Claris Partner
Program Guide

Claris Partner Guide

Get Started

Claris Partners offer custom apps and services based on the FileMaker Platform.

Claris Partner

Claris Partners are solving customer challenges every day all over the world. This worldwide partner program is designed for organizations that deliver custom apps to enhance workflow and productivity of business customers, whether they use iPad, iPhone, Windows, Mac or the Web to get their work done.

Claris partners include consultants, trainers, publishers, solution providers, vertical market solution providers, plug-in providers, resellers, and hosting companies.

What's in it for you?

Companies looking to increase their business opportunities through exclusive sales and marketing support from Claris. benefit from Claris Partner membership. Claris partnership provides many resources including training, promotional benefits, sales resources, co-marketing opportunities and product discounts to help you grow your business.

Membership Fees

Membership is subject to the payment of an annual membership fee. This fee provides certain resources and benefits and permits the listing of multiple offices within the contracted region provided these offices are staffed by at least one full time staff who works with Claris products.

Annual membership fees: US$499 or local equivalent for each location.

How to use this guide

Whether you are considering joining the the Claris Partner program or have been a Claris Partner for many years, this guide provides resources to ensure a strong and successful partnership.

Want to join the Claris Partner Program?

1. Review the partner business types and requirements

2. Request an Claris Partner application by emailing partners@claris.com

3. Submit the necessary materials needed for your application

4. Complete the review process

5. Pay the annual membership per location

Questions?

Just ask. We'd love to hear from you. Call +1 800-725-2747 or +1 408-786-9504 Outside the U.S. or email partners@claris.com.

Claris Partner Business Types and Requirements

To be considered as a Claris Partner (CP), there are specific requirements for each business type.

New CP - Upon initial application to the Claris Partner program, please specify your business type/s and supply the required materials.

Existing CP - If you are an existing Claris Partner and wish to be recognized on the Claris web site for an additional business type, please email partners@claris.com and request the change.

Requirements

- Company has been in business for a minimum of 1 year and is registered in the country in which you are applying.
- Person signing the membership contract is over 18 years of age.
- Applicant must have a business web site that clearly describes your business and products and includes email contact, phone number, location address, business hours, current versions of Claris products.
- Company's legal and trade name, URL, domain name, or email address must comply with the guidelines of Claris. and may not include any Claris trademark, or a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation. Please see https://www.filemaker.com/company/legal/ for more information on complying with our guidelines regarding use of Claris marks.
- Company carries US $1 million General Business Liability Insurance (US only).
- Company will identify primary technical contacts by name and submit proof of technical certifications.
- Provide two professional references.

Many ways to partner

Since customers have a variety of needs related to Claris products, many Claris Partners offer a wide range of services. Your company may offer one or several of the needed services listed below. By applying and meeting the requirements for the various business types, your company will be listed on the Claris web site and presented to customers who search on that business type or service. You will be prompted during and/or after the application process to submit the required information below for your business type/s.

Consultants: Offer Claris custom development services

- Two customer references
- At least one full-time employee at the location must hold a certification for the current FileMaker version. In lieu of this, a review of a current work sample would be required.

Resellers: Resell FileMaker software

- Attend the [Claris Partner Reseller Qualification Training](#). The training provides an interactive and productive way for your company to get the tools to:
  - Resell Claris software with your solutions
  - Present Claris benefits with a proven message
  - Grow your business and the Claris community of users

Training Providers: Deliver Claris training courses

- Instructor must be certified in the current FileMaker version (Exception: Certification is not required for Claris Partner Trainers registered in countries where Claris does not offer the exam in the local language.)
- Conduct a minimum of 4 classes per year
- Training schedule on your web site
- Complete a Claris Training agreement

Hosting Providers: Provide Claris hosting services

- Must have 1 FileMaker Server license per customer.
- 24/7 availability
- Automatic notification of downtime
- Secured server facility

Solution Providers: Sell commercial Claris solutions (one to many), plug-ins, add-ons, and/or developer tools, and are eligible to participate in the Solution Bundle Agreement program

- Two customer references
- Access to a sample of app, extension, add-on or developer tool (Must be reviewed and approved)

Solution Bundle Agreement (SBA)

Many customers share a need for packaged custom apps that are specifically designed for their industry or task. Claris encourages the creation of professionally developed apps bundled with FileMaker software for specific industries or vertical markets.

The Solution Bundle Agreement (SBA) program addresses this and is designed for Claris Partner solution providers who want to distribute FileMaker software with their commercial application as a product. You must be a Claris Partner to be eligible to participate in this program.

The SBA program offers Claris Partners a unique and affordable way to bundle FileMaker software with a complete custom app to sell to clients. Please review the pricing and application requirements.

SBA Requirements

Minimum requirements to qualify for the SBA:

- Claris Partner in good standing
- Complete annual SBA agreement
- Minimum initial order of 10 users or concurrent connections of the FileMaker Platform
- Must purchase or renew at least 50 users or concurrent connections per approved solution annually in order to renew for the following year — other purchase requirements apply
- Solutions considered for the SBA program must be submitted to Claris for review and acceptance
- FileMaker software purchased under SBA program cannot be sold separately from the bundled solution
- Claris reserves the right to audit customer/client licensing usage

Partner Levels

Two Partner Levels

The Claris Partner program is designed to offer resources to help you grow your Claris business. Upon joining the Claris Partner program, you have access to a variety of tools to expand your Claris development expertise, learn Claris product sales skills, and market your Claris services. As your commitment grows to meet increasing customer demand, the benefits you receive from Claris will also expand.

We encourage you to adopt the Six Pillars of Excellence which will ultimately return high rewards for you, your customers, and Claris. As your business grows and matures, there is the opportunity to be invited to become a Claris Platinum partner. Platinum partners are companies that have demonstrated excellence in at least four pillars and work closely with Claris sales and marketing teams on strategic projects.

Claris Platinum Partners are strategic partners that work with Claris teams in joint customer opportunities and offer multiple services and complete solutions. They have demonstrated excellence in four to six of the Pillars of Excellence.

Claris Partners include Claris consultants, trainers, publishers, solution providers, resellers, and hosting companies.

Benefits	CLARIS PARTNER	CLARIS PLATINUM PARTNER
FileMaker 5-user NFR License*	●	●
Listing on the Claris web site	●	●
Claris Partner logo	●	●
50% off 25 Seat FileMaker Annual Site Licensing for internal use	●	●
Preferred VAR pricing and sales training**	●	●
Sales and presentation tools	●	●
Priority consideration to participate in special events, case studies, and speaking engagements		●
Active joint selling with Claris		●
Priority customer referrals		●
Claris Partner Platinum logo		●
Technical briefings		●
Priority Support**		●

* Only active/current memberships are licensed to use the software. If your membership expires then you must uninstall the software.

** Certain restrictions apply.

Platinum Level Requirements

Following are additional requirements, over and above standard Claris Partner requirements, that partners must meet for Platinum level consideration:

- Invited and interviewed by Claris
- Occupy professional office location(s)
- Employ at least two technical staff that develop Claris software full-time
- Employ at least one full-time developer (certified in the current version)
- Track record of joint selling with Claris Sales teams
- Demonstrate the ability to acquire customers that are new to Claris
- Sales from multiple clients
- Complete annual business plan agreement which includes revenue goal (direct and indirect)
- Be approved by Claris executive level
- Attend the Claris Partner Reseller Qualification Training (meetings / webinars)

Claris Partner (CP) Benefits

Many resources and benefits will support you throughout your Claris Partner journey.

1) **Claris Partner Community** - Your company's staff members are subscribed to the Claris Partner Community, the online Claris Partner business forum where you can exchange ideas with other CP colleagues.

2) **Claris Partner Certificate** - An electronic certificate of CP membership as recognition of our partnership.

3) **Claris.com Partner Listing** - Your business can be listed in the Claris web site. When customers seek various services related to their Claris products, they can search by location and/or service and if the criteria matches, your company will be presented.

4) **FileMaker Annual 5-User license** - Claris Partners are eligible to receive a 5-user not for resale license for the FileMaker Platform (value US$900 or local currency equivalent). This license can be used by up to five individuals within your organization.

5) **Not For Resale Software Discounts** - Claris makes a 25-seat Annual Site License available at a 50% discount from suggested retail price for organizations requiring more that 5 users.

6) **Resell Claris Software** - The Claris Store includes a section exclusively for Claris Partner purchases at discounted pricing enabling partners to resell Claris software to their customers. See the Claris Purchasing Tutorial available on the Claris Partner Community for more details.

7) **Claris Reseller Qualification Training** - The [Claris Partner Reseller Training](#) provides an interactive and productive way for your company to get the tools to:

   • Resell Claris licensing with or without providing consulting services.
   • Present the Claris core messaging and demo to prospective customers.
   • Grow your business and the Claris community of users.

8) **Educational Software Grant** - Claris Trainer Partners may apply for the 30-seat FileMaker Educational Software Grant at no additional cost. Certain restrictions apply.

9) **Multiple Offices** - Claris Partners, for an additional fee, may list additional branch offices on the Claris web site. Please see details about additional locations in your Claris Partner Agreement. To add an additional location email partners@claris.com.

Other helpful tools and resources that are not exclusive to the CP:

10) **FileMaker Certification** - [FileMaker Certification](#) is the official credential offered by Claris. Being a certified developer demonstrates to clients, peers and management that you've achieved an essential level of knowledge, experience and skills in developing Claris solutions. It is also a requirement for Claris Platinum level status.

11) **Claris Engage Conference** - Each year, Claris hosts the annual conference where Claris customers and partners gather to exchange ideas and best practices and get a unique opportunity to network with other Claris advocates. This is a prime opportunity to exhibit your product and services to a targeted group.

Claris Partner Six Pillars of Excellence

There are Six Pillars of Excellence that focus on technical and business activities that ensure the delivery of high-quality service and solutions. These standards are supported throughout the partnership with resources, opportunities and recommendations that are detailed in this guide. Together with our Claris Partners, we strive to deliver to customers visually exceptional and transformational solutions through six methods, three with a technical focus and three with a business focus:

Design – Use interactive design and visual appeal to create an exceptional user experience

Develop - Solve complex and technically challenging projects

Educate - Introduce, educate and promote the adoption of latest technologies among new and existing developers

Innovate - Demonstrate innovation, competitive differentiation and customer value in a product that runs on or enables better solutions on the FileMaker Platform. (i.e. SBA solutions, plug-ins, developer tools)
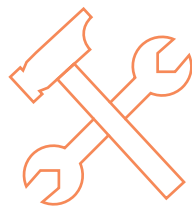
Advocate - Expand awareness of the Claris products and generate a high volume of new prospective customers

Grow - Contribute revenue through sales of Claris products, have a clear definition of business growth, expand licensing knowledge and marketing investments

To encourage excellency in all Claris customer interactions, we recommend that each Claris Partner meet at least one pillar. Claris provides several business and learning opportunities to help your company fulfill each category. Following are details on each pillar.
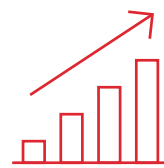
DESIGN   DEVELOP   EDUCATE

INNOVATE   ADVOCATE   GROW

DESIGN

Why?

With the prevalence of smart phones and the internet in our lives today, people expect simple and clean interfaces to get tasks done.

What?

We encourage Claris Partners to build solutions with outstanding interaction and visual design to create an exceptional user experience.

How?

Resources

1)   Study the Design Series technical briefs published by Claris to learn best practices in designing solutions
2)   Attend a design course
3)   Get any third-party user design certification

DEVELOP

Why?

There are millions of businesses that are challenged with scattered information, inefficient or ad-hoc processes and dated technology. To solve these challenges, customers are choosing between simple apps, and complex enterprise applications, neither of which fit their specific needs. Claris provides a powerful and flexible development environment on which to build custom business solutions that run seamlessly on iPad, iPhone, Windows, Mac and the Web. This can be done quickly and efficiently— without the need for specialized programming skills.

What?

We encourage Claris Partners to gain the skills and experience to tackle complex and technically challenging projects that help business customers become more productive.

How?

Resources

1)   [FileMaker Certification Study Guide](#)
2)   [Claris Knowledge Base](#)

Recommendations

1)   Become certified in the current version of FileMaker.

EDUCATE

Why?

Many businesses employ individuals who create and maintain a custom Claris solutions for their organization. There is also a growing number of individual developers who are eager to learn new ways to service their customers.

What?

We encourage Claris Partners to introduce and educate new customers and developers on the FileMaker Platform and Claris Connect, and to promote adoption of the latest technologies among those who earn a living as developers.

How?

Resources

1)   Claris Learning Center
2)   Custom App Academy

Recommendations

1)   Create sample files that can be used by customers.
2)   Conduct technical presentations - Deliver web seminars that provide teaching tips, techniques or best practices for developing solutions.
3)   Become a Claris Partner Trainer and offer 4-8 classes per year with approx. 40-80 attendees.
4)   Participate in Claris discussion forums.
5)   Author/publish Claris educational materials, videos and technical documents.
6)   Conduct a session at the Claris Engage Conference.

INNOVATE

Why?

Many organizations share a similar need for packaged solutions that are specifically designed for their industry or task. Additionally, millions of companies depend on widely used back-end systems and industry specific devices such as bar code scanners and need a front-end solution that plugs into their existing workflow.

What?

We encourage Claris Partners to demonstrate innovation, competitive differentiation and customer value in a product that runs on or enables better solutions on the FileMaker Platform. (i.e. SBA solutions, plug-ins, developer tools, hosting services).

How?

Recommendations

1)   Become FileMaker certified.
2)   Create a commercial solutions built on the FileMaker Platform and sell it as a bundle with Claris software.
3)   Enter into the Solution Bundle Agreement (SBA) program.
4)   Participate by listing a commercial solution, plug-in, developer tool, add-on, or book.

ADVOCATE

Why?

We strive to expand the Claris community of customers so that more businesses can experience the benefits of efficient and adaptable custom apps.

What?

We encourage Claris Partners to expand awareness of Claris and generate the highest volume of new prospective customers.
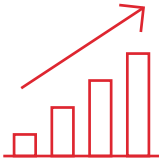
How?

Resources

Claris Partner Reseller Qualification Training - The training provides an interactive and productive way for your company to get the tools to:
- Present the Claris Workplace Innovation Platform core messaging and demo to prospective customers
- Grow your business and the Claris community of users

Recommendations

1) Work with Claris sales management to draft a business plan that includes new customer acquisitions and sales of licensing and renewals
2) Organize a Claris Developer Group
3) Deliver one-to-many web seminars for prospective Claris customers
4) Conduct presentations to prospective customers on Claris use cases
5) Contribute a success story for the Claris web site

GROW

Why?

Our goal is to enhance every customer's Claris journey so that they continue to rely on Claris year over year and recommend it to their colleagues. By creating a larger and stronger Claris community of users, business opportunities increase for the entire Claris ecosystem.

What?

We encourage Claris Partners to contribute revenue through new sales of Claris software, have a clear definition of business growth, and carry a "win together" approach to business through licensing knowledge and marketing investments.

How?

Resources

1) [Claris Partner Reseller Qualification Training](#) - The training provides an interactive and productive way for your company to get the tools to:
   - Resell Claris software with or without providing consulting services
   - Present the Claris core messaging and demo to prospective customers
   - Grow your business and the Claris community of users

2) Claris Partner Purchasing Tutorial - A comprehensive guide on purchasing licenses for internal use or for your clients, available on the Claris Partner Community (partner.claris.com).

Recommendations

1) Work with Claris sales management to draft a business plan that includes new customer acquisitions and sales of licensing and renewals.
2) Sell Claris software to new customers and renewals to existing customers.
3) Attend the [Claris Partner Reseller Qualification Training](#).

Contact Us

On behalf of Claris, we look forward to a long and prosperous partnership with all Claris Partners. If for any reason, you have questions or recommendations, please direct your inquiries to:

Call +1 800-725-2747 or +1 408-786-9504 Outside the U.S. or email partners@claris.com.