

The Personio Tech Partner Program

Levelling Up - From Marketplace Integration Listing To Partner

Personio is the all-in-one People Operating System for SMEs with automated processes, seamless integrations and data-driven insights. By joining forces with other technology providers, we want to give our customers an easy way to connect with other systems. This means they can streamline their processes while having a flawless user experience.

More than 130 partners have already built an integration with us, joining the 20 categories on our marketplace and ecosystem.

- **Reach more potential customers** by joining our partner community of 130+ orgs
- **Access our EMEA-focused customer base of 8000+** via our marketplace listings
- **Increase customer satisfaction and retention** through promotion with Personio

Want to do more with us like co-marketing, co-selling and other go-to-market activities? Check the tables to the right for a high-level overview of Personio's new Tech Partner Program for the opportunities, requirements and benefits of levelling up.

Program Requirements	Select	Premier	Elite
Total Customers EMEA	100	250+	500+
Shared Customers EMEA	✓	100+	300+
Integration Adoption		50+	150+
Lead Referral to Personio		✓	5 Per Qtr
Personio Landing Page on Website		✓	✓
Proof of Partner-Led Marketing Initiatives Promoting Integration		✓	✓

Program Benefits	Select	Premier	Elite	
Develop	Developer Support	Email Alias	Email Alias	Dedicated
	Early APIs and Product Features	✗	By Invitation	By Invitation
Market	Presence on Personio Marketplace (Website, In-app)	✓	✓	Priority
	Branding Rights, Materials and Templates	✓	✓	✓
	Launch Activity			
	- Social Media	Group	Group + Eligible	Dedicated Eligible
	- Press Release and Media Outreach	✗	✓	✓
	- Product Newsletter coverage	✓	✓	✓
Marketing Opportunities	✗	Eligible	✓	
- Digital Marketing Campaigns				
- Field Marketing Activities				
- HUG Flagship Event(s)				
In-Product Promotion To Customers	✗	Eligible	✓	
- In-App Notifications				
- Community Posts				
- Help Center Articles				
Grow	Partner Newsletters and Communications	✓	✓	✓
	Partner Program Support	Email Alias	Assigned PM	Assigned PM
	Sales Enablement Opportunities	✗	By Invitation	By Invitation
	Lead Referral Program (Requires separate agreement)	✗	By Invitation	✓
	Business Review	✗	Annual	Quarterly

Personio partner levels are valid for one (1) calendar year and are awarded quarterly within the calendar year upon achievement of the requirements.