

PINNACLE

Partner Program Overview

2023

 **AUTOMATION
ANYWHERE**

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Letter from the CEO

Mihir Shukla, CEO, Automation Anywhere

Dear prospective Automation Anywhere partner,

The way people work is evolving. Strong partnerships are critical to that evolution and our success as we energize the Automation Economy through intelligent automation, process discovery, document automation, and other innovative solutions.

As a valued partner, you can take us places we can't go alone, expanding our market reach and offering customers unique industry and domain experience. You are trusted advisors to customers. You architect new applications for automation. You innovate in technology and amplify our value propositions. You bring our software to life in customer environments. As a partner-centric company we know that your success is our customers' success, and that translates into our shared success.

We created the Pinnacle Partner Program to provide a roadmap for our joint growth and profitability. In this Program Overview, you'll find more information about the resources Automation Anywhere provides to help you improve your return on investment in our partnership; and you'll learn about the requirements needed to maintain and grow your status in the program along with rich and rewarding benefits available to you. Our program and team are designed to help you focus on what you do best and invest in our relationship with confidence.

We have exciting opportunities ahead! Through joint innovation and collaboration, we can bring automation to each digital worker across the world.

I welcome you to join our Pinnacle Partner Program and look forward to growing our businesses together.

Mihir



Why partner with Automation Anywhere?

Working together, we empower people and teams to focus on what they do best—collaborate, create and grow businesses.

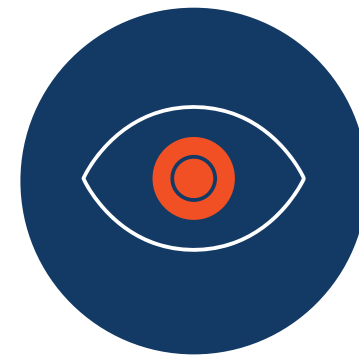
Automation Anywhere and the Pinnacle Partner Program provides:



Revenue growth opportunity



Global market presence



Brand recognition



Deep industry enablement



Industry leading technology



Choose tracks that are right for your business

Pinnacle offers several tracks with unique benefits and requirements. Partners can choose one or more tracks in which to participate.





Authorized Sales Partner

The Authorized Sales Partner track supports our partners with sales and technical pre-sales expertise to position and sell Automation Anywhere technologies so that customers can start or continue their automation journey.

The program helps expand customer engagement and selling proficiency that results in consistent and profitable revenue for our sales partners. An enriched set of content and tools allows partners to distinguish their sales expertise, differentiate themselves in the marketplace and increase their Automation Anywhere selling capacity.

Benefits include:



Sales and SE
enablement



Sales support



Go-to-market



Incentives



Verified Services Partner

The Verified Services Partner track supports our partners with deep technical implementation expertise in Automation Anywhere technologies to help customers scale and transform their automation journey.

The program helps increase visibility and revenues for our service partners, providing them with additional opportunities to demonstrate deep intelligent automation capabilities and to digitally transform organizations.

Benefits include:



Technical enablement



Professional services and support



Go-to-market

Program overview

Referral	ASP	VSP
Requirement	Requirement	Requirement
Sign our agreement.	Complete accreditations.	Complete comprehensive services specific training.
Benefits	Benefits	Benefits
Access to enrollment, onboarding and GTM benefits including referral registration, and limited marketing benefits.	GTM benefits, including deal registration and financial rewards, onboarding, technical enablement, professional services and support and marketing benefits.	Verified Services Partners receive a VSP badge, promotion on the Automation Anywhere website and partner finder, and preferential status for implementation and delivery opportunities. Also included: Technical enablement, professional services and support and marketing benefits.
*NOTE: As your levels increase, your benefits increase as well.		

Become a partner

Register in the Pinnacle Partner Program
automationanywhere.com/partner-registration

Enroll today to unlock features and benefits
for your organization.



To become an Automation Anywhere partner, you will need to enroll in our Pinnacle Partner Program. The process is simple—complete the online forms and accept the Pinnacle Foundational Partner Agreement (which is required to enroll in any additional program tracks).

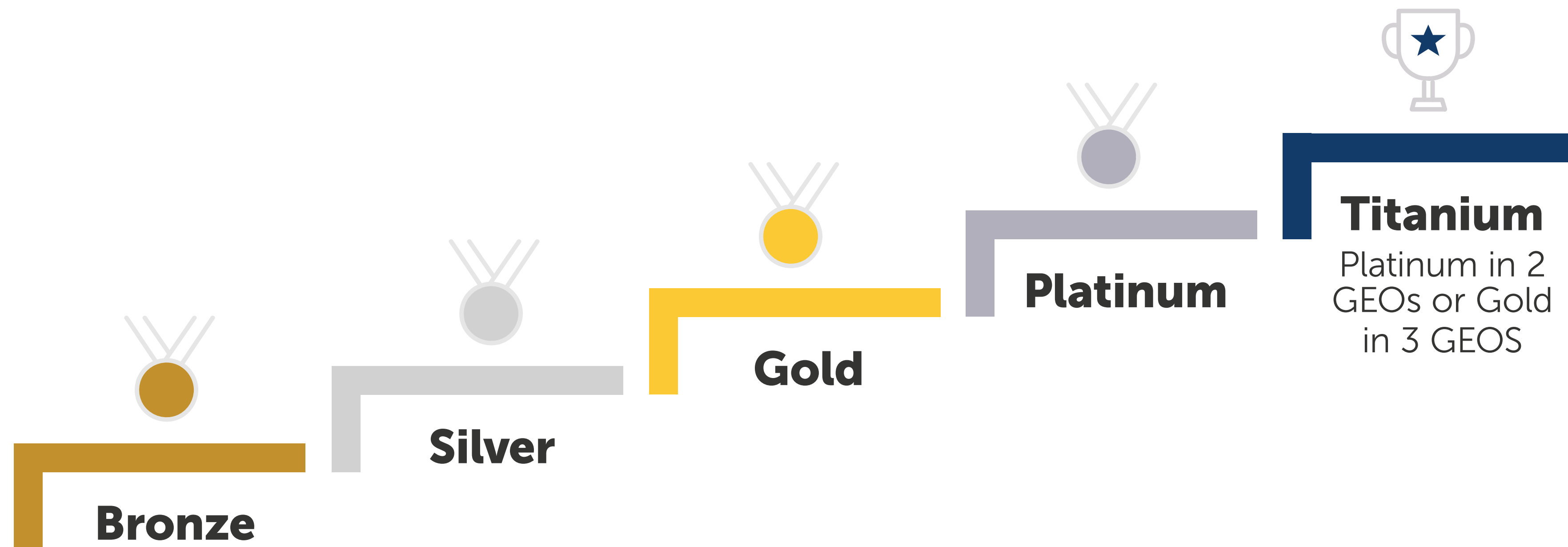
In order to resell Automation Anywhere offerings within Pinnacle, you must be an Authorized Sales Partner (ASP). To do so, you need to accept the ASP Agreement online and meet all the program accreditation requirements within 90 days.

To become a Verified Services Partner (VSP) you need to meet all the program track training, certification requirements and success criteria.

Earn greater benefits based on your level

Higher levels earn higher rebates, more training vouchers and other benefits!

Our partner program levels are attained by accomplishing various key activities and accumulating associated points. Partner points are tracked and reported quarterly.





About Automation Anywhere

Automation Anywhere is a global leader in Robotic Process Automation (RPA), automating business processes with software bots performing repetitive, manual tasks, resulting in productivity gains and improved customer experience. Visit www.automationanywhere.com.

☎ North America: 1-888-484-3535 x1 | International: 1-408-834-7676 x1

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