

Upgrade Path to Become a Tech Partner on the WhatsApp Business Platform

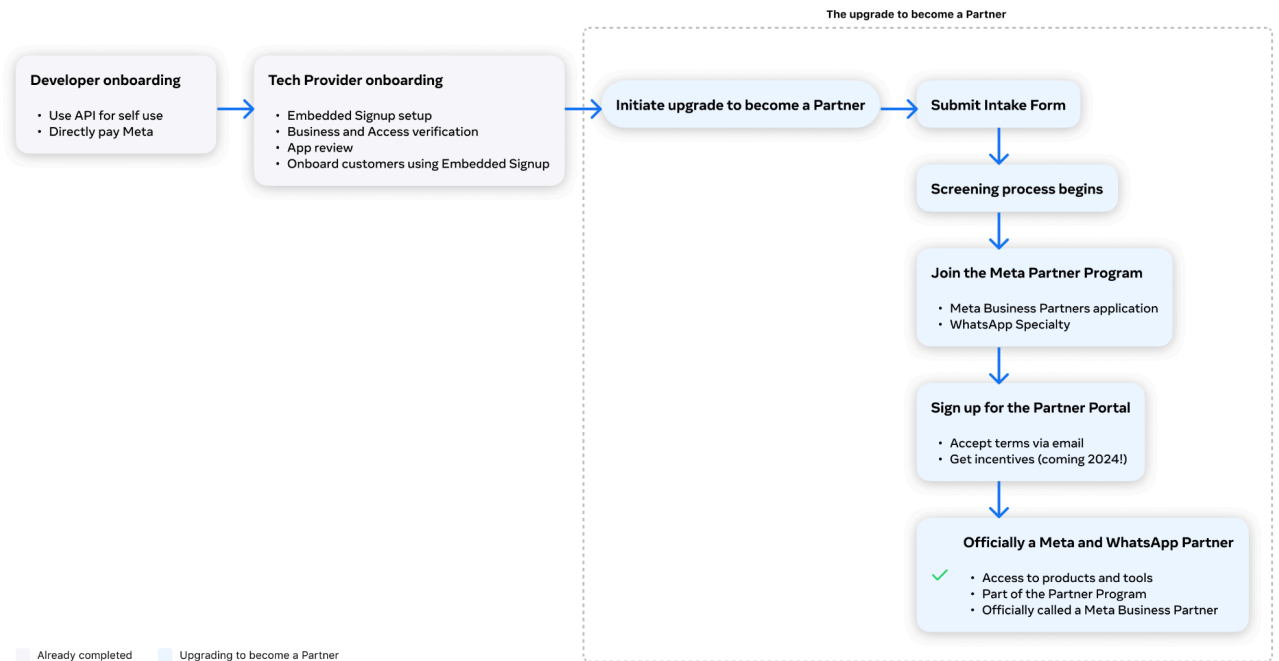


Product Journey

The product journey details the steps for Tech Providers to upgrade to become a Tech Partner on the Meta Developer Platform.

Becoming a Tech Partner allows you to have even more choices and control of WhatsApp messaging solutions. It also grants access to benefits such as:

- Training and support
- Analytics reports
- Client matching opportunities



Context

Definitions

During this upgrade process, there are a couple of surfaces and definitions that you will come across:

- **Meta for Developers** - The entry point for developer documentation and common tools and dashboards, including the [App Dashboard](#), the **WhatsApp** product panel within it, and the Quickstart panel.
- **Quickstart panel** - a panel within the **App Dashboard > WhatsApp** product panel. The Quickstart panel is where you can begin or resume a request for an upgrade.
- **Enterprise Center** - Enterprise Center is a new centralized platform that enables Meta to do business with external partners and vendors.
 - **Supplier Connect** - Supplier Connect is an application on Enterprise Center that serves as a front to onboard external partners or third-party vendors (suppliers). It is a secure,

self-service portal that allows partners to view and modify data, as well as carry out different business transactions such as:

- viewing purchase orders
- submitting invoices
- tracking payments
- Meta Business Partners - Meta Business Partners are companies Meta has vetted for their technical skills and services, and their unique ability to help businesses grow. Partners are part of a respected global community and get access to unique benefits, including:
 - Training
 - Support
 - Analytics reports
 - Client matching opportunities
- Partner Portal - The Partner Portal, provides scalable solutions for collaboration with Business Messaging partners across pipeline management and Business Messaging Accelerate program. The portal is the main surface used by WhatsApp partners to create and progress deals and view the relevant metrics and incentives for their business.

Eligibility Requirements

To be eligible for an upgrade, you must:

- have successfully completed all [Tech Provider Onboarding Steps](#)
- average at least 2500 [conversations](#) per week
- provide WhatsApp messaging services for at least 10 customers, each with their own Meta business account, who have used your app to send at least 1 message in the last 30 days

Getting Support


See the [Support](#) section of our Get Started for Tech Providers document.

Steps to Becoming Tech Partner

1. Go to the Onboarding panel to start the upgrade process

In the App Dashboard, navigate to **WhatsApp > Quickstart Become a Partner** and click the **Take the next step** button.

Quickstart

 **Welcome to the WhatsApp Business Platform**


Send and receive messages to and from customers using cloud-based servers owned by Meta to host the WhatsApp Business API client.

Continue where you left off

Get your temporary access token and configure your webhook and system to send and receive messages.

See API configuration


Scale your business

 **Become a Partner**

Upgrade to get access to unique benefits like training, support, analytics reports and client matching opportunities.


Take the next step

WhatsApp Business Account

 **Account information**


See account status, alerts, insights and more for your accounts.

See account information

 **Message templates**

Create and update templates and explore sample templates.

Manage templates


 **Phone numbers**

Manage your phone numbers. See status and quality rating.

Manage phone numbers

2. Initiate the Partner upgrade process

On the Onboarding page, scroll to the bottom of the page and click **“Become a Partner”**. This will reveal the **4 steps** that are required to complete the upgrade to become a Tech Partner.

 **Upgrade to become a Partner**

Start the upgrade process to have even more choices and control of WhatsApp messaging solutions.

You will get access to:

- Trainings and support
- Analytics reports
- Client matching opportunities

Become a Partner

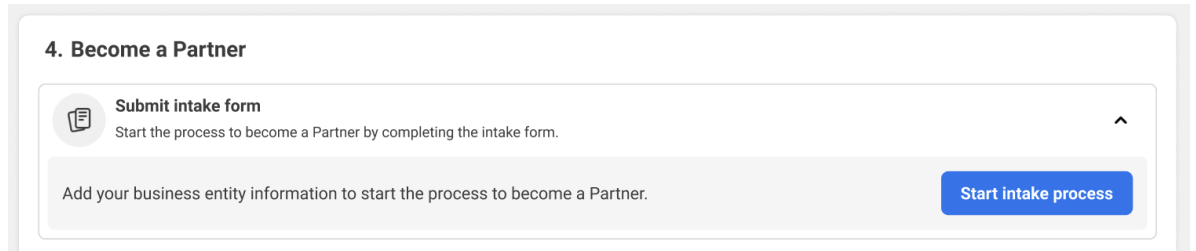
Things to keep in mind:

- Please carefully fill out all business details because the information will be submitted and reviewed for approval.
- During a few of these steps, you will receive emails as shown in the steps below. If you are not seeing them make sure to check your spam folder.
- This process will likely take a few weeks to complete to get through all of the approvals.

3. Submit Intake Form

The first requirement to becoming a Tech Partner is to submit an intake form.

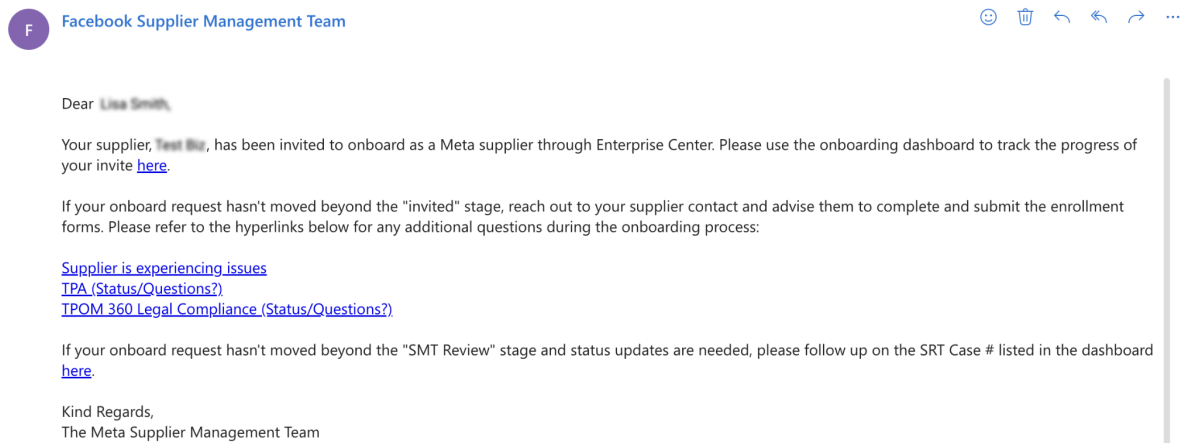
Navigate to the first step and click the button to **“Start intake process”**. This will open a stepped modal for you to complete. The intake form is where you add information such as your business details and service details. **Once this is submitted there is no option to change details so please carefully review all answers before submitting.**



After submission, you will receive two emails that have additional steps to complete. **This needs to be completed in 30 days** otherwise a new intake form needs to be submitted.


Email 1: **Supplier dashboard invitation**

As a supplier with Meta, you get access to the Enterprise Center which has an onboarding dashboard to track the progress of your invitation. This email takes you to that invitation.



Email 2: **Activate your Meta Enterprise Center account**

The second email is to activate your Meta Enterprise Center account and enroll your company.



Activate your Meta Enterprise Center account

Hi,

You've been invited to access Supplier Connect on Meta Enterprise Center. With Supplier Connect you can:

- Manage your company's profile
- See purchase orders
- Create invoices and track payments
- Get help from Meta

[Download](#) the Instruction Manual for more information.

Activate your account
To get started, activate your account for Meta Enterprise Center. Once you activate your account, you can start the enrollment process.


[Activate account](#)

4. Complete the Supplier Enrollment Form

After activating your Enterprise Center account you will see the required forms on **Supplier Connect**.

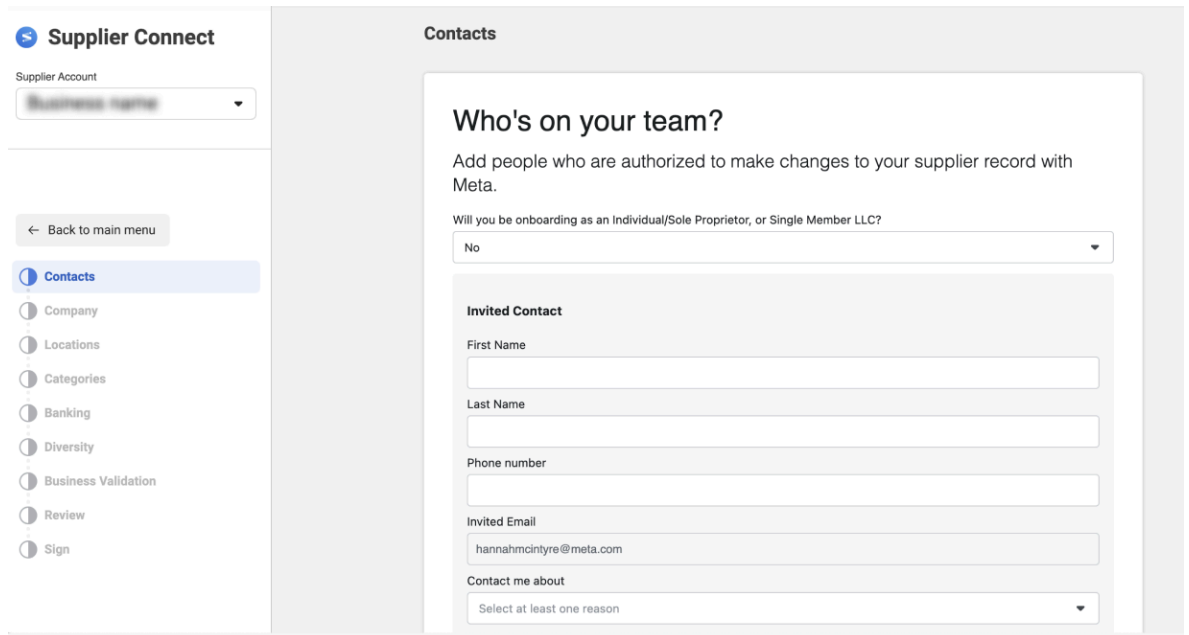
Click the “**Supplier Enrollment Form**” card to begin this process. Enter information about who is on your team, company information, banking, and sign the form to submit.

Required forms
These forms are required for onboarding

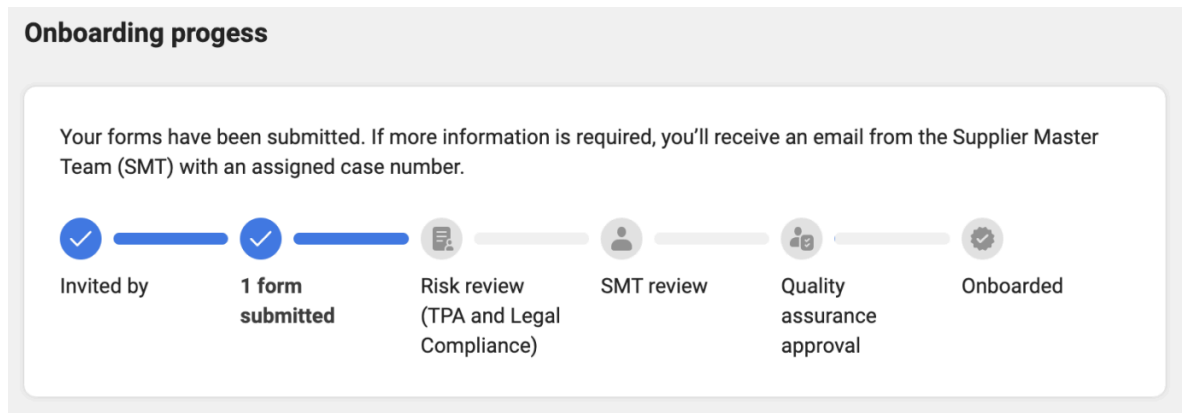


Supplier Enrollment Form
Register your company profile

Required




After submitting the form you will see the respective status, and if there is more information needed you will receive an email with additional steps to complete.



5. Add the WhatsApp Specialty for your business

Return to the Onboarding page inside of Meta for Developers and move to the **Meta Business Partners application** step and click **“Apply now”** to submit the application to become a Meta Business Partner and apply for the WhatsApp Specialty.

 **Meta Business Partners application**

Apply to become a Meta Business Partner to access unique benefits like training, support, analytics and client matching opportunities.

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Submit the application to become a Meta Business Partner and apply for the WhatsApp specialty to get unique benefits.

Apply now

Apply to Meta Business Partners ✕

Business

My Business Name
▼

Specialty

Choose Specialty
▼

WhatsApp

Stay Informed! Do not miss out on Meta Business Partner program updates, benefit information, or product and policy changes. Check the box to enable Partner Program Updates notifications in your Business Manager account. By ticking this box, you agree to receive marketing related electronic Meta Business Partners communications from Meta, including program-specific information, newsletters, and event emails. You may withdraw your consent and unsubscribe from these at any time, for example, by clicking the unsubscribe link included on our emails or unsubscribing from Partner Program Updates in your Business Manager [notification settings](#). For more information about how Meta handles your data, please read our [Meta Privacy Policy](#).

Review and accept the attached Meta Business Partners [terms and conditions](#) before submitting

6. Sign up for the Partner Portal

Navigate back to the Onboarding page in Meta for Developers and scroll down to the **Sign up for the Partner Portal** step. Click **“Sign up”** and on the Partner Portal login screen select the link to **“Sign up”**. Add your name and business ID and accept the agreement to create the account.

The **Partner Portal** is a resource to use as a partner to collaborate on deals with the Business Messaging team as well as access resources such as marketing and sales material.

Sign up for the Partner Portal
Join the Partner Portal for Business Messaging to get access to our collaboration platform.

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Sign up for the Business Messaging Accelerate Partner Program to streamline the collaboration experience.
Sign up



Partner Portal Business Messaging

Sign in

Sample Username: abc@companyname.com.bm

[Forgot password?](#)

Need Access? [Sign up](#)

Need Help? [Support](#)

Once you have created an account, you will receive an email with a link to get started and add your account password.

Hello **Your Name**

Welcome to the Business Messaging Partner Portal! This Partner Portal will provide a more scalable solution to support your growth.

You will find centralized access to resources such as marketing and sales materials in the Portal.

You will also use the Portal to collaborate on deals with the Business Messaging team.

To get started, go to https://bmpartnerportal.com/login?c=77MdSIIsLJazg7arBG.fOlee.jgR4PsofVnHWmVZJNx9yxmuNg0W7GTHLM.7zvLcQ3UifoPy5BOx_PVJ4DnyNExY4K

7. Enroll in the Accelerate Program


The final step is to enroll in the **Business Messaging Accelerate Program** and accept the agreement. On the Onboarding page in Meta for Developers, scroll down to the last step to Enroll in the Accelerate Program and click the button to **“Complete enrollment”**.

Inside of the **Partner Portal**, look for the **Business Messaging Accelerate card** and click to view and sign. You will be able to download the agreements if needed.

Business Messaging Accelerate

Business Messaging Accelerate builds on top of Meta Business Partners, designed to fuel the partner ecosystem,Â’s growth and expertise, and is the way to unlock benefits and incentives for your WhatsApp practice. For more information, leverage [Program Guide](#) and [FAQs](#).

 Learn more


Incomplete

When you return to the Onboarding page in Meta for Developers, if all steps are complete, you are **officially a Tech Partner!**

4. Become a Partner



Submit intake form

Start the process to become a Partner by completing the intake form.



Meta Business Partners application

Apply to become a Meta Business Partner to access unique benefits like training, support, analytics and client matching opportunities.



Sign up for the Partner Portal

Join the Partner Portal for Business Messaging to get access to our collaboration platform.



Enroll in the Accelerate Program

Officially become a Partner by enrolling in the Business Messaging Accelerate Program and completing the agreement.



Learn More

See the [Important Guides and Developer Documentation](#) section of the Get Started for Tech Providers document.