Partner Program Guide

Creating the future of validation together

Kneat

Table of Contents

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 40,000 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

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 consists of dedicated Partner Success Managers (PSMs) led by the Manager of Partner Success.

Located across Europe and North America, the team works with our Partner organizations globally. 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 tiers can benefit from a wide range of services capabilities, revenue generation, lead generation opportunities, brand awareness building, as well as Kneat Academy certification and training.

› **Services Capabilities**—as a Kneat 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.

› **Co-Marketing**—build awareness, generate leads, and establish thought leadership through a range of partner co-marketing activities. Kneat provided co-marketing assets and branding.

› **Kneat Website Presence**—your organization's logo is listed on the Kneat Website for customers seeking a certified Kneat Partner.

› **True Partnership and Support**—as a Kneat partner you will receive continuous support from a dedicated Partner 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.

› **Demo Support**—through our enablement program Kneat will enable Partner's to hit revenue targets through managing their own Kneat pipeline selling the Kneat application to new clients.

› **Technical Support**—Partners will benefit from access to the fully enabled Kneat support team, dedicated to providing first in class support.

> › **Early Access**—Partners will benefit from early access to Kneat version release notes, briefings, and training material.

> › **Consulting**—Kneat Consulting teams will be available to share insight, expertise, and best practice knowledge across the application.

Revenue Opportunities

Service Type	Service Description
Project Services (Customer Instance)	Services performed in customer instance, including: ✓ Develop and execute documentation
	✓ Scale existing processes to new sites
	✓ Map and setup new work processes with agreed support and oversight from Kneat
Managed Services (Partner Instance)	Services for Customer in partner instances, including: ✓ Develop and execute documentation
	✓ Ongoing customer support
	✓ Map and setup new work processes with agreed support and oversight from Kneat
Program Packs	✓ Develop and Market certified Program Packs
Integration	✓ Develop and Market integration solutions
Reselling	✓ Market and sell Kneat
Referral	✓ Rewards for new customer referrals

Partner 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 a tiered subscription model including a range of benefits that increase as your organization progresses.

Partner Tiers:

Partner Tiers are the core of the Partner Program, and include Silver, Gold and Platinum. Partner tiers enable a variety of capabilities, revenue opportunities, and objectives, and are awarded to organizations that meet relevant requirements.

Defined KPI's, along with Kneat Academy Training, Kneat Consultancy hours, and a dedicated Partner Success Manager, will ensure all tiered Partners have the support, structure, and opportunities needed to succeed and achieve our shared goals.

› **Silver Partner**

Silver partnership is recommended for Professional Services companies. Silver-Tier Partners possess Kneat Academy qualifications and will own an instance of Kneat Gx. Silver Partners can perform validation projects as a managed service for their own customers, using their own instance of Kneat. Silver Partners can also perform work in a customer's owned-instance. Silver Partners have a range of progression opportunities within the Partner Program, see tiered framework for further details.

› **Gold Partner**

Gold partnership is offered with all of the benefits of Silver plus increased allocations across the support range. Gold Tier Partners can unlock Reseller and Program Pack benefits. In addition, they can participate, by invitation, in Partner Advisory Board meetings. See the tiered framework below for a host of added benefits for the Gold partner.

› **Platinum Partner**

Platinum partnership is offered with all of the benefits of Gold plus increased allocations across the support range. Platinum Tier Partners can unlock reseller and Program Pack benefits in addition to participating in Partner Advisory Board meetings. See the tiered framework below for a host of added benefits for the Platinum partner.

Other Partner Options

To further support organisations who wish to Partner with Kneat we offer additional Partner options.

> › **Technology Partner**
> Technology Partners are an official supplier of hardware or software that enables the use of, or integrates with, Kneat. This Partner tier is also available to integration solution providers and may include Kneat Academy training and an instance of Kneat where required. This tier is also available to qualifying Silver, Gold, and Platinum Partners.

> › **Knowledge Partner**
> Knowledge partnership is recommended for content producing organizations. Knowledge Partners are industry associations, publications, training, or events organizations that, through co-marketing activities, enable awareness and education of Kneat. This partner tier involves co-marketing activities only.

Kneat Service Providers

Kneat Service Providers are organizations that provide professional validation services, and retain Kneat Academy certified staff.

Kneat Service Providers are skilled in the use of Kneat and may provide Kneat-related services in line with their Kneat Academy certification level. To best enable our customer base, Kneat Service Providers may be able to progress to a formal Partnership and we welcome and encourage these conversations.

Organizations with a minimum of five Power User Level 1's may receive a Service Provider Badge.

Tiered Framework Overview

An overview of the tiered structure including benefits and opportunities. For further details and to arrange a meeting please complete the Partner Enquiry form.

Kneat Partner Program				Strategic Partners				
Note: Included benefits do not roll over year to year			Service Provider	Silver	Gold	Platinum	Technology Partners	Knowledge Partners
Partner Benefits	Environments	Partner Instances	Available for Purchase	1+2	1+2	1+2	N/A	N/A
		Program Packs	No	No	Yes	Yes	No	No
		Ability to Resell	No	No	Purchase 8% Discount	Purchase at 15% Discount	No	No
		Ability to Refer	N/A	Yes	Yes	Yes	Yes	Yes
		Sandboxes	Available for Purchase	Yes	Yes	Yes	Yes	Available for Purchase
	Training Provided	End User	Available for Purchase	10	50	100	Available for Purchase	Available for Purchase
		Power User Level 1	Available for Purchase	5	10	15	Available for Purchase	Available for Purchase
		Power User Level 2	Available for Purchase	1	2	4	Available for Purchase	Available for Purchase
		Super User	No	Available for Purchase	1	2	Available for Purchase	Available for Purchase
	Demo Support	Official Kneat Demo w/ Solution Engineer	No	Yes	Yes	Yes	Yes	Yes

Kneat Partner Program				Strategic Partners					
Note: Included benefits do not roll over year to year				Service Provider	Silver	Gold	Platinum	Technology Partners	Knowledge Partners
Partner Benefits	Support Details		Demo Enablement	No	No	Yes	Yes	Yes	Yes
		CTS	Kneat Technical Support	N/A	24/5	24/5	Future State 24/7	24/5, if Applicable	24/5, if Applicable
		Consultancy	Integration Consulting	Available for Purchase	Available for Purchase	Available for Purchase	Available for Purchase	Available for Purchase	Available for Purchase
		Process Engineering	PE Support	No	4 hrs/Qtr	13 hrs/Qtr	26 hrs/Qtr	No	No
		Audit Support	Handover Pack, Certificates, Questionnaires	N/A	Yes	Yes	Yes	No	No
		Partner Manager	Digital or Assigned PSMs	Digital	Assigned	Assigned	Assigned	Assigned	Assigned
		Product Feedback	Partner Advisory Board	No	No	By Invite	Yes	By Invite	No
			Feedback Loop	No	No	By Invite	Yes	By Invite	No
		Marketing Support *(see Marketing matrix below for more details)*	Kneat Marketing Materials	No	Yes	Yes	Yes	Yes	Yes
			Kneat Website Presence	No	Yes	Yes	Yes	Yes	Yes
			Partner-run Webinar with Kneat as Guest	No	**Yes	**Yes	Yes	**Yes	**Yes
			Third Party-run Webinar with Partner and Kneat SME	No	**Yes	**Yes	Yes	**Yes	**Yes

Kneat Partner Program

Strategic Partners

			Service Provider	Silver	Gold	Platinum	Technology Partners	Knowledge Partners
Note: Included benefits do not roll over year to year								
Support Details	**Marketing Support** *(see Marketing matrix below for more details)*	Kneat-run Webinar with Partner as Guest	No	No	*Yes	*Yes	**Yes	**Yes
		Third Party Conference with Partner SME	No	**Yes	*Yes	*Yes	**Yes	**Yes
		Joint Case Study	No	*Yes	*Yes	*Yes	*Yes	*Yes
		Sponsorship of Kneat-owned Event	Opportunity to Sponsor	Opportunity to Sponsor	Opportunity to Sponsor	Opportunity to Sponsor	Opportunity to Sponsor	Opportunity to Sponsor
		Co-hosting Network Social Event	No	**Yes	*Yes	*Yes	**Yes	**Yes
		Case Study Co-Author	No	*Yes	*Yes	*Yes	*Yes	No
		Blog Article Posting on Kneat Website	No	**Yes	*Yes	*Yes	*Yes	**Yes
		State of Validation	No	**Yes	*Yes	*Yes	*Yes	*Yes
		Quotation Partner Press Release	No	Can provide Quote	Can provide Quote	Can provide Quote	Can provide Quote	Can provide Quote
Partner Category Requirements	Minimum Geographical Presence	Partner Locations	N/A	Local	Regional	Global	N/A	N/A
	Kneat Exclusivity	Kneat Exclusivity	No	No	No	Yes	No	No
	Purchase Subscription	Licenses	N/A	50	50	50	N/A	N/A
	Partner Contract	Partnership Agreement	N/A	Yes	Yes	Yes	Yes	Yes
	KA Training Minimum Requirements	End User	1	5	>5	>5	N/A	N/A
		Power User Level 1	5 for badge	2	>5	>5	N/A	N/A

Kneat Partner Program		Strategic Partners					
Note: Included benefits do not roll over year to year		Service Provider	Silver	Gold	Platinum	Technology Partners	Knowledge Partners
Implementation Services Capabilities	Power User Level 2	0	1	5	5	N/A	N/A
	Super User	0	0	1	2	N/A	N/A
	Scale existing processes to new sites	N/A	Yes	Yes	Yes	N/A	N/A
	Scale existing sites with new processes	N/A	No	Yes	Yes	N/A	N/A
	Program Packs	N/A	No	Yes	Yes	N/A	N/A
	Platform Configuration	N/A	No	Yes	Yes	N/A	N/A
	System Acceptance Testing	N/A	Yes	Yes	Yes	N/A	N/A
	Work Process Verification	N/A	Yes	Yes	Yes	N/A	N/A
Target KPIs	KPI 1 — Lead Gen: SQL/ Opportunities/ Year	N/A	2 SQL / 1 Opp per year	4 SQL / 2 Opp per year	10 SQL / 5 Opp per year	TBD in 2024	TBD in 2024
	KPI 2 — Resell Kneat - New customers/year	N/A	N/A	2	5	TBD in 2024	TBD in 2024
	KPI 3 — Total ARR (licenses sold)	N/A	TBD in 2024	TBD in 2024	TBD in 2024	N/A	N/A
	KPI 4 — License Expansion ARR	N/A	5%	5%	5%	N/A	N/A
	KPI 5 — Partner NPS	N/A	N/A	>30	>30	>30	N/A

*Upon Invite,   ** At Kneat's Discretion*

Co-Marketing Activities

Kneat offers a range of co-marketing activities to support Partners in promoting their services and products to the market. 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 can be available on request pending agreement between Kneat and partner organization.

	Activity	Description	Key Benefit	Lead Distribution	Silver	Gold	Platinum
Events	**Third-party-run webinar with Kneat and Partner webinar Co-Presentation**	Third Party run webinar, with Partner's subject matter expert and Kneat subject matter expert co-presenting on agreed topic. ✓ Third-party, Kneat, and Partner promote to their network via email, social, and any other available channels	✓ Lead generation ✓ Awareness ✓ Thought leadership ✓ Network building	✓ Leads allocated to invoice holder if paid opportunity ✓ If unpaid, leads allocated to Third Party relationship holder ✓ If no relationship holder clear, distribution negotiated between Kneat and Partner	**Yes	**Yes	Yes
Events	**Partner-run webinar with Kneat guest**	Partner Team run webinar, with Kneat as guest co-presenting on agreed topic. ✓ Partner coordinates/ leads activity ✓ Kneat and Partner promote to their network via email, social, and any other available channels	✓ Lead generation ✓ Awareness ✓ Thought leadership	✓ Partner owns first follow up, with co-presenter a component of content/follow up ✓ Custom UTMs identifying partner in user-journey	**Yes	**Yes	Yes

Events	**Kneat-run webinar with partner guest**	Kneat Team run webinar, with partner as guest co-presenting on agreed topic. ✓ Kneat coordinates/ leads activity ✓ Kneat and Partner promote to their network via email, social, and any other available channels	✓ Lead generation ✓ Awareness ✓ Thought leadership	✓ Kneat owns first follow up, with co-presenter a component of content/follow up ✓ Custom UTMs identifying partner in user-journey	No	*Yes	Yes
Events	**Third-party-run conference co-presentation**	Third-party run conference, with Partner's subject matter expert and Kneat subject matter expert co-presenting on agreed topic. ✓ Third-party, Kneat, and Partner promote to their network via email, social, and any other available channels	✓ Lead generation ✓ Awareness ✓ Thought leadership	✓ Leads allocated to invoice holder if paid opportunity ✓ If unpaid, leads allocated to Third Party relationship holder ✓ If no relationship holder clear, distribution negotiated between Kneat and Partner	**Yes	*Yes	*Yes
Events	**Sponsorship of Kneat-owned event**	Kneat owned and run event attended by Kneat customers and prospects, with opportunity for paid Partner sponsorship. ✓ Paid package includes a variety of value creation and promotional activities (*see latest event sponsorship packages*)	✓ Lead generation ✓ Awareness ✓ Thought leadership	✓ List shared with sponsoring Partner ✓ Kneat always owns first follow up, with sponsor a component of content/follow up ✓ Custom UTMs identifying partner in user-journey	Opportunity to Sponsor	Opportunity to Sponsor	Opportunity to Sponsor

Events	**Co-hosted network social event**	Kneat Events Team run event with Partner's subject matter expert co-presenting on agreed topic. ✓ Shared coordination ✓ Kneat and Partner promote to their network via email, social, and any other available channels	✓ Lead generation ✓ Awareness ✓ Network building	✓ List shared with co-hosting Partner ✓ Kneat always owns first follow up, with co-host a component of content/follow up ✓ Custom UTMs identifying partner in user-journey	**Yes	*Yes	*Yes
Content	**Case study (Co-Authoring)**	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. ✓ Customer interviews required ✓ Partners must demonstrate proof for any results provided ✓ 2000 – 3000 words ✓ Kneat and Partner promote to their network via email, social, and any other available channels	✓ Thought leadership ✓ Prospect qualification	NA	*Yes	*Yes	*Yes

Content	**Blog article authoring**	Partner's subject matter expert authors informal but informative short-form online-only articles. ✓ Topic to be agreed with Kneat Content Marketing Team ✓ 500-800 words ✓ Kneat and Partner promote to their network via email, social, and any other available channels	✓ Thought leadership ✓ Prospect qualification ✓ Backlinking Awareness	NA	**Yes	*Yes	*Yes
Content	**State of Validation report sponsorship**	Content calendar highlight primary research project involving primary research surveying trends in global validation industry. ✓ Partner provides survey distribution and reach support in return for data use and insights ✓ Kneat and Partner promote to their network via email, social, and any other available channels	✓ Data-backed industry insight ✓ Thought leadership ✓ Backlinking ✓ Awareness	NA	**Yes	*Yes	*Yes

Public Relations	Quotation for Partner press release	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. Please contact desk.comms@kneat.com to arrange comment.	✓ Earned media coverage ✓ Awareness	NA	Quote available	Quote available	Quote available

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 tier. Co-Marketing kits also include partner badges, website copy, product videos, product images, and case studies, as well as comprehensive Co-Marketing guidelines on how to market your partnership with Kneat.

Kneat Academy & the Partner Program

One of the first steps is enrolling in Kneat Academy training. 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 employers 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.

Our 'ladder system' of progression between courses provides a clear pathway to success for learners who wish to build on their knowledge and insight into Kneat Gx and be on the edge of digital validation trends.

Kneat Academy Training Courses

Program Title	Program Level	Recommended For	Prerequisites	Program Delivery	Progam Fee (USD)
Administrator	Basic	IT Owner/User Admin	None	Online (Video Self Directed)	See Kneat Academy Webpage
End User	Fundamental	Students, Engineers, Specialists, Supplier Contractors	None	Online (Self-Directed eLearning)	See Kneat Academy Webpage
Power User 1	Intermediate	Team Managers, Team Leaders	End User Required	Online (Instructor-led Live Virtual Classroom)	See Kneat Academy Webpage
Power User 2	Advanced	Work Process SMEs or owners	Power User 1 Required *Assessment required	Online (Live Virtual Classroom)	See Kneat Academy Webpage
Super User	Expert	Kneat Partners	Power User 2 Required *Assessment required	Online (Instructor-led workshop-based course)	Price upon Request

A Message From the CEO of Kneat

"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.

Link to Partner Form

Eddie Ryan, BEng
CEO of Kneat
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Get in Touch

Join Today

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Stay connected

Kneat