPPA, the SPMRA and these Policies. Partner agrees to be responsible for any misuse of the Marketing Services by Partner or any third party using the Marketing Services on Partner's behalf and Partner agrees to use the Marketing Services at Partner's own risk. Partner will cooperate with SFDC to allow for review of Partner's use of the Marketing Services and compliance with SFDC's quality standards. If SFDC, in SFDC's sole discretion, determines that Partner's use of the Marketing Services does not comply with the SPPA, the SPMRA, these Policies, or SFDC's branding guidelines, Partner will promptly modify or discontinue Partner's use as directed by SFDC. In the event Marketing Services include payments to Partner, then Partner will maintain adequate books and records regarding the basis for such payments and will provide SFDC with copies of such records upon request.

SFDC Trademark License.

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA and these Policies, SFDC grants Partner a limited, non-exclusive, non-transferable, non-sublicensable, royalty-free license during the SFDC Fiscal Year to use, solely in connection with Partner's rights, duties and obligations under the SPPA and these Policies, such marks identified publicly by SFDC as available for use by Partners within Partner's assigned Tier (see, e.g., Partner Branding and Logo Usage Guidelines) ("**SFDC's Marks**") in any jurisdiction in which Partner is authorized to be a Partner and SFDC has rights during the SFDC Fiscal Year. This license does not grant rights to use any of SFDC's trademarks that are not SFDC's Marks. Any use by Partner of SFDC's Marks will be in accordance with SFDC's trademark usage policies, with proper markings and legends, and subject to SFDC's prior written approval. Partner will not make any express or implied statement or suggestion, or use any of SFDC's trademarks in any manner, that dilutes, tarnishes, degrades, disparages or otherwise reflects adversely on SFDC or its business, products or services. Partner will cease, or adjust the manner of, its use of any of SFDC's Marks at SFDC's request in its sole discretion. SFDC may withdraw any approval of any use of SFDC's Marks at any time in its sole discretion upon written notice to Partner, which withdrawal will be effective promptly but in no case more than thirty (30) days from the date of SFDC's notice sent in accordance with the SPPA and these Policies.

Questions? Need assistance?

Please submit a case via the Partner Community at https://partners.salesforce.com/.

Addendum 1 - Referrals

Referrals
A Partner in the Consulting Partner Program may be eligible to receive a referral fee if 1) it submits a referral to Salesforce's direct sales organization through the Partner Community, 2) that referral meets the requirements described in this Addendum 1 - Referrals, and is approved by SFDC or an SFDC Affiliate, and 3) is converted into an SFDC or SFDC Affiliate sale opportunity that successfully closes within six (6) months after the date the referral is submitted. Referral fee payments may be made by SFDC or an SFDC Affiliate, in SFDC's discretion. For clarity, SFDC or its Affiliate shall only make payment to the Partner entity that accepted the SPPA and which SFDC has accepted into the Consulting Partner Program; SFDC or its Affiliate will not make payment to Affiliates of Partner, other third parties, related entities, or Member Entities. In the case of a Consolidated Partner, payment shall be made to the Designated Entity. As used in this Addendum 1 - Referrals, a **sale opportunity** is a direct sale opportunity between SFDC or its Affiliate and a customer. This Addendum 1 - Referrals does not apply to an indirect sale opportunity between SFDC or its Affiliate and an authorized Salesforce reseller partner for an end-customer. For clarity, a referral fee payment pursuant to this Addendum 1 - Referrals for the same referral submitted pursuant to the Cloud Reseller Program Policies shall not entitle Partner to an additional referral fee payment for the same referral. See the Cloud Reseller Program Policies for details regarding Cloud Reseller Referral fees.

First Year Net Revenue
Referral fees are based on the subscription fees for eligible product(s) set forth in the order form(s) with SFDC or its Affiliate associated with such opportunity covering the 12-month period starting on the earliest order form start date, net of any discounts, taxes payable and subsequent refunds not due to SFDC's or its Affiliates' invoicing error or breach, and excluding fees for support (including Premier Support products), implementation, customization, training, consulting or other professional services, or third-party products or services ("**First Year Net Revenue**"). If an order form executed in connection with a referral is a multi-year order form, referral fees will be based only on the First Year Net Revenue, not on any revenue covering any period thereafter.

Sourced Referral
A sourced opportunity is when a Partner:
- Introduces a prospect new to Salesforce and its Affiliates (including Affiliates of existing customers of Salesforce or its Affiliates who do not have active subscriptions with Salesforce or its Affiliates);
- Introduces a new product opportunity to an existing customer of Salesforce or its Affiliates;
- Discovers demand and new use cases for additional consumption (add-on) of Salesforce products in an existing customer of Salesforce or its Affiliates, as determined by Salesforce in its sole discretion; or
- Introduces a prospect by embedding Salesforce products as a component of a larger go-to-market solution or service bundle that the Partner is selling to the customer.

To be eligible for sourced credit, Partners are required to submit a referral lead in the Partner Community that converts into a new business opportunity. To be considered a sourced referral the referral lead must be submitted within 30 days of a new business opportunity creation date, and before the opportunity close date.

Joint Referral
Joint Sales Credit is recognized when Salesforce determines that Partner contributes meaningful selling engagement activity in support of the Salesforce Account Executive (AE) during the sales cycle, either in connection with new subscriptions for new customers, or add-on subscriptions or subscriptions to new products for existing customers. Partner is either brought in by a Salesforce AE or has existing relationships with the customer. Meaningful selling engagement means that Salesforce determines that the Partner either 1) participates in a substantial portion of the selling motion and in key co-selling activities that influence the deal to close, or 2) provides substantial influence through Customer executive engagement and advocacy. Being selected as the Implementation Services Partner does not constitute meaningful sales engagement. Salesforce AEs are responsible for assigning the partner to the opportunity; if the assignment isn't showing in your Partner Community Business Console, speak to your AE.

First Referral Only
If multiple Partners submit referrals through the Partner Community that result in a single opportunity, the only referral that will be evaluated for referral fees is the first referral submitted during the six (6) months prior to the date on which the opportunity is closed. Later submitted referrals will not be eligible for referral fees in connection with such opportunity.

Maximum Fee
The maximum referral fee SFDC or its Affiliate will pay to Partner with respect to an opportunity that results in a closed opportunity is $10,000 per Mature Market opportunity and $100,000 per Growth Market opportunity (or if the opportunity is not in US dollars, the applicable currency equivalent of such amounts at the time of payment).

Referral Fees

The following tables set out the applicable referral fee rates for qualifying referrals, and the types of referrals ineligible for fees.

Referral Type	Market	Referral Fee
Sourced Referral	Mature Market*	10% of First Year Net Revenue
	Growth Market**	20% of First Year Net Revenue
Sourced Referral	Japan and South Korea	Notwithstanding the Excluded Countries provision below, for a limited period commencing August 1, 2025, and ending on January31, 2026, 10% of First Year Net Revenue provided the referred customer is located in Japan or South Korea and the opportunity closes on or before January 31, 2026. The maximum referral fee SFDC or its Affiliate will pay to Partner with respect to an opportunity that results in a closed opportunity is $10,000 (or if the opportunity is not in US dollars, the applicable currency equivalent of such amounts at the time of payment).
Sourced Referral	Canada, Ireland, United Kingdom or United States	Notwithstanding the Excluded Countries provision below, for a limited period commencing October 1, 2023 and ending January 31, 2026, 5% of First Year Net Revenue provided the referred customer is located in Canada, Ireland, United Kingdom or the United States and the opportunity closes on or before January 31, 2026.
Joint Sales Referral	Mature Market	Mature Market opportunities resulting from joint sale efforts by SFDC (or an SFDC Affiliate) and Partner are not eligible for referral fees.
	Growth Market	5% of First Year Net Revenue
Add-On / Upgrade	Mature Market except where referred customer is located in Canada, Ireland, United Kingdom, or United States	For a limited period commencing October 1, 2023, and ending January 31, 2026, Sourced Referral Mature Market percentage of First Year Net Revenue, as set forth above, provided the referred customer has a valid and existing order in place with SFDC at the time the referral is submitted and at the time the add-on / upgrade opportunity is closed, and the opportunity closes on or before January 31, 2026. Mature Market add-on / upgrade opportunities resulting from Joint Referrals are not eligible for referral fees.
	Growth Market	Sourced or Joint Sales Growth Market percentage of First Year Net Revenue, as set forth above, provided the referred customer has a valid and existing order form in place with SFDC at the time the referral is submitted and at the time the add-on / upgrade opportunity is closed.
Add-On / Upgrade	Japan and South Korea	Notwithstanding the Excluded Countries provision below, for a limited period commencing August 1, 2025, and ending on July 31, 2026, 10% of First Year Net Revenue for sourced referrals provided the referred customer is located in Japan or South Korea, the referred customer has a valid and existing order in place with SFDC at the time the referral is submitted and at the time the add-on / upgrade opportunity is closed, and the opportunity closes on or before July 31, 2026. The maximum referral fee SFDC or its Affiliate will pay to Partner with respect to an opportunity that results in a closed opportunity is $10,000 (or if the opportunity is not in US dollars, the applicable currency equivalent of such amounts at the time of payment).

Ineligible For Referral Fees	Description
Existing Opportunities	Referrals that convert into opportunities that are materially the same (i.e. same customer, same products) as opportunities that are in SFDC's or its Affiliate's active sale process at the time of the referral, or were in process longer than thirty (30) days prior to the referral submission, are not eligible for Sourced referral fees.
Renewal Opportunity	Opportunities that are renewals are not eligible for referral fees.

Public Sector / Non Profit	Opportunities where the referred customer is a non-profit or Government Entity, Government-owned Entity, or Government Personnel (all as defined in the SPPA), are not eligible for referral fees.
Subscription Term < 1 Year	Opportunities with a term of less than one year (other than eligible Growth Market add- on / upgrade opportunities) are not eligible for referral fees.
Revenue Beyond First Year	Opportunities with a term of more than one year are only eligible for referral fees with respect to the First Year Net Revenue.
Not in Good Standing	Opportunities where the referring Partner is not in good standing at the time of SFDC's or its Affiliate's payment processing, or is in breach of the terms of the SPPA or these Policies, are not eligible for referral fees.
Failure to Follow Process	Opportunities where the referring Partner has failed to follow the process set out in these Policies are not eligible for referral fees.
Customer Prohibition / Payment	Opportunities where the referred customer prohibits the inclusion of such fees in its payments to SFDC or its Affiliate, or where the referred customer has paid or will pay such fees directly to Partner, are not eligible for referral fees.
Excluded Countries	Opportunities where the referred customer is located in Canada, Ireland, Japan, South Korea, the United Kingdom, or the United States are not eligible for referral fees except as otherwise provided in these Policies.
Ineligible Products	Certain products will be ineligible for referral fees, and will be marked as such in the Partner Community submission process, will be inaccessible to Partners when submitting a referral.
Self Referrals	Opportunities referred by Partner are not eligible for referral fees where (i) the referred customer is the Partner or (ii) where the referred customer is an Affiliate or Member Entity of the Partner.
Violation of Law	Notwithstanding any other provisions in the SPPA or these Policies, Partner will not be entitled to referral fees: (i) if such fees are prohibited or limited by federal, state or local law or regulation in the United States or in the jurisdiction where the applicable Partner or referred customer is located, (ii) if such Partner has used illegal, unethical, or improper means to generate such referral or if it has promised, given, offered, or authorized the provision of money or anything of value to anyone to improperly influence the award or retention of business in connection with such referral, or (iii) if the referred customer is in any U.S.-embargoed country or region (currently the Crimea, Luhansk or Donetsk regions, Cuba, Iran, North Korea, or Syria) or as may be updated from time to time at https://www.salesforce.com/company/legal/compliance/ or any other countries included on lists maintained by the Office of Foreign Asset Control), on any Specially Designated Nationals lists, or on any other denied parties lists.

* See definition of Mature Markets on page 2.

** See definition of Growth Markets on page 2.

Partner Affiliates, Mergers, and Acquisitions

If any Partner is an Affiliate of another Partner, where "**Affiliate**" means any entity that directly or indirectly controls, is controlled by, or is under common control with the subject entity, and "**Control**," for purposes of this definition, means direct or indirect ownership or control of more than 50% of the voting interests of the subject entity, and the Partners are in different Tiers, the highest Tier associated with any Partner Affiliate will be deemed to apply to all of Partner's Affiliates for purposes of eligibility for referral fees. For example, if a Partner is in the Registered Tier, and its Affiliate is an Excluded Partner per the chart above, i.e., ineligible for referral fees, neither Partner will be eligible for referral fees; If a Partner is not an Affiliate of another Partner when it joins the Program, but becomes an Affiliate of another Partner during the SFDC Fiscal Year (e.g., following a merger, acquisition, corporate reorganization, or sale of all or substantially all of its assets, or because its Affiliate later joins the Program), each Partner's Tier will be considered separately for purposes of referral fee eligibility until the start of the next SFDC Fiscal Year, at which time the highest Tier associated with any Partner Affiliate will be deemed to apply to all Partners Affiliates for purposes of eligibility for referral fees.

Referral Fee Payment Processing

Referral fees will be calculated on a monthly basis, and payment of a fee will be processed within sixty (60) days of the end of the month during which the associated opportunity is closed, subject to Partner's timely submission of the referral fee invoice to SFDC. Payments made to Partner hereunder will be made by wire transfer, unless otherwise agreed between the parties.

Minimum Threshold for Fee Payment

The minimum monthly threshold for referral fee payments will be $500 (or if the opportunities are not in US dollars, the applicable currency equivalent of $500). If the referral fees due to a Partner for opportunities closed during a given month (exclusive of referral fees due to Partner for the Slack Referral Type) meet or exceed the threshold amount, SFDC will remit such amounts to Partner as discussed herein. If Partner's fees for such month do not meet the threshold, Partner's right to referral fees for that month are forfeit. Forfeit fee amounts do not roll forward to the next month.

Referral Fee Refunds

If SFDC or its Affiliate makes a referral fee payment to Partner in error, or if a referred customer fails to make required first-year subscription fee payments to SFDC or its Affiliate within sixty (60) days of the payment due date, or if the applicable order form between SFDC or its Affiliate and the referred customer is terminated before its agreed upon expiration date, SFDC or its Affiliate will be entitled to a refund of the corresponding referral fee payments made to such Partner (provided that if a non-paying customer does ultimately pay all amounts due, SFDC or its Affiliate will repay Partner the applicable fees less a deduction for collection and administrative costs, not exceeding half of the total fee). SFDC or its Affiliate may in its sole discretion choose to either offset such refundable amounts against fees SFDC or its Affiliate owes to Partner hereunder, or invoice Partner for the refundable amounts; invoiced amounts are due and payable within thirty (30) days of the invoice date. SFDC's or its Affiliates' right to a refund of which SFDC or its Affiliate has not notified Partner will expire ninety (90) days after the one-year anniversary of the start date of the applicable order form.

Partner Responsibility

Each Partner is responsible for managing the referrals it submits; should Partner have concerns about the timely review, processing, approval or rejection of a referral it has submitted, such Partner should submit a case via the Partner Community within (30) days of the date on which the associated opportunity is closed.

Personal Data

In submitting personal data to the Partner Community in connection with a referral, Partner represents and warrants that it has:
(i) complied with all applicable laws and contractual obligations in its collection, processing and transfer to SFDC in connection with a referral; (ii) obtained all rights necessary to transfer such referral to SFDC (including any contractual rights owed to third parties); and (iii) obtained valid consent of all individuals whose personal data is contained in such referral and that such individuals have also consented to the intended use of such personal data, including the subsequent transfers to and processing by SFDC. Partner acknowledges that SFDC may be required to provide personal data to third parties to comply with legally mandated reporting, disclosure, or other legal process requirements.

Questions? Need assistance?

Please submit a case via the Partner Community at https://partners.salesforce.com/.

Managed Service Provider Partner Program Policies

Version: March 1, 2025

These Managed Service Provider Partner Program Policies ("**Policies**") are current as of the version date set forth above and will remain in effect until or unless they are superseded at this same (or redirected) URL by a version with a later version date. SFDC may update or modify these Policies in its sole discretion, with or without notice. These Policies are subject to and made part of the Salesforce Partner Program Agreement ("**SPPA**") at https://www.salesforce.com/en-us/wp-content/uploads/sites/4/documents/legal/Agreements[…]reements-and-terms/salesforce_Partner_Program_Agreement.pdf , which an entity must accept in order to participate as a Partner in the Managed Service Provider Partner Program (the "**Program**"). Capitalized terms not defined in these Policies have the meaning given to them in the SPPA. Exceptions to this policy may exist with respect to Partners based in Japan.

Managed Service Provider Partner Program Overview

The Program is designed for firms that are inspired to lead the next phase of innovation and help companies connect with their customers in entirely new ways by offering ongoing post-implementation activities such as outsourced administration services, reporting, or other support related to the Services. SFDC offers our Partners robust resources, training, and tools, enabling them to develop expertise around specific business functions, product areas, and industries so they can best serve customers and differentiate their practices. Unlike programs developed by traditional software providers, the Program is built exclusively for the cloud and takes advantage of its unique customer engagement models and economics and potential to deliver customer success.

Managed Service Provider Partner Program Requirements

An entity may apply to join the Program through the Partner Enrollment page of the Partner Community at https://partnersignup.salesforce.com. Upon application, such entity will receive an initial welcome email setting out minimum requirements for inclusion in the Program on a provisional basis (e.g., demographic information, due diligence / compliance information). The applying entity must satisfy these requests within thirty (30) days of receipt of this email to keep its application active. Provided the entity submits such information within the appropriate window, SFDC will review it, and if it is acceptable to SFDC, SFDC will grant the entity "**Provisional Partner**" status, and will send the Provisional Partner an additional email outlining the qualification requirements for inclusion in the Program on a non-provisional basis (e.g., certifications, etc. as discussed on the MSP Track overview page at https://sfdc.co/mspprogram.

If the Provisional Partner meets these qualifications within six (6) months of receipt of the applicable email, such Provisional Partner will be admitted to the Program on a non-provisional basis and will be assigned a partnership tier level ("**Tier**") as discussed below. If a Provisional Partner fails to meet the qualifications within six (6) months of receipt of the email, it will not be admitted to the Program and will be removed from the Partner Community, however it may reapply after meeting the qualifications. Any exception to the Program requirements will be subject to approval by SFDC's COO of Alliances and Channels. SFDC reserves the right to accept or deny any application to the Program, deny any request for access to the Partner Community, or end any Partner's participation in the Program.

If an entity is enrolled in the Managed Service Provider Partner Program, it also will be enrolled automatically in the Consulting Partner Program and also will be subject to those Policies.

Partner Affiliates and Member Entities

Partner Affiliates may hold themselves out as Partners of SFDC with respect to the Managed Service Provider Partner Program, only for the purposes of the Managed Service Provider Partner Program, subject to the terms of the SPPA, including Partner's obligations in Section 1.3 ("**Partner Affiliates**") of the SPPA. In addition, member entities of Partner's global network of professional services firms may hold themselves out as Partners of SFDC with respect to the Managed Service Provider Partner Program, only for the purposes of the Managed Service Provider Partner Program, subject to the terms of the SPPA, including Partner's obligations in Section 1.3, which shall apply with respect to such member entities ("**Member Entities**"). Partner Affiliates and Member Entities may represent themselves publicly as Partners of SFDC but are not enrolled in the Partner Program. For clarity, because Partner Affiliates and Member Entities that hold themselves out as Partners with respect to the Program are not enrolled in the Program, they do not have access to all Program Benefits and may have access to benefits only as set forth in these Policies.

Managed Service Provider Partner Program Benefits

The Program Benefits to which a Partner in good standing is entitled, based on Tier (as discussed below), are set out at https://sfdc.co/mspbenefits. In addition, from time to time and in its sole discretion, SFDC may make available to Partners additional benefits in order to support, develop and/or enhance the Program. Such benefits will be distributed as a Program Benefit subject to the SPPA and these Policies and may be subject to additional terms and conditions including, but not limited to, expiration terms. SFDC may update or modify such Program Benefits, including information contained in the referenced URL(s) and/or referenced policies and/or guides, at any time in its sole discretion.

Managed Service Provider Partner Program Tiers

When an entity is admitted to the Program, it will be assigned to the "Base" Tier level. During its participation in the Program, the Partner will be evaluated each quarter, based on the SFDC fiscal year (February 1 - January 31) ("**SFDC Fiscal Year")**, and may be reassigned to a different Tier based on its MSP Partner Trailblazer Score as described on the Overview Page https://sfdc.co/mspprogram. Evaluations will be conducted during the first month following the end of an SFDC fiscal quarter, and any resulting reassignment will be effective as of the first day of the following month, as set forth below. SFDC will notify each Partner of its new Tier on or before the effective date thereof. Partners who do not remain in compliance with the requirements of the Program may be removed by SFDC from the Program and the Partner Community without any refund of fees. Notwithstanding the foregoing, Partners who are promoted to a higher Tier during an SFDC Fiscal Year will maintain the highest Tier earned during such SFDC Fiscal Year for the remainder of the then current SFDC Fiscal Year and the entire next SFDC Fiscal Year, after which Partners will be reevaluated. SFDC may update or modify the Trailblazer program, including information contained in the referenced URL(s) and/or referenced policies and/or guides, at any time in its sole discretion.

Evaluation Type	SFDC Fiscal Quarter Ends	Review Conducted	New Tier Effective Date
FY Q1 Evaluation	April 30	May	June 1
FY Q2 Evaluation	July 31	August	September 1
FY Q3 Evaluation	October 31	November	December 1
FY Q4 (Annual) Evaluation	January 31	February	March 1

Navigator and AppExchange Solutions

SFDC may offer a Partner the chance to participate in the Navigator and/or AppExchange Solutions initiatives. Additional information for each initiative, respectively, is provided at partners.salesforce.com/s/education/consultants/Partner_Navigator, and http://p.force.com/InsideAppExchange. SFDC may update or modify the Navigator and/or AppExchange Solution initiatives, including information contained in the referenced URL(s) and/or referenced policies and/or guides, at any time in its sole discretion.

Partner Account Consolidation

Partner may make a written request that some or all of its Affiliates and/or Member Entities that are also Partners of SFDC be treated on a consolidated basis for the purpose of the Program Components described below, for so long as Partner and all such Affiliates and/or Member Entities remain Partners in good standing. To initiate such a request, Partner should open a case in the Partner Community and provide evidence of each such Affiliates' and/or Member Entities' consent to the applicable consolidation in the form requested by SFDC. Upon completion of the request, and subject to SFDC's approval of the request, the following Program components will be treated on a consolidated basis for the requesting Partner (the "**Designated Entity**") and its applicable Affiliates and/or Member Entities (together, a "**Consolidated Partner**") as set forth below**.**

Program Component	Treatment of Consolidated Partners
Trailblazer Score	Each entity that comprises the Consolidated Partner will, within a particular Partner Program, have the same Trailblazer Score. Trailblazer Scores for Consolidated Partners are based on the aggregate data of all entities comprising the Consolidated Partner.
Tier	Each entity that comprises the Consolidated Partner will, within the Program, be assigned to the same Tier based on the Trailblazer Score of the Consolidated Partner.
Program Benefits	Each Consolidated Partner shall be entitled to one set of corresponding Program Benefits based on Tier.
AppExchange Service Listings	One single AppExchange partner listing per Consolidated Partner.

For clarity, Consolidated Partners are not required to consolidate Partner Business Orgs (PBO) or Channel Order Apps (COA). Please see this Knowledge Article for information regarding considerations related to PBO or COA consolidation.

Compliance

In addition to complying with the Compliance provisions under the SPPA, Partner must comply with the following:

- **Code of Conduct.** At all times during its participation in the Program, Partner must comply with the Supplier Code of Conduct found at https://www.salesforce.com/company/legal/supplier/ (as may be updated from time to time) . Partner agrees that SFDC may request verification that Partner, Partner's sales representatives, and anyone engaged by Partner to perform work in connection with the Partner Program has undertaken compliance training and compliance certifications that align to Partner's compliance obligations under the SPPA and these Policies.

- **Training.** Partner agrees that it has provided or will provide training and information to its officers, directors, employees, and any third parties utilized by Partner in connection with the performance of the SPPA and these Policies ("Partner Personnel") as necessary to comply with the Anti-Corruption Laws (as defined in the current SPPA) and any other applicable laws and obligations set forth in the SPPA and these Policies. Partner agrees to supply such training and information when onboarding Partner Personnel and no less than every 2 years thereafter.

- **Additional Diligence.** Partner agrees that Partner, by and through an authorized officer, will, at SFDC's request, complete SFDC's Due Diligence Questionnaire. Partner may be subject to additional due diligence, questions, and training, as determined by SFDC in its sole discretion.

- **Reporting Potential Violations.** Partner agrees that it shall promptly inform SFDC's Legal Department (legal@salesforce.com) in writing should it or any of its officers, directors, or employees learn of, or suspect, any act or circumstance that may violate applicable laws in connection with the SPPA or these Policies.

- **No Affiliation with Government Personnel – Disclosure Obligation.** Partner affirms that (1) none of its owners or directors is Government Personnel (as defined in the current SPPA) or a Close Relative (as defined in the current SPPA) of Government Personnel; or that (2) it has fully described any such relationship in writing to SFDC's Compliance Department (partnercompliance@salesforce.com) and received acknowledgement by SFDC's Compliance or Legal Department of such disclosure. In the event that during the term of the Agreement there is a change in the information described in this paragraph, Partner shall promptly disclose such change to SFDC's Compliance Department in writing.

- **Disclosure of Third Parties.** Without prior review and written approval by SFDC, Partner shall not use, hire, engage, or pay any agents, consultants, re-sellers, sub-distributors, intermediaries or other third parties, including Affiliates of the Partner, to:
  - obtain or retain Salesforce-related business with any Government Entity, Government-owned Entity, or Government Personnel (all as defined in the current SPPA); or
  - interact with any Government Personnel, Government Entity, or Government-owned Entity in connection with Salesforce-related business.

  To request SFDC's review and approval, Partner should include details of the foregoing in the due diligence documentation requested by SFDC at the time of Partner onboarding, or log a case via the Partner Community, or email SFDC's Compliance Department (partnercompliance@salesforce.com). SFDC will have the authority to accept or reject the use of any proposed third party.

- **Conviction, Debarment, Suspension.** Partner represents and warrants that it has not been convicted of or pleaded guilty to (or otherwise been adjudicated as culpable for) an offense involving fraud, corruption, or similar offense, and has not been listed by any government agency as debarred, suspended, proposed for the foregoing actions, or otherwise ineligible for government procurement programs. Partner must notify SFDC's Compliance Department (partnercompliance@salesforce.com) promptly in the event of a change in status that causes the foregoing statement to no longer be true.

- **Inspection Rights.** SFDC shall be allowed reasonable access to inspect, audit, and make copies of Partner's relevant books, records, and accounts, and may use third parties, such as external audit firms, to assist in any such activities. Such inspection and audit may include interviews of relevant Partner personnel. Such audit may be conducted during regular business hours at Partner's offices and shall not unreasonably interfere with Partner's business activities. Partner agrees that it will fully cooperate with SFDC's reasonable requests in any such audit.

Services, Compliance and Technical Training

Partner agrees that to the extent it is engaged in marketing, or reselling the Services, Partner's sales representatives and other personnel will use reasonable efforts to participate in the basic online training offered for free by SFDC to SFDC's users generally. As SFDC upgrades the Services, SFDC may ask Partner's sales representatives and other personnel to undergo further training based on Services' new features and functions, and Partner and Partner's personnel agree to make reasonable, good faith efforts to participate in such further training. Partner agrees to use reasonable efforts to advise SFDC of any demonstrations required to market the Services to prospective SFDC customers, especially those with a sales force or customer service group of greater than twenty (20) people. To the extent Partner is eligible to receive certain technical support offerings, such programs are provided under SFDC's technical support policies in effect at the time the Services are provided. For clarification, technical support does not include support for Non-SFDC Applications or other third-party programs or services. SFDC's technical support policies are subject to change at SFDC's discretion.

Participation in Multiple Program Types

Managed Service Provider Partners participating in multiple Program Types (e.g., Managed Service Provider Partner also is an AppExchange Partner) must meet the individual criteria (including any Program requirements) for each Program Type, and if applicable, each Partner Designation, Tier or Partner Category ("**Other Program Requirements**") of each Program Type. Failure to comply with Other Program Requirements, as determined by Salesforce in its sole discretion, may result in Partner's loss of access to some or all Consulting Partner Program Benefits.

AppExchange

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA (including the AppExchange Addendum thereto) and these Policies, Partner may be entitled to the AppExchange Listing Program Benefit allowing Partner to market products or services on the AppExchange. If Partner is not entitled to, or is not utilizing the AppExchange Listing Program Benefit, the AppExchange Addendum will not apply to Partner. For clarity, Partner shall not seek to incentivize (as part of a promotion or by providing compensation, discounts, or otherwise) a customer to submit a favorable review of a Consulting Services Listing on the AppExchange. For clarity, a Partner's AppExchange listing pursuant to this Program is a "Consulting Services Listing" for the purpose of the AppExchange Addendum to the SPPA.

Services Subscriptions

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA and these Policies, SFDC may provide Partner with log-in credentials to one or more Services, and thereby grant Partner a non-exclusive, non-transferable limited right to access and use such Services solely for: (i) development of solutions for potential SFDC customers in connection with Partner's participation in the Program, (ii) demonstration of the Services and such solutions to potential SFDC customers solely in connection with Partner's participation in the Program, (iii) Partner's internal business use of the Services solely to facilitate, promote and manage Partner's participation in the Program; or (iv) training on the use of the Services. Without limiting any of SFDC's other rights or remedies, SFDC reserves the right to remove access to the Services without notice in the event of use other than as set forth in sections (i) – (iv) above. Partner's use of any Services subscriptions is further subject to the restrictions set forth in Section 5 of the SPPA and, to the extent such subscriptions have been ordered by Partner from SFDC pursuant to an order form, any restrictions set forth in such order form. For clarity, Partner may be, or may become entitled to, receive access to the Services under a separate agreement with SFDC. The SPPA and these Policies will govern Partner's access to the Services to the extent subscriptions to Services are provided as a benefit of the Program.

Marketing Services

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA and these Policies, SFDC grants Partner a non-exclusive, non-transferable, limited license to use those portions of SFDC's marketing programs, marketing materials and tools, as further described herein ("**Marketing Services**") solely for the purpose of creating, executing, and monitoring marketing campaigns related to SFDC's products and services. Partner's use of the Marketing Services shall be subject to the SPPA (including the online Salesforce Partner Marketing Reimbursement Agreement referenced therein (the "**SPMRA**")), to the extent applicable, and these Policies and must comply with SFDC's current branding guidelines, including SFDC's Trademark Usage Guidelines (available at SFDC's main website) and SFDC's Partner Branding and Logo Usage Guidelines and Partner Press Release Guidelines (both available through the Partner Community). SFDC may change the usage, branding and press release guidelines and location thereof at any time, and, upon reasonable notice from SFDC, Partner will promptly modify Partner's use of the Marketing Services to conform to any such changed guidelines. Partner may allow third parties to access the Marketing Services for the purpose of creating, executing, and monitoring marketing campaigns related to SFDC's products and services on Partner's behalf, provided that Partner ensures that all such use is in accordance with the SPPA, the SPMRA and these Policies. Partner agrees to be responsible for any misuse of the Marketing Services by Partner or any third party using the Marketing Services on Partner's behalf and Partner agrees to use the Marketing Services at Partner's own risk. Partner will cooperate with SFDC to allow for review of Partner's use of the Marketing Services and compliance with SFDC's quality standards. If SFDC, in SFDC's sole discretion, determines that Partner's use of the Marketing Services does not comply with the SPPA, the SPMRA, these Policies, or SFDC's branding guidelines, Partner will promptly modify or discontinue Partner's use as directed by SFDC. In the event Marketing Services include payments to Partner, then Partner will maintain adequate books and records regarding the basis for such payments and will provide SFDC with copies of such records upon request.

SFDC Trademark License

Subject to its inclusion as a Program Benefit in Partner's assigned Tier, and solely for so long as Partner remains a Partner assigned to such Tier, and subject to the terms of the SPPA and these Policies, SFDC grants Partner a limited, non-exclusive, non-transferable, non-sublicensable, royalty-free license during the SFDC Fiscal Year to use, solely in connection with Partner's rights, duties and obligations under the SPPA and these Policies, such marks identified publicly by SFDC as available for use by Partners within Partner's assigned Tier (see, e.g., Partner Branding and Logo Usage Guidelines) ("**SFDC's Marks**") in any jurisdiction in which Partner is authorized to be a Partner and SFDC has rights during the SFDC Fiscal Year. This license does not grant rights to use any of SFDC's trademarks that are not SFDC's Marks. Any use by Partner of SFDC's Marks will be in accordance with SFDC's trademark usage policies, with proper markings and legends, and subject to SFDC's prior written approval. Partner will not make any express or implied statement or suggestion, or use any of SFDC's trademarks in any manner, that dilutes, tarnishes, degrades, disparages or otherwise reflects adversely on SFDC or its business, products or services. Partner will cease, or adjust the manner of, its use of any of SFDC's Marks at SFDC's request in its sole discretion. SFDC may withdraw any approval of any use of SFDC's Marks at any time in its sole discretion upon written notice to Partner, which withdrawal will be effective promptly but in no case more than thirty (30) days from the date of SFDC's notice sent in accordance with the SPPA and these Policies.

Questions? Need assistance?

Please submit a case via the Partner Community at https://partners.salesforce.com/.

AppExchange Partner Program Policies

Version: November 11, 2025

These Program Policies for AppExchange Partners ("**Program Policies**") are current as of the version date set forth above and shall remain in effect until or unless they are superseded at this same (or redirected) URL by a version with a later version date. Salesforce ("**SFDC**") may update or modify these Program Policies in its sole discretion, with or without notice to Partners. These Policies are subject to and made part of the Salesforce Partner Program Agreement ("**SPPA**") at https://www.salesforce.com/company/legal/agreements/ (as such URL may be updated from time to time) which an entity must accept in order to participate in the AppExchange Partner Program (the "**Program**"). Partners must comply with these Program Policies, as well as the SPPA, in order to participate in the AppExchange Partner Program. Capitalized terms not defined in these Program Policies have the meaning given to them in the SPPA.

AppExchange Partner Program Overview

SFDC works with a variety of Partners that are commercial independent software vendors (ISVs) and developers who build applications. Companies and individuals may apply to participate in the AppExchange Partner Program and its AppExchange Partner Categories described in these Program Policies, which support different go-to-market strategies.

AppExchange Partner Program Requirements

To enroll in the AppExchange Partner Program, Partners must select "AppExchange Partner" when they complete the Partner Enrollment Form. When SFDC notifies a Partner that it may participate in the AppExchange Partner Program for the current SFDC fiscal year (February 1 – January 31) (**"SFDC Fiscal Year**") and approves the Partner's AppExchange Partner Tier and Category (collectively, "**Program Designation**"), the Partner becomes eligible to receive the Partner Program Benefits for the Partner's applicable Program Designation, provided that Partner meets certain additional participation criteria, including the following ("**Participation Criteria**"):

- Completion of all required SFDC legal due diligence processes, provided it results in approval by SFDC;
- Approval of Partner's application(s) for participation in at least one of the AppExchange Partner Categories described in these Program Policies; and
- Compliance with the AppExchange Program Application Guidelines at https://www.salesforce.com/company/legal/agreements/ (as such URL may be updated from time to time).

SFDC may, in its sole discretion, give Partners access to certain Partner Program Benefits prior to the Partner's application(s) receiving this approval.

If at any time a Partner fails to meet the Participation Criteria for the AppExchange Partner Program or its assigned Program Designation, SFDC may, in its sole discretion, re-assign the Partner to a different Program Designation, or suspend or terminate the Partner's participation in the AppExchange Partner Program altogether. SFDC reserves the right to accept or deny any application to the AppExchange Partner Program, deny any request for access to the Partner Community, or end any Partner's participation in the AppExchange Partner Program.

AppExchange Partner Program Tiers

There are five AppExchange Partner Program tiers (each, a "Tier"):

- Registered
- Exploration
- Build
- Select; and
- Summit

Partners qualify for Tiers based on criteria set forth in the AppExchange ISV Track (as such URL may be updated from time to time) in Partner Community, as determined by SFDC in its sole discretion. Upon joining the Program, SFDC will assign Partners to a Tier which will be reflected in the Partner's Scorecard Page in Partner Community. SFDC reserves the right to reassign Partners to a different Tier from time to time. Reassignments typically occur within a month following the end of each quarter, based on the SFDC Fiscal Year, and are effective upon SFDC's update to Partner's Scorecard Page in Partner Community.

Partners who do not remain in compliance with the qualifications of a Tier and/or the Program may be removed from a Tier and/or the Program and the Partner Community without any refund of fees.

AppExchange Partner Program Benefits

The Program Benefits to which a Partner is entitled, based on Tier (as discussed above), are set out at https://partners.salesforce.com/pdx/s/learn/article/appexchange-partner-isv-benefits-MCFLBJIV2P3VHMTM7CK7ENWVO66E?language=en_US. For questions about Tiers and associated Program Benefits, contact your Partner Account Manager or log a case in the Partner Community.

Partner Account Consolidation

A Partner may make a written request to consolidate its account with the account of some or all of its Affiliates that are also Partners of SFDC, so that such Partner and such Affiliates may be treated on a consolidated basis for the purpose of the Program Components described below. To initiate such a request, Partners should open a case in the Partner Community and provide evidence of each such Affiliates' consent to the applicable consolidation in the form requested by SFDC. Upon approval and completion of the request, the following Program components will be managed on a consolidated basis for the requesting Partner (the "**Designated Entity**") and its applicable Affiliates (together, a "**Consolidated Partner**") as set forth below:

Program Component	Treatment of Consolidated Partners
Tier	Each entity that comprises the Consolidated Partner will, within a particular Partner Program, have the same Tier. Tiers for Consolidated Partners are based on the aggregate data of all entities comprising the Consolidated Partner.
Program Benefits	Each Consolidated Partner shall be entitled to one set of corresponding Program Benefits based on Tier.

For clarity, Consolidated Partners are not required to consolidate Partner Business Orgs (PBO) or Channel Order Apps (COA). Please see this Knowledge Article for information regarding considerations related to PBO or COA consolidation.

AppExchange Partner Categories

The AppExchange Partner Categories are briefly described below. To utilize one or more of the Partner Categories, SFDC must approve a Partner through a separate, additional application process, and Partner must sign a separate Partner Application Distribution Agreement (or predecessor version of such agreement) with SFDC that sets forth the terms and conditions of the Partner Category (a "Distribution Agreement") unless approved by SFDC in writing in its sole discretion (which approval may be modified by SFDC at any time). Any Partner interested in leveraging one of these AppExchange Partner Categories should submit an application at https://1.appexchange.com/partnerprogram. An AppExchange Partner must be in good financial standing, in SFDC's sole determination, to participate in any Partner Category for which it qualifies.

Please note that MuleSoft and Tableau Technology Partner and OEM programs ("Legacy ISV Programs") remain separate from the AppExchange Program and are subject to separate agreements, which govern any benefits and requirements of such Legacy ISV Programs, if any, at this time. Unless as otherwise explicitly stated herein, any applications created pursuant to such separate agreements are not eligible for inclusion on the AppExchange at this time. Participation in a Legacy ISV Program is not participation in the AppExchange Partner Program.

PARTNER CATEGORY	SUMMARY DESCRIPTION
ISVForce	This Partner Category allows a Partner to distribute its application to existing SFDC customers. Unless otherwise determined by SFDC in its sole discretion or the application offered by the Partner is a free application, this Partner Category requires the Partner to enter into a Distribution Agreement and pay SFDC fees (via the Checkout payment services tool or other method specified by SFDC) in connection with such distribution. An application is only a free application for the purposes of these Program Policies if the applicable customer can install and/or access and make full use of all the features and capabilities of the application without paying Partner fees of any kind. If the Partner is required to pay fees to SFDC in connection with the distribution of the partner application, the applicable fees will be more fully described in the separate Distribution Agreement. Please also note that SFDC may charge fees other than PNR-based fees in connection with the ISVForce Partner Category.

OEM (Original Equipment Manufacturer)	This Partner Category allows a Partner to sell a combined solution that includes 1) the Partner's application, and 2) a SFDC user subscription (typically Force.com Embedded Edition) to support use of the application by any customer on a standalone basis in a dedicated SFDC Org or by SFDC customers in the customer's existing SFDC Org. This Partner Category requires the Partner to pay fees to SFDC in connection with the distribution of the combined solution, as more fully described in the separate Distribution Agreement. Please also note that SFDC may charge fees other than PNR-based fees in connection with the OEM Partner Category.
VAR (Value Added Reseller)	This Partner Category allows a Partner to resell Force.com user subscriptions for use with the Partner's custom commercial applications or other service deliverables. This Partner Category requires the Partner to pay SFDC a monthly flat fee for each SFDC user subscription resold by Partner, as more fully described in the agreement containing the terms and conditions of the VAR Program.
Bolt	This Partner Category allows a Partner to distribute applications that have been pre-approved by SFDC in writing for distribution as part of the Bolt Partner Category (each, a "Bolt Application") to existing SFDC customers solely for use in connection with Partner's provision of professional services to such customers, subject to the following requirements: 1. Prior to distributing any Bolt Application, Partner must submit a detailed description of the Bolt Application to SFDC in the Partner Community Publishing Console and such Bolt Application must be approved in writing by SFDC. Any material modifications to the Bolt Application, and any modifications to the Bolt Application that cause the Bolt Application not to conform with such description, must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. The application may only be provisioned to and used in non-production (e.g., sandbox) versions of the Services. 3. Partner must be enrolled at all times in the Consulting Partner Program. 4. The Bolt Application cannot be installable by Customers via the AppExchange. Any AppExchange listing must provide instructions for Customers to obtain and install the Bolt Application excluding downloading from the AppExchange. Partner is solely responsible for providing such method of installation to Customers outside of the AppExchange. 5. Partner may not charge any fees for the Bolt Application. 6. Notwithstanding anything to the contrary in these Program Policies, distribution of a Bolt Application as part of the Bolt Partner Category does not entitle Partner to any AppExchange Partner Program Benefits, except that Bolt Applications will be eligible for the AppExchange Listing Program Benefit, subject to the terms of these Program Policies and the AppExchange Addendum to the SPPA. Partner is not required to enter into a Distribution Agreement in order to distribute a Bolt Application as described herein. Please note, as of the Version Date of these Program Policies, SFDC is no longer accepting new Bolt Applications for distribution.
Quip Live	This Partner Category allows a Partner to make available applications that have been pre-approved by SFDC in writing as part of the Quip Live Partner Category (each, a "**Quip Live Application**") to existing SFDC customers solely for use in connection with such customer's use of the Service known as Quip, subject to the following requirements: 1. Prior to distributing any Quip Live Application, Partner must submit a detailed description of the Quip Live Application to SFDC in the Partner Community Publishing Console and such Quip Live Application must be approved in writing by SFDC, including SFDC's Security Review and Assessment. Any material modifications to the Quip Live Application, and any modifications to the Quip Live Application that cause the Quip Live Application not to conform with such description, must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. Any Quip Live Application AppExchange listing must provide Customers the ability to enable the Quip Live Application via the "Get it Now" button on the AppExchange, as well as instructions for the process. 3. Partner may not charge any fees for the Quip Live Application unless Partner has entered into a Distribution Agreement with SFDC with respect to such Quip Live Application. 4. Partner will provide all technical support for all Quip Live Applications.

	5. Notwithstanding anything to the contrary in these Program Policies, distribution of a Quip Live Application as part of the Quip Live Partner Category does not entitle Partner to any AppExchange Partner Program Benefits, except that Quip Live Applications will be eligible for the AppExchange Listing Program Benefit, subject to the terms of these Program Policies and the AppExchange Addendum to the SPPA. For purposes of this Partner Category, the license grant set forth in Section 2.C of AppExchange Addendum to the SPPA includes the right for SFDC to host, within the Quip Service, any Quip Live Application that Partner wishes to make available to Customers. Partner is not required to enter into a Distribution Agreement in order to distribute a Quip Live Application except as described herein.
Flow Solutions	This Partner Category allows a Partner to distribute applications that have been pre-approved by SFDC in writing for distribution as part of the Flow Solutions Category (each, a "**Flow Solution**") to existing SFDC customers solely for use in connection with Lightning Platform technology, which implements automated processes into a Customer's use of the Salesforce platform, subject to the following requirements. 1. Prior to distributing any Flow Solution, Partner must submit a detailed description of the Flow Solution to SFDC in the Partner Community Publishing Console and such Flow Solution must be approved in writing by SFDC, including SFDC's Security Review and Assessment. Any material modifications to the Flow Solution, and any modifications to the Flow Solution that cause the Flow Action not to conform with such description, must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. The Flow Solution must be distributed as a Managed Package available directly from the AppExchange listing or through another method of delivery directly from the Partner. For any Flow Solution not installable from its AppExchange listing, Partner must provide instructions for the Customers to obtain and install the Flow Solution without additional requirements or restrictions. 3. Partner may not charge any fees for the Flow Action, unless Partner and SFDC first enter into a Distribution Agreement with respect to the Flow Action. 4. Notwithstanding anything to the contrary in these Program Policies, distribution of a Flow Solution as part of the Flow Solution Category does not entitle Partner to any AppExchange Partner Program Benefits, except that Flow Solutions will be eligible for the AppExchange Listing Program Benefit, subject to the terms of these Program Policies and the AppExchange Addendum to the SPPA. Partner is not required to enter into a Distribution Agreement in order to distribute a Flow Solution except as described herein.
Datorama	This Partner Category allows a Partner to make available applications that have been pre-approved by SFDC in writing as part of the Datorama Partner Category (each, a "**Datorama Application**") to existing SFDC customers and/or existing Datorama customers solely for use in connection with such customer's use of the Service known as Datorama, subject to the following requirements: 1. Prior to distributing any Datorama Application, Partner must submit a detailed description of the Datorama Application to SFDC in the Partner Community Publishing Console and such Datorama Application must be approved in writing by SFDC, including SFDC's Security Review and Assessment. Any material modifications to the Datorama Application, and any modifications to the Datorama Application that cause the Datorama Application not to conform with such description, must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. Any free Datorama Application AppExchange listing must provide Customers the ability to enable the Datorama Application via the "Get it Now" button on the AppExchange, as well as instructions for the process. For any paid Datorama Application, Partner is solely responsible for providing a link for Customers to obtain and install the Datorama Application from a source other than the AppExchange, and for providing instructions for such process. 3. Partner may not charge any fees for the Datorama Application unless Partner has entered into a Distribution Agreement with SFDC with respect to such Datorama Application. 4. Partner will provide all technical support for all Datorama Applications. Notwithstanding anything to the contrary in these Program Policies, distribution of a Datorama Application as part of the Datorama Partner Category does not entitle Partner to any AppExchange Partner Program Benefits, except that Datorama Applications will be eligible for the AppExchange Listing Program Benefit, subject to the terms of these Program Policies and the AppExchange Addendum to the SPPA. For purposes of this Partner Category, the license grant set forth in Section 2.C of AppExchange Addendum to the SPPA includes the right for SFDC to host, within the Datorama Service, any Datorama Application that

	Partner wishes to make available to Customers. Partner is not required to enter into a Distribution Agreement in order to distribute a Datorama Application except as described herein.
Salesforce Commerce	This Partner Category allows a Partner to make available applications that have been pre-approved by SFDC in writing as part of the Salesforce Commerce Partner Category (each, a "**Salesforce Commerce Application**") to existing SFDC customers solely for use in connection with such customer's use of the Service known as B2B Commerce, B2B2C Commerce, and Order Management, subject to the following requirements. 1. Prior to distributing any Salesforce Commerce Application, Partner must submit a detailed description of the Salesforce Commerce Application to SFDC in the Partner Community Publishing Console and such Salesforce Commerce Application must be approved in writing by SFDC, including SFDC's Security Review and Assessment. Any material modifications to the Salesforce Commerce Application, and any modifications to the Salesforce Commerce Application that cause the Salesforce Commerce Application not to conform with such description, must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. Partner may not charge any fees for the Salesforce Commerce Application unless Partner has entered into a Distribution Agreement with SFDC with respect to such Salesforce Commerce Application. 3. Partner will provide all technical support for all Salesforce Commerce Applications. For purposes of this Partner Category, the license grant set forth in Section 2.C of AppExchange Addendum to the SPPA includes the right for SFDC to host, within the Salesforce Commerce Service, any Salesforce Commerce Application that Partner wishes to make available to Customers.
Data Cloud	This Partner Category allows a Partner to make available applications that have been pre-approved by SFDC in writing as part of the Data Cloud Partner Category (each, a "**Data Cloud Application**") to existing SFDC customers for use solely in the context of such customer's use of the Services known as Salesforce's Data Cloud, subject to the following requirements: 1. Prior to distributing any Data Cloud Application, Partner must submit a detailed description of the Data Cloud Application to SFDC in the Partner Community Publishing Console and such Data Cloud Application must be approved in writing by SFDC, including SFDC's Security Review and Assessment. Any material modifications to the Data Cloud Application, and any modifications to the Data Cloud Application that cause the Data Cloud Application not to conform with such description, must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. Partner may not charge any fees for the Data Cloud Application unless Partner has entered into a Distribution Agreement with SFDC with respect to such Data Cloud Application. 3. Partner will provide all technical support for all Data Cloud Applications. For purposes of this Partner Category, the license grant set forth in Section 2.C of AppExchange Addendum to the SPPA includes the right for SFDC to host, within the Data Cloud Service, any Data Cloud Application that Partner wishes to make available to Customers. Any distribution of a Data Cloud Application is subject to the terms of the SPPA that Partner accepted in order to participate in the Program, and in addition, the most recent version of the AppExchange Addendum to the SPPA available at https://www.salesforce.com/company/legal/agreements/.
B2C Commerce	This Partner Category allows a Partner to make available applications that have been pre-approved by SFDC in writing as part of the B2C Commerce Partner Category (each, a "B2C Commerce Application") to existing SFDC customers solely for use in connection with such customer's use of the Service known as Salesforce B2C Commerce, subject to the following requirements. 1. Prior to distributing any B2C Commerce Application, Partner must submit a detailed description of the B2C Commerce Application to SFDC in the Partner Community Publishing Console and such B2C Commerce Application must be approved in writing by SFDC. Any material modifications to the B2C Commerce Application and any modifications to the B2C Commerce Application that cause the B2C Commerce Application not to conform with such description must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. The AppExchange listing for each B2C Commerce Application will include a link (as provided by Partner) to obtain and install the B2C Commerce Application from the Partner's own source code repository. 3. Partner may not charge any fees for the B2C Commerce Application unless Partner has entered into a Distribution Agreement with SFDC with respect to such B2C Commerce Application.

	4. Partner will provide all technical support for all B2C Commerce Applications. For purposes of this Partner Category, the license grant set forth in Section 2.C of AppExchange Addendum to the SPPA includes the right for SFDC to host, within the B2C Commerce Service, any B2C Commerce Application that Partner wishes to make available to Customers. Any distribution of a B2C Commerce Application is subject to the terms of the SPPA that Partner accepted in order to participate in the Program, and in addition, the most recent version of the AppExchange Addendum to the SPPA available at https://www.salesforce.com/company/legal/agreements/.
Tableau Accelerator	This Partner Category allows a Partner to distribute applications that have been pre-approved by SFDC in writing for distribution as part of the Tableau Accelerator Partner Category (each, a "Tableau Accelerator") to existing SFDC customers solely for use in connection with such customer's use of the Service known as Tableau, subject to the following requirements. 1. Prior to distributing the Tableau Accelerator, Partner must submit a detailed description of the Tableau Accelerator to SFDC in the Partner Community Publishing Console and such Tableau Accelerator must be approved in writing by SFDC. Any material modifications to the Tableau Accelerator and any modifications to the Tableau Accelerator that cause the Tableau Accelerator not to conform with such description, must be submitted to SFDC for review and be approved by SFDC in writing (including via email) prior to distribution. 2. Partner may distribute the Tableau Accelerator without a separate Distribution Agreement with SFDC. For the avoidance of doubt, SFDC reserves the right to require a separate Distribution Agreement for the distribution of Tableau Accelerators at a later time. 3. Partner must maintain a listing for the Tableau Accelerator on the Tableau Exchange. The AppExchange listing for the Tableau Accelerator will include a link (as provided by Partner) to obtain and download the Tableau Accelerator from the Partner's Tableau Exchange listing. 4. Partner may not charge any fees for the Tableau Accelerator. 5. Notwithstanding anything to the contrary in these Program Policies, distribution of the Tableau Accelerator as part of the Tableau Accelerator Category does not entitle Partner to any AppExchange Partner Program Benefits, except that the Tableau Accelerator will be eligible for the AppExchange Listing Program Benefit, subject to the terms of these Program Policies and the AppExchange Addendum to the SPPA.

SFDC's Right to Disable Partner Offering

In the event that, in SFDC's judgment, a Partner, a Partner's application or offering, or its interoperation with SFDC's services, (i) imminently threatens the security, integrity or availability of SFDC's services (including with respect to potential unauthorized use or disclosure of Customer Data), (ii) materially breaches the Program Policies, SPPA, or Distribution Agreement; or (iii) violates Applicable Law or third party rights, SFDC reserves the right to immediately temporarily or permanently suspend the interoperation of any of Partner's application(s) or offering(s) with SFDC's services, provided that, to the extent legally permitted, SFDC will use commercially reasonable efforts under the circumstances to provide Partner with notice and an opportunity to remedy such threat or breach prior to any such suspension.

Partner Notification re: Security Incidents

Partners must notify SFDC without undue delay and, in any event, within twenty-four hours, of any security incident related to their Partner's Application(s) ("Security Incident"), including but not limited to any security vulnerability that (i) has resulted in any actual or reasonably suspected destruction, loss, alteration, unauthorized disclosure of, access to or other use of Customer Data (as defined in the SPPA) or (ii) would be reasonably expected to result in destruction, loss, alteration, unauthorized disclosure of, access to or other use of Customer Data by notifying SFDC's Information Security Team at security@salesforce.com. Such notification must include a detailed technical account of the incident, information about its impact, and a designated representative who will serve as their principal point of contact for all security-related communications. Following notification, Partners shall (a) ensure that at all times SFDC has current contact information for that representative; (b) provide any information or assistance reasonably requested by SFDC related to the Security Incident; (c) obtain SFDC written approval prior to any Customer communication or public announcement(s) concerning the Security Incident that reference Salesforce's products, programs, or services; and (d) implement any necessary remediation to remove the vulnerability giving rise to the Security Incident, mitigate its impact, and prevent similar incidents from occurring in the future.

Program Benefits

AppExchange Partner Program Benefits are tools and resources to help Partners grow and succeed as SFDC partners. Depending on the applicable Partner Category and/or Partner Designation, these include technology access, product development enablement, marketing support, and go-to-market resources. A Partner may not extend or disclose any discounts or AppExchange Partner Program Benefits to its customers or other partners, except as expressly permitted in writing by SFDC. AppExchange Partner Program Benefits may only be used in connection with a Partner's activities under the AppExchange Partner Program. Detailed descriptions of the AppExchange Partner Program Benefits can be found on the AppExchange Partner Program Benefits Overview Page, https://partners.salesforce.com/pdx/s/learn/article/appexchange-partner-isv-benefits-MCFLBJIV2P3VHMTM7CK7ENWVO66E?language=en_US in the Salesforce Partner Community, which may be updated by SFDC from time to time at SFDC's sole discretion. Any AppExchange Partner Program Benefits that provide an assigned or dedicated human resource to support partners (such as, for example and without limitation, Named Technical Account Managers (TAMs), Named Co-Marketing Managers, and Named Partner Success Managers) are assigned at the sole discretion of SFDC and may require Partners to meet additional eligibility criteria. Partners assigned to Summit Tier will be considered for such benefits annually and will be notified of their candidacy. Additional fees and/or terms and conditions may apply to particular AppExchange Partner Program Benefits. To be eligible for the AppExchange Listing Program Benefit (i.e., listing one or more Partner Applications on the AppExchange), the applicable Partner Application must be distributed by Partner pursuant to an ISV Partner Category. Exceptions are subject to SFDC's approval in its sole discretion. To the extent a Partner is eligible to receive certain technical support offerings, such programs are provided under SFDC's technical support policies in effect at the time the support offering is provided. For clarification, technical support does not include support for Non-SFDC Applications or other third-party programs or services. SFDC's technical support policies are subject to change at SFDC's discretion.

Compliance

In addition to complying with the Compliance provisions under the SPPA, at all times during its participation in the Program, Partners must comply with the Supplier Code of Conduct found at https://www.salesforce.com/company/legal/supplier/ (as may be updated from time to time). In the event that SFDC has a reasonable basis to believe that any Partner has breached such obligations, SFDC, in its sole discretion, may inspect and make copies of a Partner's books, records, and accounts relevant to the potential breach. Partners may be required to provide documentation of end customer pricing of re-sold Salesforce products and services, for compliance purposes only. Such inspection may include interviews of relevant Partner personnel. Partner shall not use the Services (or allow its customers to use the Services by virtue of their use of the Partner Application), in violation of SFDC's Acceptable Use and External-Facing Services Policy or the Artificial Intelligence Acceptable Use Policy, both found at http://www.salesforce.com/company/legal/agreements/ as may be updated from time to time. SFDC may request verification that a Partner, the Partner's sales representatives, and anyone engaged by the Partner to work on SFDC's behalf has undertaken compliance training and compliance certifications that align to the Partner's compliance obligations under the SPPA and these Program Policies.

Participation in Multiple Program Types

If a Partner participating in the AppExchange Partner Program wishes to receive compensation for submitting Leads to SFDC, the Partner must separately participate in the SFDC Consulting Partner Program, and such participation is subject to the Consulting Partner Program Policies. AppExchange Partners participating in multiple Program Types (e.g., also a Consulting partner) must meet the individual criteria (including any Participation Qualifications) for each Program Type, and if applicable, Partner Designation/Tier (for Consulting partners).

Partner Sales & Marketing

Partner agrees that to the extent they are engaged in marketing or reselling any Services, Partners' sales representatives and other personnel will use reasonable efforts to participate in the basic online training offered for free by SFDC to SFDC's users generally. As SFDC upgrades the Services, SFDC may ask Partners' sales representatives and other personnel to undergo further training based on the Services' new features and functions. Partners shall make reasonable, good faith efforts to participate in such further training. Partners' sales representatives must be reasonably capable of effectively delivering SFDC's value proposition and must be generally knowledgeable about the Services and their interfaces, advantages and high-level functionality. Partners shall use reasonable efforts to advise SFDC of any demonstrations required to market the Services to prospective SFDC Customers, especially those with a sales force or customer service group of greater than twenty (20) people. Partners shall not make any false, misleading or disparaging statements regarding SFDC or its Affiliates, the Services or other SFDC products. Unless expressly authorized in writing by SFDC, Partners shall not make any representations about SFDC or its Affiliates, the Services or other SFDC products, nor purport to bind SFDC or any SFDC Affiliates.

Use Of AppExchange

Partners may be eligible for the AppExchange Listing Program Benefit as described in the AppExchange Addendum and in the section herein titled "AppExchange Listing Program Benefit." In addition to the terms in the SPPA and these Program Policies, Partners' use of the AppExchange Listing Program Benefit shall further be subject to the terms and conditions set forth in the AppExchange Addendum. If a Partner is not entitled to, or is not utilizing the AppExchange Listing Program Benefit, terms and conditions applicable solely to the AppExchange Listing Program Benefit shall not apply to such Partner. For any application a Partner wishes to list on the AppExchange that is not free, the Partner must provide all pricing information required by SFDC as part of the listing process. For clarity, Partners shall not seek to incentivize (as part of a promotion or by providing compensation, discounts, or otherwise) a customer to submit a favorable review of an AppExchange Application on the AppExchange.

Services Subscriptions

Upon SFDC's providing a Partner with log-in credentials to any Services in connection with its activities under this Program, the Partner is granted a non-exclusive, non-transferable limited right to access and use such Services solely for: (i) development and/or testing purposes related to Partner's assigned Program Type, (ii) training on the use of the Services, any Partner Applications and other value added materials to Partner's employees, and (iii) license management of Partner's Services offered in connection with Partner's assigned Program Type. Partners' use of any Services subscriptions are further subject to the restrictions set forth in Section 5 of the SPPA and, to the extent such subscriptions have been ordered by a Partner from SFDC pursuant to an Order Form, any restrictions set forth in such Order Form. For clarity, Partners may be, or may become entitled to, receive access to the Services under a separate agreement with SFDC. The SPPA and these Program Policies shall govern Partners' access to the Services to the extent subscriptions to Services are provided as a Program Benefit.

Marketing Services

If applicable to a Partner's assigned Program Type and Partner Designation, SFDC grants the Partner a non-exclusive, non-transferable, limited license to use those portions of SFDC's marketing programs, marketing materials and tools, as further described herein ("**Marketing Services**") solely for the purpose of creating, executing, and monitoring marketing campaigns related to SFDC's products and services. Partners' use of the Marketing Services shall be subject to the SPPA (including the online Salesforce Partner Marketing Reimbursement Agreement referenced therein (the "SPMRA")), to the extent applicable, and these Program Policies and must comply with SFDC's current branding guidelines, including SFDC's Trademark Usage Guidelines (available at SFDC's main website) and SFDC's Partner Branding and Logo Usage Guidelines and Partner Press Release Guidelines (both available through the Partner Community). SFDC may change the usage, branding and press release guidelines and location thereof at any time, and, upon reasonable notice from SFDC, Partners shall promptly modify their use of the Marketing Services to conform to any such changed guidelines. Partners may allow third parties to access the Marketing Services for the purpose of creating, executing, and monitoring marketing campaigns related to SFDC's products and services on the Partner's behalf, provided that the Partner ensures that all such use is in accordance with the SPPA, the SPMRA, and these Program Policies. Partners shall be responsible for any misuse of the Marketing Services by them or any third party using the Marketing Services on their behalf. Partners acknowledge and agree that any use of the Marketing Services is at their own risk. Partners shall cooperate with SFDC to allow for review of their use of the Marketing Services and compliance with SFDC's quality standards. If SFDC, in SFDC's sole discretion, determines that a Partner's use of the Marketing Services does not comply with the SPPA, the SPMRA, these Program Policies or SFDC's branding guidelines, the Partner shall promptly modify or discontinue the Partner's use as directed by SFDC. In the event that Marketing Services include payments to a Partner, then the Partner shall maintain adequate books and records regarding the basis for such payments and shall provide SFDC with copies of such records upon request.

Analytics

SFDC may make available the AppExchange App Analytics tool to Partners participating in the AppExchange Program. The AppExchange App Analytics tool provides certain information about how users of a Partner's application interact with the application, including information stored in SFDC's systems about Customers' configuration and usage of Partner Applications (hereinafter, "Customer Configuration/Usage Data").

API Tokens / Updates

SFDC may provide Partners access to API tokens for use with their Partner Applications. If SFDC provides a Partner with a Force.com Platform API token for use with a Partner Application, the Partner may only assign such Force.com Platform API token to (or otherwise allow its use by) users of that particular Partner Application for the sole purpose of accessing the Force.com Platform API, and the Partner may not otherwise disclose or expose such Force.com Platform API token to users of a Partner Application or third parties. SFDC may provide Partners access to upcoming updates of the Platform API before making them generally available. If SFDC provides such access to a Partner, to help ensure a successful end user experience, SFDC encourages the Partner to conduct regression tests of each Partner Application against any such upgraded Platform API during any such early access period and to promptly notify SFDC of any issues they encounter.

SFDC Trademark License

Subject to its inclusion as a Program Benefit in Partner's assigned Partner Designation and to the terms of the SPPA and these Policies, and solely for so long as Partner remains a Partner assigned to Partner's Designation, SFDC grants Partner a limited, nonexclusive, non-transferable, non-sublicensable, royalty-free license during the SFDC Fiscal Year to use, solely in connection with Partner's rights, duties and obligations under the SPPA and these Program Policies, such marks identified publicly by SFDC as available for use by Partners within Partner's assigned Program Tier (see, e.g., Partner Branding and Logo Usage Guidelines) ("**SFDC's Marks**") in any jurisdiction in which Partner is authorized to be a Partner and SFDC has rights during the SFDC Fiscal Year. This License does not grant rights to use any of SFDC's trademarks that are not SFDC's Marks. Any use by Partner of SFDC's Marks shall be in accordance with SFDC's trademark usage policies, with proper markings and legends, and subject to SFDC's prior written approval. Partner shall not make any express or implied statement or suggestion, or use any of SFDC's trademarks in any manner, that dilutes, tarnishes, degrades, disparages or otherwise reflects adversely on SFDC or its business, products or services. Partner shall cease, or adjust the manner of, its use of any of SFDC's Marks at SFDC's request in its sole discretion. SFDC may withdraw any approval of any use of SFDC's Marks at any time in its sole discretion upon written notice to Partner, which withdrawal shall be effective promptly but in no case more than thirty (30) days from the date of SFDC's notice sent in accordance with the SPPA and these Policies.

General

If a Partner wishes to use its application enrolled in an AppExchange Partner Category for its own or a Partner Affiliate's internal use, the Partner, or the Partner Affiliate, as applicable, must purchase subscriptions to the SFDC services (e.g., Sales Cloud, Service Cloud, Lightning Platform, etc.) necessary to use the application directly from SFDC under a separate agreement with terms, including pricing, to be negotiated between SFDC and the Partner in good faith. The AppExchange Trailblazer Scorecard is SFDC's Confidential Information as defined in the SPPA. Detailed descriptions of the current AppExchange Partner Program, Participation Qualifications including the Partner Program Designation, specific AppExchange Partner Program Benefits, and other AppExchange Partner Program requirements can be accessed at https://partners.salesforce.com/pdx/s/learn/article/appexchange-partner-program-MC5PXFRKELXJD3HGJKJJQCKNPI5A. Only Partners in good standing will have access to the Partner Community.

Questions? Need assistance?

Please submit a case via the Partner Community at https://partners.salesforce.com.