

# Guide | Partner Program



Creating the future of  
validation together

[kneat.com/partners/](https://kneat.com/partners/)

**Kneat**

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# About Kneat

## Introduction to Kneat

Life sciences and other highly-regulated companies face stringent regulatory requirements throughout their research, development, and production lifecycles. Today, more and more validation and quality professionals are turning to Kneat's innovative digital validation solution, Kneat Gx, to digitize and manage their validation processes intelligently, efficiently, and transparently.

## Our Digital Validation Solution

Our cloud platform and software application, Kneat Gx, provides real-time validation data to help inform stakeholders and drive better business decisions. Our solution drives competitive advantage through digital acceleration of the validation lifecycle and faster speed to market.

With the Kneat Platform, users can:

- ✓ Digitize and manage all validation processes and data on one centralized interface
- ✓ Consolidate validation data to track performance and identify risks
- ✓ Scale to manage evolving regulatory and business requirements
- ✓ Access data and manage validation work anywhere in a secure cloud environment
- ✓ Streamline and harmonize validation processes and improve team performance
- ✓ Reduce operational, reputation, compliance, and financial risk

## Trusted Technology

Today, Kneat is the global leader in validation software, trusted by eight of the world's top ten pharmaceutical companies, three of the four COVID-19 vaccine manufacturers, and more than 17,000 users worldwide.

Joining our Partner Program positions your business on the leading edge of digital validation. Our technology, empowering your clients, together.

## About the Partner Program

Established in 2020, the Kneat Partner Program is a network of professional service providers, consultants, agencies, associations, companies, and technology firms that provide their clients with additional value by leveraging Kneat Gx.

The program creates mutually beneficial partnerships that increase the availability and quality of Kneat related services and products to better serve and benefit the life sciences and other regulated industries.

By combining our leading-edge technology, Kneat Gx, with the extensive expertise of our Partners, Kneat provides a unique product and service offering that increases validation performance and reduces operational, reputational, and financial risks for highly regulated companies all over the world.

## Our Team

Kneat's Partnership Program team is led by Director of Strategic Partnerships, Rick Mineo and supported by our Partner Success Manager, Paul Smith and Partner Marketing Manager, Madison Adams.



**Rick Mineo, M.S.E., P.E**

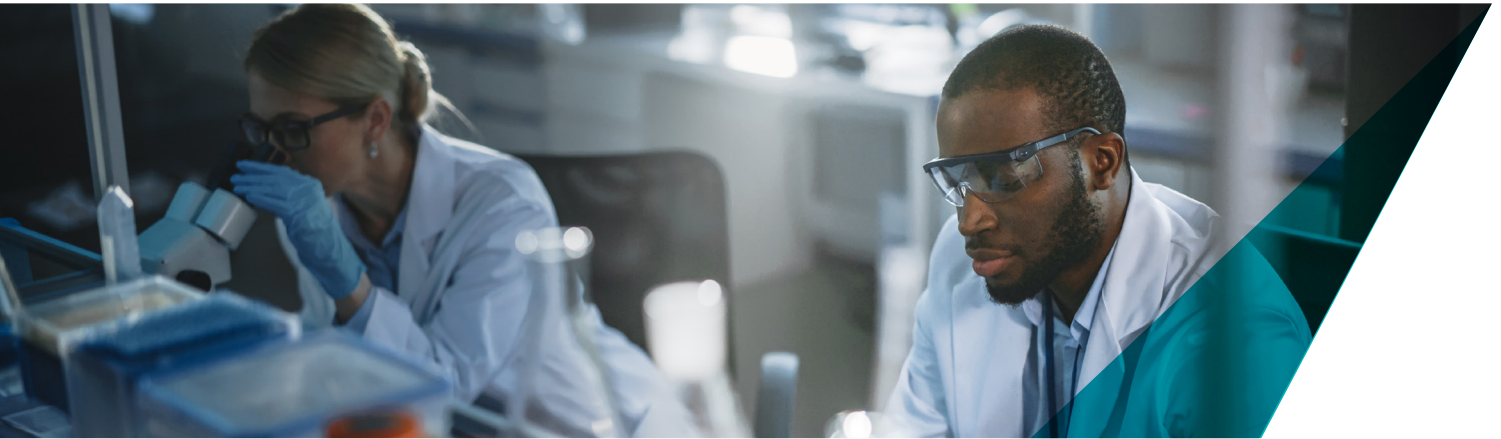


**Paul Smith, BSC, Biol.,  
PHD, Mol. Biol**



**Madison Adams, BAsC**

Located across Europe and North America, the team works with our partners in North America, Europe, South America, and Asia. Our team is dedicated to building mutually beneficial partnerships, that drive Kneat's reputation as the leading provider of validation software in the world.



## What are the Benefits of Joining the Partner Program?

Through the establishment of an active partnership with Kneat, Partners of all classes can benefit from a wide range of services capabilities, revenue generation opportunities, referral opportunities, awareness building, and lead generation opportunities, as well as Kneat Academy certification and training.

- ▶ **Services Capabilities**—as a Kneat Platform or Implementation Partner you'll be enabled to provide a wide range of services to organizations using Kneat Gx.
- ▶ **Revenue Opportunities**—ongoing opportunities are available for revenue generation through the sale of services and products relating to Kneat, in addition to ad-hoc referrals from Kneat.
- ▶ **Co-Marketing**—build awareness, generate leads, or establish thought leadership through a range of partner co-marketing activities.
- ▶ **True Partnership and Support**—as a Kneat partner you will receive continuous support from a dedicated Partner or Customer Success Manager.
- ▶ **Kneat Gx Certification Program**—Kneat Academy's technical training certifications are widely recognized by highly-regulated industries and pose a key hiring competency for validation-related roles in tech-forward organizations.
- ▶ **Competitive Advantage**—the addition of Kneat certified team members ensures that you can bring actionable value and insights to your customers, helping them to manage all their validations needs on one integrated platform.



## Program Overview

The Partner Program is structured to offer a variety of partnership options to suit a mix of organization types and objectives. The Partner Program consists of four 'Partner Classes' and two 'Specializations' which offer opportunity for established Partners to expand their capabilities.

### Partner Classes:

Partner Classes are the core of the Partner Program. These classes offer a variety of capabilities for a range of organization types and objectives —from professional services firms to technology manufacturers, software developers, industry associations, and publications.

#### › Platform Partner

Platform partnership is recommended for Professional Services companies. Platform Partners possess intermediate Kneat Academy qualifications and must purchase and utilize an instance of Kneat Gx. Platform Partners can perform validation projects as a service for their own customers, using their own instance of Kneat. Platform Partners can also perform work in a partner customer's owned-instance, or a Kneat customer's owned instance through referral by Kneat. Platform Partners have a range of progression opportunities within the Partner Program, see Partner Pathways.

#### › Implementation Partner

Implementation partnership is recommended for Professional Services companies. Implementation Partners possess advanced Kneat Academy qualifications. Implementation Partners hold all the capabilities of Platform Partners and the capability to implement new work processes, including the setup of Program Packs. Implementation Partners can implement new work processes in Partner customer's owned instances, or in a Kneat customer's owned instances through referral by Kneat. Implementation Partners have a range of progression opportunities within the Partner Program, see Partner Pathways.

#### › Technology Partner

Technology partnership is recommended for hardware and software solutions providers. Technology Partners are an official supplier of hardware or software that enables the use of, or integrates with, Kneat. This Partner Class may include Kneat Academy training and an instance of Kneat where required. Progression opportunities do not apply to this Partner Class.

### › **Knowledge Partner**

Knowledge Partners are industry associations, publications, or events organizations that, through co-marketing activities, enable awareness of and education about, Kneat. This partner class involves co-marketing activities only.

## **Specializations:**

Specializations are additional capabilities that Platform and Implementation Partners can acquire by meeting further requirements. Specializations enable Partners to offer a wider range of revenue generating services to customers. Two Specializations are available including 'Program Specialization' and 'Academy Specialization.' Platform Partners may hold more than one Specialization.

### › **Academy Specialization**

Academy Specialists are qualified to deliver Kneat Academy certified Kneat Gx training. Available to Implementation Partners and Platform Partners only.

### › **Program Specialization**

Program Specialists are qualified to create 'Program Packs' (templated, off-the-shelf Kneat work process and flow) for sale to Kneat customers. Available to Platform Partners only.

## **Kneat Service Providers**

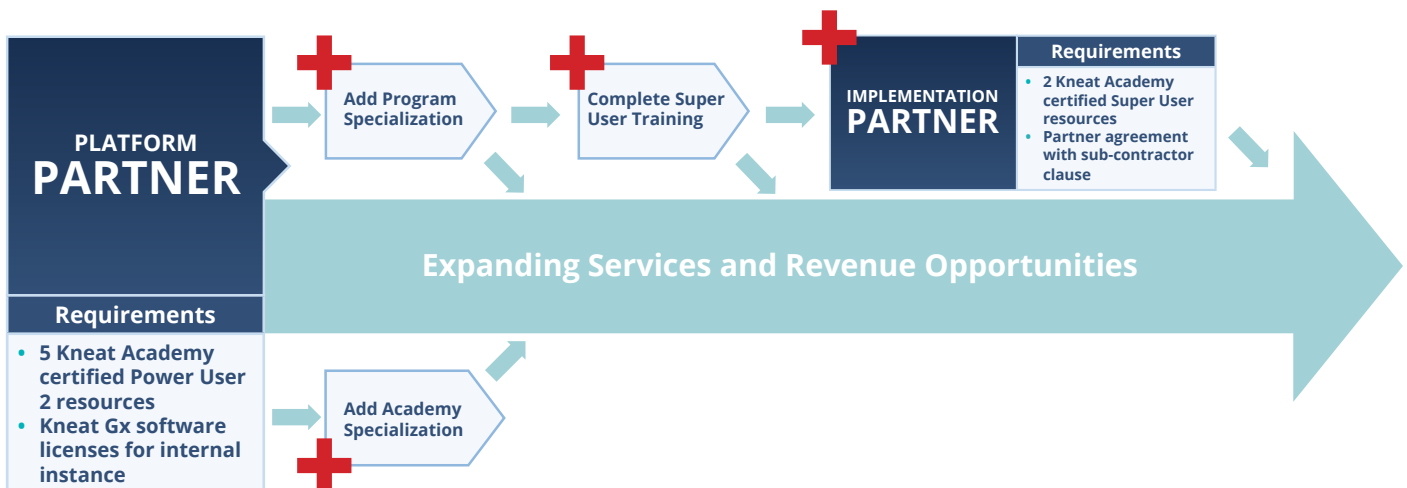
Kneat Service Providers are organizations that provide professional validation services, and retain Kneat Academy certified staff, but do not meet the minimum requirements for Platform Partner or Implementation Partner status.

Kneat Service Providers are skilled in the use of Kneat and may provide Kneat-related services, in line with their Kneat Academy certification level. Kneat does not endorse this group of organizations as having a partnership with Kneat, nor does Kneat provide co-marketing support or customer success management support to this group. However, to best enable our customer base, Kneat Service Providers will be listed in the Partner Directory on the Kneat website, with clear delineation of status.

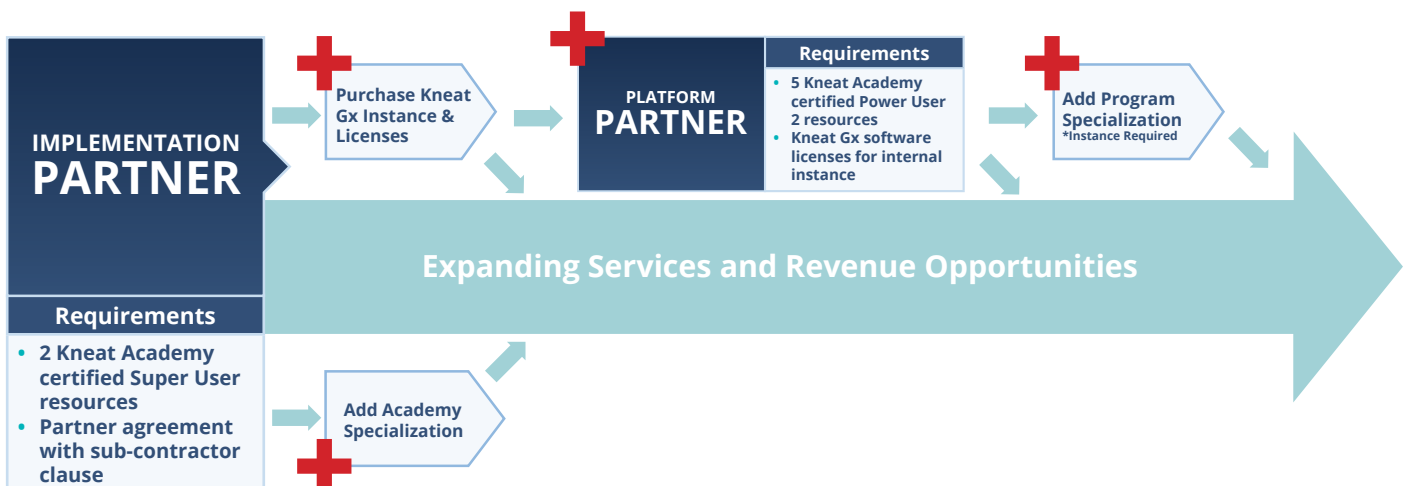
## Progression Opportunities

A range of progression options are available for both Platform Partner and Implementation Partner classes. Join the Partner Program as a Platform Partner and progress to Implementation Partner or join as an Implementation Partner and purchase a Kneat Gx instance to quickly add Platform Partner capabilities. Add one or more Specializations to expand revenue opportunities and capabilities. Progression opportunities not currently available for Technology or Knowledge Partner classes.

### Track One | Platform to Implementation



### Track Two | Implementation to Platform





## Platform Partner

Platform Partners possess intermediate Kneat Academy qualifications and an instance of Kneat. Platform Partners can provide validation services for their own customers using their own instance of Kneat, or their customer's.

Platform Partners can also provide validation services for Kneat customers following a referral from Kneat. However, Platform Partners are not permitted to map and setup new processes on behalf of Kneat Customers.



## Who Is This Partnership For?

Validation service providers, contractors, and consultants seeking to provide documentation development and execution services, project services, or managed services for Kneat Gx.

## Requirements

Partnership Class	Minimum Requirements to Become a Partner	Minimum Requirements to Maintain Partner Status
Platform Partner	<ul style="list-style-type: none"> <li>• 5 Kneat Academy certified Power User 2 resources</li> <li>• Kneat Gx software licenses for internal instance</li> </ul>	<ul style="list-style-type: none"> <li>• Current software licenses</li> <li>• Average of 5 Kneat Academy certified Power User 2 resources (rolling 12-month period)</li> <li>• Positive customer feedback</li> </ul>

## Capabilities

Platform Partners are qualified to provide project-based services and ongoing managed services in Kneat Gx for Partner Customers. Platform Partners are Power User 2 certified, qualifying them to provide document development and execution, template and property management, process scaling to new sites, new process setup for permitted customers, and ongoing support to users.

## Revenue Opportunities

Service Type	Service Description	Permitted Instance Locations
Project Services (Customer Operations)	Operations services performed in Kneat Gx instance, including: <ul style="list-style-type: none"> <li>✓ Develop and execute documentation</li> </ul>	<ul style="list-style-type: none"> <li>✓ Platform Partner Instance</li> <li>✓ Partner Customer Instance</li> </ul>
Project Services (Kneat Gx)	Services to Kneat Gx instance, including: <ul style="list-style-type: none"> <li>✓ Scale existing processes to new sites</li> </ul>	<ul style="list-style-type: none"> <li>✓ Platform Partner Instance</li> <li>✓ Partner Customer Instance</li> <li>✓ Kneat Customer Instance</li> </ul>
	<ul style="list-style-type: none"> <li>✓ Map and setup new work processes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Platform Partner Instance</li> <li>✓ Partner Customer Instance</li> <li>✗ Kneat Customer Instance</li> </ul>
Managed Services (Customer Operations and Kneat Gx)	Services to Customer Operations and Kneat Gx instances, including: <ul style="list-style-type: none"> <li>✓ Develop and execute documentation</li> <li>✓ Scale existing processes to new sites</li> <li>✓ Ongoing customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ Platform Partner Instance</li> <li>✓ Partner Customer Instance</li> <li>✓ Kneat Customer Instance</li> </ul>
	<ul style="list-style-type: none"> <li>✓ Map and setup new work processes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Platform Partner Instance</li> <li>✓ Partner Customer Instance</li> <li>✗ Kneat Customer Instance</li> </ul>

## Benefits

Platform Partner benefits include:

- ✓ Wide range of revenue generating Kneat service offerings
- ✓ Opportunities for referral to Kneat Customers
- ✓ Ongoing expert support from Partner Success Manager
- ✓ Ongoing co-marketing and sales activity
- ✓ Early access to Kneat version release notes, briefings, and training material
- ✓ Platform Partner co-marketing assets and branding
- ✓ Listing on the Kneat website

## Implementation Partner

Implementation Partners are qualified to perform full implementations of Kneat Gx, in addition to providing other project-based services and ongoing managed services for Partner Customers, or Kneat Customers through referral. Implementation Partners are Super User certified, qualifying them to manage all stages of implementation including project planning, process mapping and setup, user acceptance testing, and site scaling. Implementation Partners are not required to have their own Kneat Gx instance and therefore cannot provide validation in an owned instance to customers like Platform Partners can.



### Who Is This Partnership For?

The Implementation Partner class is for validation service providers, contractors, and consultants seeking to provide a complete suite of Kneat services, from project services to managed services and full implementations of Kneat. Platform Partners may also become Implementation Partners.

### Requirements

Partnership Class	Minimum Requirements to Become a Partner	Minimum Requirements to Maintain Partner Status
Implementation Partner	<ul style="list-style-type: none"> <li>• 2 Kneat Academy certified Super User resources</li> <li>• Partner agreement with sub-contractor clause</li> </ul>	<ul style="list-style-type: none"> <li>• Current Partner agreement</li> <li>• Average of 2 Kneat Academy certified Super User resources (rolling 12-month period)</li> <li>• Positive customer feedback</li> </ul>

### Capabilities

Kneat Implementation Partners are Super User qualified and are therefore able to manage their customers' Kneat Gx implementation from end to end, including project planning, process configuration, user acceptance testing, as well as scale their processes across company sites, and provide ongoing support.

## Revenue Opportunities

Service Type	Service Description	Permitted Instance Locations
Project Services (Customer Operations)	Customer Operations services performed in Kneat Gx instance, including: <ul style="list-style-type: none"> <li>✓ Develop and execute documentation</li> </ul>	<ul style="list-style-type: none"> <li>✓ Partner Customer Instance</li> <li>✓ Kneat Customer Instance</li> <li>✗ Owned Instance</li> </ul>
Project Services (Kneat Gx)	Services to Kneat Gx instance, including: <ul style="list-style-type: none"> <li>✓ Map and setup new work processes</li> <li>✓ Setup 'Program Packs'</li> <li>✓ Scale existing processes to new sites</li> </ul>	<ul style="list-style-type: none"> <li>✓ Partner Customer Instance</li> <li>✓ Kneat Customer Instance</li> <li>✗ Owned Instance</li> </ul>
Managed Services (Customer Operations and Kneat Gx)	Services to Customer Operations and Kneat Gx instances, including: <ul style="list-style-type: none"> <li>✓ Develop and execute documentation</li> <li>✓ Setup 'Program Packs'</li> <li>✓ Map and setup new work processes</li> <li>✓ Scale existing processes to new sites</li> <li>✓ Ongoing customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ Partner Customer Instance</li> <li>✓ Kneat Customer Instance</li> <li>✗ Owned Instance</li> </ul>
Implementation Services	<ul style="list-style-type: none"> <li>✓ Project planning</li> <li>✓ Map and setup new work processes</li> <li>✓ Setup 'Program Packs'</li> <li>✓ Platform configuration</li> <li>✓ User acceptance testing</li> <li>✓ Scale existing processes to new sites</li> </ul>	<ul style="list-style-type: none"> <li>✓ Partner Customer Instance</li> <li>✓ Kneat Customer Instance</li> <li>✗ Owned Instance</li> </ul>

## Benefits

Implementation Partner benefits include:

- ✓ Full range of revenue generating Kneat service offerings
- ✓ End to end Kneat implementation capability
- ✓ Opportunities for referral to Kneat Customers
- ✓ Ongoing expert support from Partner Success Manager
- ✓ Ongoing co-marketing and sales activity
- ✓ Early access to Kneat version release notes, briefings, and training material
- ✓ Implementation Partner co-marketing assets and branding
- ✓ Listing on the Kneat website



Our partnership has helped to deliver digitized validation to one of the largest biotech companies in the world. Working with Kneat creates real value for our customers - the results speak for themselves”

Certified Training Partner Project Leader, PCI



## Technology Partner

Technology Partners are an official supplier of hardware or software that enables the use of, or integrates with, Kneat. This partner class may include Kneat Academy training and an instance of Kneat where required.



### Who Is This Partnership For?

The Technology Partner class is for technology providers who produce hardware or software that enables the use of, or integrates with, Kneat. Technologies produced may include products developed per Kneat's proprietary standards, or those that function with Kneat via open source, open standards, or open systems.

### Requirements

Partnership Class	Minimum Requirements to Become a Partner	Minimum Requirements to Maintain Partner Status
Technology Partner	<ul style="list-style-type: none"> <li>Executed non-disclosure agreement</li> <li>Executed Technology Partner Contract Agreement</li> <li><i>*If required, Kneat Gx internal instance &amp; software licenses</i></li> <li><i>*If required, Kneat Academy Training</i></li> </ul>	<ul style="list-style-type: none"> <li>Current non-disclosure agreement</li> <li>Current Technology Partner Contract Agreement</li> <li><i>*If required, Kneat Gx software license renewal</i></li> <li><i>*If required, Kneat Academy re-certification</i></li> </ul>

### Capabilities

Technology Partners are authorized to produce and sell official software or hardware that enables the use of, or integrates with, Kneat.

### Benefits

Technology Partner benefits include:

- ✓ Opportunities for referral to Kneat Customers
- ✓ Ongoing co-marketing and sales activity
- ✓ Ongoing expert support from Partner Success Manager
- ✓ Early access to Kneat version technical documentation, release notes, and training material
- ✓ Ongoing expert support from Kneat Product Team
- ✓ Technology Partner co-marketing assets and branding



## Knowledge Partner

Knowledge Partners are industry associations, publications, training or events organizations that, through co-marketing activities enable awareness of and education about, Kneat. This partner class involves co-marketing activities only.



### Who Is This Partnership For?

The Knowledge Partner class is for industry associations, publications, or events organizations, who through bespoke, sustained, paid or unpaid sponsorship, advertising, events, or content marketing activities, enable awareness of and education about, Kneat. The Knowledge Partner class is not applicable to organizations providing once-off or ad-hoc off-the-shelf paid promotion.

### Requirements

Partnership Class	Minimum Requirements to Become a Partner	Minimum Requirements to Maintain Partner Status
Knowledge Partner	<ul style="list-style-type: none"> <li>Executed non-disclosure agreement</li> <li><i>*If required, Executed Data Processing Agreement</i></li> </ul>	<ul style="list-style-type: none"> <li>Current non-disclosure agreement</li> <li><i>*If required, Current Data Processing Agreement</i></li> </ul>

### Benefits

Knowledge Partner benefits include:

- ✓ Ongoing sponsorship, advertising, content production, and promotion revenue generation opportunities
- ✓ Preferential allocation of Kneat marketing budget over competitors
- ✓ Promotional opportunities to Kneat’s extensive 30,000+ contact base
- ✓ Knowledge Partner co-marketing assets and branding (optional)

## Program Specialization

Specializations enable a wider range of revenue generating services and products to customers by a Partner.

The Program Specialization authorizes Platform Partners to develop and sell 'Program Packs' - off-the-shelf validation processes comprising document templates and workflow.



### Who Is This Specialization For?

The Program Specialization is for Platform Partners seeking to develop and sell 'Program Packs.' Platform Partners may hold more than one Specialization. This specialization is for Platform Partners only, as it requires a Kneat Gx instance.

### Requirements

Specialization	Minimum Requirements to Become a Partner	Minimum Requirements to Maintain Partner Status
Program Specialist	<ul style="list-style-type: none"> <li>• Kneat Gx software licenses for internal instance</li> <li>• 5 Kneat Academy certified Power User 2 resources</li> <li>• Execute Partner agreement with sub-contractor clause</li> <li>• Min. 1 Kneat Approved Program Pack</li> </ul>	<ul style="list-style-type: none"> <li>• Current software licenses</li> <li>• Current Partner agreement</li> <li>• Average of 5 Kneat Academy certified Power User 2 resources (rolling 12-month period)</li> <li>• Continued output of Program Packs</li> </ul>

### Capabilities

Platform Partners with a Program Specialization are authorized to develop, sell, and implement 'Program Packs.' Program Packs are subject to review and approval by Kneat prior to availability for sale and implementation.

## Revenue Opportunities

Product/Service	Description	Basis	Customer
Product – Program Packs	<ul style="list-style-type: none"> <li>✓ Development and sale of best-practice off-the-shelf validation processes comprising document templates and workflow.</li> </ul>	Ad-hoc	<ul style="list-style-type: none"> <li>✓ Partner Customer</li> <li>✓ Kneat Customer</li> </ul>

## Benefits

Program Specialization benefits include:

- ✓ Authorization to develop, sell and implement validation processes as products
- ✓ Expanded revenue opportunities



## Academy Specialization

Specializations enable a wider range of revenue generating services and products to customers by a Partner.

Implementation Partners or Platform Partners possessing the Academy Specialization are authorized to sell and provide certified Kneat Academy End User, Power User 1, and Power User 2 training.



### Who Is This Specialization For?

The Academy Specialization is for Implementation Partners and Platform Partners seeking to provide certified Kneat Academy training as a service.

### Requirements

Specialization	Minimum Requirements to Become a Partner	Minimum Requirements to Maintain Partner Status
Academy Specialist	<ul style="list-style-type: none"> <li>1 Kneat Academy certified Power User Level 2 resource</li> <li>Completion of Kneat Master-Trainer apprenticeship</li> </ul>	<ul style="list-style-type: none"> <li>Average of 1 Kneat Academy certified Power User Level 2 resource (rolling 12-month period)</li> <li>Current Kneat Master-Trainer certification</li> </ul>

### What is Kneat's Master-Trainer apprenticeship?

A Master-Trainer is trained to Power User 2 level, has attended a Train the Trainer course, and successfully performed a minimum of two trainings at each Kneat Academy Level, under evaluation. The Master-Trainer level is restricted to the type of training that is undertaken. For example, if a Master-Trainer trainee has only been evaluated for two End User trainings, the trainee is listed as a 'Master-Trainer End User.'

### Capabilities

Implementation or Platform Partners with an Academy Specialization are authorized to sell and provide certified Kneat Academy End User, Power User 1, and Power User 2 training.

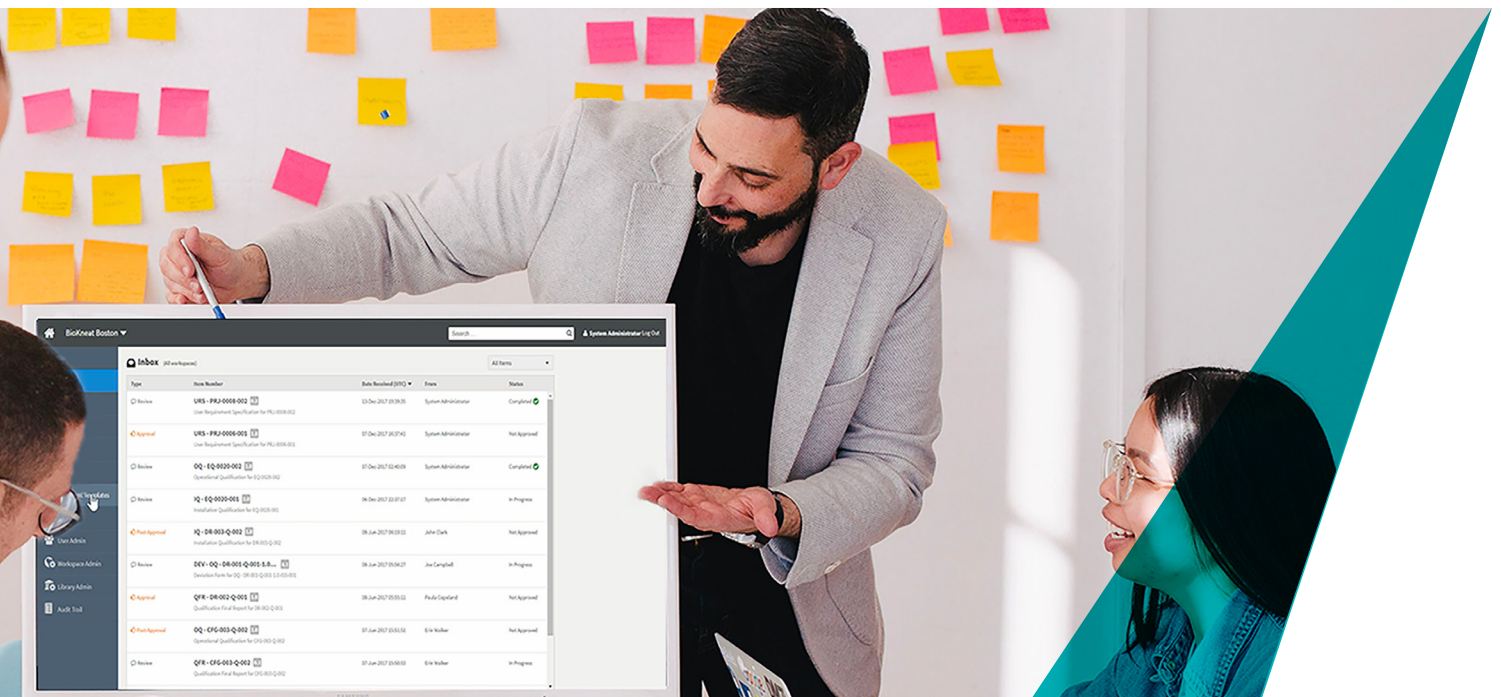
## Revenue Opportunities

Service	Description	Basis	Customer
End User Training	✓ Train and certify trainees to End User level	Ad-hoc	✓ Partner Customer ✓ Kneat Customer
Power User 1 Training	✓ Train and certify trainees to Power User 1 level	Ad-hoc	✓ Partner Customer ✓ Kneat Customer
Power User 2 Training	✓ Train and certify trainees to Power User 2 level	Ad-hoc	✓ Partner Customer ✓ Kneat Customer

## Benefits

Academy Specialization benefits include:

- ✓ Authorization to provide and sell Kneat Academy training as a service
- ✓ Expanded revenue opportunities



## Co-Marketing Activities

Co-marketing opportunities are available to all Partner classes and Specializations.

Options include both Events and Content Marketing channel activities to support Partners' positioning, awareness, lead generation, thought leadership, and network building goals. All options are standardized, bespoke activities are not available on request.

	Activity	Description	Key Benefit	Lead Distribution
Events	Kneat-run webinar with Partner co-presentation	<p>Kneat Events Team run webinar, with Partner's subject matter expert co-presenting on agreed topic.</p> <ul style="list-style-type: none"> <li>✓ Kneat coordinates/ leads activity</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Awareness</li> <li>✓ Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>✓ List shared with co-presenting Partner</li> <li>✓ Kneat owns first follow up, with co-presenter a component of content/follow up</li> <li>✓ Custom UTMs identifying partner in user-journey</li> </ul>
Events	Third-party run webinar with Kneat and Partner co-presentation	<p>Third-party run webinar, with Partner's subject matter expert and Kneat subject matter expert co-presenting on agreed topic.</p> <ul style="list-style-type: none"> <li>✓ Third-party, Kneat, and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Awareness</li> <li>✓ Thought leadership</li> <li>✓ Network building</li> </ul>	<ul style="list-style-type: none"> <li>✓ Leads allocated to invoice holder if paid opportunity</li> <li>✓ If unpaid, leads allocated to Third-party relationship holder</li> <li>✓ If no relationship holder clear, distribution negotiated between Kneat and Partner</li> </ul>
Events	Third-party-run conference co-presentation	<p>Third-party run conference, with Partner's subject matter expert and Kneat subject matter expert co-presenting on agreed topic.</p> <ul style="list-style-type: none"> <li>✓ Third-party, Kneat, and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Awareness</li> <li>✓ Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>✓ Leads allocated to invoice holder if paid opportunity</li> <li>✓ If unpaid, leads allocated to Third-party relationship holder</li> <li>✓ If no relationship holder clear, distribution negotiated between Kneat and Partner</li> </ul>



	Activity	Description	Key Benefit	Lead Distribution
Events	Sponsorship of Kneat-owned event	<p>Kneat owned and run event attended by Kneat customers and prospects, with opportunity for paid Partner sponsorship.</p> <ul style="list-style-type: none"> <li>✓ Paid package includes a variety of value creation and promotional activities (see latest event sponsorship packages)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Awareness</li> <li>✓ Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>✓ List shared with sponsoring Partner</li> <li>✓ Kneat always owns first follow up, with sponsor a component of content/follow up</li> <li>✓ Custom UTMs identifying partner in user-journey</li> </ul>
Events	Co-hosted network social event	<p>Kneat Events Team run webinar, with Partner's subject matter expert co-presenting on agreed topic.</p> <ul style="list-style-type: none"> <li>✓ Shared coordination</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Awareness</li> <li>✓ Network building</li> </ul>	<ul style="list-style-type: none"> <li>✓ List shared with co-hosting Partner</li> <li>✓ Kneat always owns first follow up, with co-host a component of content/follow up</li> <li>✓ Custom UTMs identifying partner in user-journey</li> </ul>
Events	Kneat-run lunch & learn event (Virtual)	<p>Virtual event involving interactive workshop and food, run by Kneat's Marketing Team.</p> <ul style="list-style-type: none"> <li>✓ Interactive workshop on agreed topic, Kneat and Partner co-presenting</li> <li>✓ Food and drink package shipped direct to door of participants</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Awareness</li> <li>✓ Network building</li> </ul>	<ul style="list-style-type: none"> <li>✓ List shared with Partner</li> <li>✓ Kneat owns first follow up, with partner referenced in follow up</li> <li>✓ Custom UTMs identifying partner in user-journey</li> </ul>
Events	Partner-run lunch & learn event (Virtual)	<p>Virtual event involving interactive workshop and food, run by Partner's Marketing Team.</p> <ul style="list-style-type: none"> <li>✓ Interactive workshop on agreed topic, Kneat and Partner co-presenting</li> <li>✓ Food and drink package shipped direct to door of participants</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Thought leadership</li> <li>✓ Network building</li> </ul>	<ul style="list-style-type: none"> <li>✓ List shared with Kneat</li> <li>✓ Partner owns first follow up, with Kneat referenced in follow up</li> <li>✓ Custom UTMs identifying Kneat in user-journey</li> </ul>

	Activity	Description	Key Benefit	Lead Distribution
Events	Kneat-run lunch & learn event (In Person)	<p>In person event involving interactive workshop and food, run by Kneat's Marketing Team.</p> <ul style="list-style-type: none"> <li>✓ Interactive workshop on agreed topic, Kneat and Partner co-presenting</li> <li>✓ Food and drink package shipped direct to door of participants</li> <li>✓ Activity includes agreed co-marketing promotional activities and lead-sharing</li> <li>✓ Kneat and Partner promote to their network via email, social and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Thought leadership</li> <li>✓ Network building</li> </ul>	<ul style="list-style-type: none"> <li>✓ List shared with Partner</li> <li>✓ Kneat owns first follow up, with partner referenced in follow up</li> <li>✓ Custom UTMs identifying partner in user-journey</li> </ul>
Events	Partner-run lunch & learn event (In Person)	<p>In person event involving interactive workshop and food, run by Partner's Marketing Team.</p> <ul style="list-style-type: none"> <li>✓ Interactive workshop on agreed topic, Kneat and Partner co-presenting</li> <li>✓ Food and drink package shipped direct to door of participants</li> <li>✓ Activity includes agreed co-marketing promotional activities, and lead-sharing Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead generation</li> <li>✓ Thought leadership</li> <li>✓ Network building</li> </ul>	<ul style="list-style-type: none"> <li>✓ List shared with Kneat</li> <li>✓ Partner owns first follow up with Kneat referenced in follow up</li> <li>✓ Custom UTMs identifying Kneat in user-journey</li> </ul>

	Activity	Description	Key Benefit	Lead Distribution
<b>Content</b>	Case study (Co-Authoring)	<p>Partner’s subject matter expert co-authors case study with Kneat Content Marketing Team, documenting the customer’s journey from goals and challenges to vendor selection, implementation, results, and customer experience.</p> <ul style="list-style-type: none"> <li>✓ Subject may be Partner’s customer, or Kneat-Partner shared customer</li> <li>✓ Partners must demonstrate proof for any results provided</li> <li>✓ Customer interviews required</li> <li>✓ 2000 – 3000 words</li> <li>✓ Content and promotional creative is co-branded</li> <li>✓ Distributed in print and online, gated for lead generation</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Thought leadership</li> <li>✓ Prospect qualification</li> </ul>	NA
<b>Content</b>	Whitepaper authoring	<p>Partner’s subject matter expert authors advanced report on technical subjects relevant to customer audience.</p> <ul style="list-style-type: none"> <li>✓ Topic to be agreed with Kneat Content Marketing Team</li> <li>✓ Referenced article requiring citations of reputable sources</li> <li>✓ 1500-3000 words</li> <li>✓ Content and promotional creative is co-branded</li> <li>✓ Distributed in print and online, gated for lead generation</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Thought leadership</li> <li>✓ Prospect qualification</li> <li>✓ Backlinking</li> <li>✓ Awareness</li> </ul>	NA

	Activity	Description	Key Benefit	Lead Distribution
Content	Blog article authoring	<p>Partner's subject matter expert authors informal but informative short-form online-only articles.</p> <ul style="list-style-type: none"> <li>✓ Topic to be agreed with Kneat Content Marketing Team</li> <li>✓ 500-800 words</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Thought leadership</li> <li>✓ Prospect qualification</li> <li>✓ Backlinking</li> <li>✓ Awareness</li> </ul>	NA
Content	eBook co-authoring	<p>Partner's subject matter expert co-authors eBook with Kneat Content Marketing Team. eBooks are broad, long-form pieces that cover a variety of topics and sub-topics related to an area of validation.</p> <ul style="list-style-type: none"> <li>✓ Topic to be agreed with Kneat Content Marketing Team</li> <li>✓ Referenced article requiring citations of reputable sources</li> <li>✓ May include primary research findings (encouraged)</li> <li>✓ 2000-3000 words</li> <li>✓ Content and promotional creative is co-branded</li> <li>✓ Distributed in print and online, gated for lead generation</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Thought leadership</li> <li>✓ Prospect qualification</li> <li>✓ Backlinking</li> <li>✓ Awareness</li> </ul>	NA

	Activity	Description	Key Benefit	Lead Distribution
<b>Content</b>	State of Validation report sponsorship	<p>Content calendar highlight primary research project involving primary research surveying trends in global validation industry.</p> <ul style="list-style-type: none"> <li>✓ Partner provides survey distribution and reach support in return for data use and insights</li> <li>✓ Kneat and Partner promote to their network via email, social, and any other available channels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Data-backed industry insight</li> <li>✓ Thought leadership</li> <li>✓ Backlinking</li> <li>✓ Awareness</li> </ul>	NA
<b>Public Relations</b>	Quotation for Partner press release	<p>New Partners announcing their participation in the Kneat Solutions Partner Program will be provided with a quotation or comment from Kneat Chief Executive Officer, Eddie Ryan. Coordinated press releases from Kneat will be made on an ad-hoc basis.</p> <p>Please contact <a href="mailto:desk.comms@kneat.com">desk.comms@kneat.com</a> to arrange comment</p>	<ul style="list-style-type: none"> <li>✓ Earned media coverage</li> <li>✓ Awareness</li> </ul>	NA

## Promotion of Co-Marketing Activities

As part of all co-marketing activities, promotion may include:

- ✓ Targeted email promotion
- ✓ Mentions of activity or content in newsletters
- ✓ Social media posts promoting events and webinars, encouraging registration, and/or sharing content
- ✓ Discussion at industry events, with Kneat's printed collateral available for booths

### Co-Marketing Kits

Once a Partner has joined our Partner Program, they will be provided with a Co-Marketing Kit that contains marketing assets relevant to their partner class. Co-Marketing kits include Partner Badges, Website Copy, Product Videos, Product Images, Case Studies, and Whitepapers, as well as comprehensive Co-Marketing Guidelines on how to market your partnership with Kneat.

- Platform Partner Co-Marketing Kit
- Implementation Partner Co-Marketing Kit
- Technology Partner Co-Marketing Kit
- Knowledge Partner Co-Marketing Kit
- Program Specialization Co-Marketing Kit
- Academy Specialization Co-Marketing Kit

### Co-Marketing Content Examples

The image displays three overlapping examples of co-marketing content. On the left is an eBook titled 'Overcoming Validation Challenges for SMBs' featuring a photo of two scientists. In the center is a case study titled 'Kneat Gx Reduces Global Deployment Validation Cost by 35%' with a '17% FASTER TO MARKET' badge. On the right is a whitepaper titled 'How to Secure Senior Management Approval for Your Next IT System' with a photo of a modern building.

**eBook**  
**Overcoming Validation Challenges for SMBs**

**Case Study**  
**A Global Technology Partnership: HCL Technologies and Kneat**

**Whitepaper**  
**How to Secure Senior Management Approval for Your Next IT System**



## Kneat Academy & the Partner Program

Enrolling in Kneat Academy is the first step towards joining our Partner Program. Founded in 2020, Kneat Academy is the accredited training organization for Kneat Gx, the world's leading cloud-based validation software platform. Dedicated to 'training the future of validation' through our robust syllabus of certified Kneat Gx courses, Kneat Academy provides training for all competency levels, from fundamental to advanced, for students to seasoned professionals and service providers. Kneat Academy certifications are widely recognized by employer in the validation function and pose a key hiring competency for validation related roles in tech-forward organizations.

### About Kneat Academy's Training Courses

Our self-directed eLearning, and instructor-led virtual and in-person training courses are designed to build Kneat Gx skills and prepare learners to manage their validation life cycle digitally. Kneat Academy provides training for all competency levels, from fundamental to advanced, for students to seasoned professionals. Each course blends a balance of theory and practice, with guided use of the full range of Kneat Gx's features and functions throughout the syllabus.

### Kneat Academy Training Courses

Program Title	Program Level	Recommended For	Prerequisites	Program Delivery	Program Fee (US\$)
Review and Approval	Basic	Quality Team Members, Managers	None	Online (Self-Directed Video)	Free
End User	Fundamental	Students, Engineers, Specialists, Supplier Contractors	None	Online (Self-Directed eLearning)	\$350 (per trainee)
Power User 1	Intermediate	Team Managers, Team Leaders	End User Required	Online (Instructor-led Live Virtual Classroom)	\$2750 (per class) or \$450 (per individual) \$1000 (per trainee)
Power User 2	Advanced	Work Process SMEs or owners	Power User 1 Required, Instructor Invitation	Online (Live Virtual Classroom)	\$1000 (per trainee)
Administrator	Advanced	System Administrators	None	Online (Video Self Directed)	Free
Super User	Expert	Kneat Partners, Validation service providers	Power User 2 Required, Instructor Invitation	In-Person or Virtual, On-the-Job (Apprenticeship)	As per Statement of Work (SOW)

## A Message From the Program Director

“Our partners are the engine behind our work at Kneat. We strive to build partnerships that better your business. We work very closely with all our partners to ensure world-class service to all our customers around the world.

Our Partnerships Team strives to create mutually beneficial partnerships that increase the availability and quality of Kneat related services and products to better serve and benefit the life sciences and other regulated industries.

By combining our leading-edge technology, Kneat Gx, with the extensive expertise of our Partners, Kneat provides a unique product and service offering that increases validation performance and reduces operational, reputational, and financial risks for highly regulated companies all over the world.

We know that collaboration can take many shapes and forms, and we are always open to new ideas to drive success. Connect with us today to explore how we can align to achieve shared objectives, together.”

**Please get in touch to discuss the benefits of a Kneat partnership.**



**Rick Mineo, M.S.E., P.E**




*Director of Strategic Partnerships*

**E:** [rick.mineo@kneat.com](mailto:rick.mineo@kneat.com)

# Get in touch

## Join today

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Stay connected



[kneat.com/partners/](http://kneat.com/partners/)

**Kneat**

