



OMVP Summit: Partner Enablement Forum

Joey Moore, AVP of Product Strategy

Lea Howland, Product Evangelist



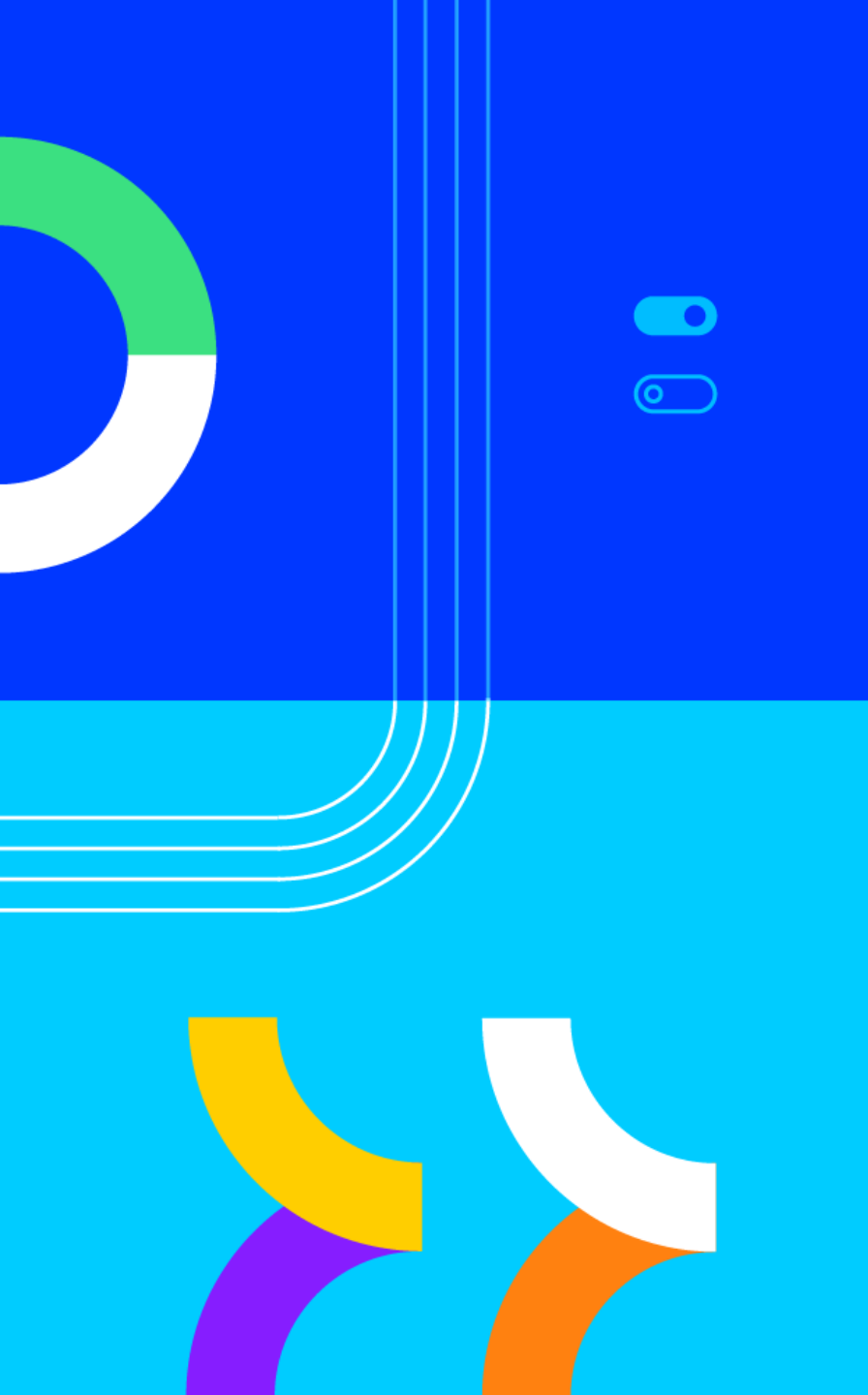
Today's agenda

Partner Updates

- Partner team growth
- Expansion of resources
- Education updates
- Sitecore initiatives

What's needed?

- Partner Forum feedback
- Open discussion



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Partner Updates



Optimizely partner team growth

Partner Team Expansion

Over the past year, we've doubled the size of our internal partner team. With new members in Partner Evangelism, Enablement, Success, Communications, and more; Optimizely's partner team is here to support our ever-growing partner community.


Our investment in our Partner Team deepens our commitment to you, our partners. We're committed to expanding the resources you have access to for a better relationship and better overall experience with Optimizely.



Partner Champions

Partner Sales Managers

Partner Comms



Taylor Pelletier
Global Partner Communications Mgr

Partner Evangelism



Joey Moore
Head of Partner Evangelism



Lea Howland
Product Evangelist

Partner Marketing



Jeannette AuBuchon
Head of Global Partner Marketing



Corey Bloes
Global Partner Marketing Mgr, NA



Katherine Hill
Global Partner Marketing Mgr, NA



Linda Ayres
Global Partner Marketing Mgr, EMEA

Partner Solution Architects



Chris Vafiadis
Director, Solution Architecture



Javed Shaikh
Solution Architect, EMEA

Education Team




Fredrik Johansson
VP, Education

Partner Sales Enablement



Robert Tuuk
Partner Sales Enablement Mgr, EMEA



Tedi Prifitera
Partner Sales Enablement Mgr, NA

Partner Success



Maher Khzam
Partner Success Mgr



Heath Galyon
Sr. Director, Global Partner Success



John McCarroll
Partner Success Mgr, B2B Commerce




Magnus Kjellander
Partner Success Mgr, CMS/B2C

Partner Operations



Shelley Svien
Director, Global Partner Operations



Katie Strickland
Partner Operations Mgr, EMEA



Tobias Frenkel
Sr. Partner Operations Mgr, EMEA



Expansion of resources

Online

OPC

Utilize our Optimizely Partner Center to track your leads and certifications, as well as gain access to Marketing, Sales, and other learning materials.

.com Roadmaps

Product Marketing has created some in-depth roadmap pages on our website for easy access and transparency into what we're working on.

Collateral

Partner services decks

Need some inspiration on what services you can provide your customers with our products? We've created some content to help you.

Partner pricing

We've recently released content to provide clarity on how our products are priced.

Partner sandbox info

Need a sandbox but don't understand how to gain access? We've created a deck for that too.

Evangelism

Bespoke learning series

Could your team benefit from a session to learn more about our products? Whether it be getting a refresher or starting at level 101 on our products, work with our Partner Evangelists to get a deeper understanding of what we have to offer.

Contact your Partner Sales Manager for more information.

Your Extended Sales Team @ Optimizely

Strategy & Value Consultants are sales advisors to quantify the value of investing with Optimizely

Discover

Understand current state, business priorities, scope, and use cases

Map to value drivers and capabilities

Deliverable examples: Value driver framework, discovery workshop



Quantify

Collaborate on value-based business case

Jointly demonstrate ROI of value drivers

Illustrate time to value, growth

Deliverable examples: Collaborative Value Assessment, Value Roadmap



Strategize

Share best practices, industry standards, first and third-party research, benchmarks

Advise on program management, roadmap, success metrics to maximize program performance

Deliverable examples: Program Plan, Digital Strategy Workshop

Let's work together

Reach out to your Partner Manager and Account Executive

Ask to involve the extended sales teams and Strategy & Value

- Requests for Strategy & Value support is managed through Account Executives with active sales opportunities
- Larger opportunity sizes (Optimizely recurring revenue) are prioritized; scaled support available for smaller opportunities
- Business cases are provided at no cost, but require customer collaboration and data sharing
- Collaborate early with Optimizely to do Account Planning together and build a plan for engaging your key customers & prospects
- We are happy to collaborate with your Strategy teams to jointly prepare a business case for customers



Education updates

New and updated exams

Beta test of new exams in November

- Content Cloud developer exam
- B2B Commerce Cloud
- B2C Commerce Cloud
- Web experimentation platform expert
- Web strategist

Test specifications published on [optimizely.com](https://www.optimizely.com)

Extended certifications lapse December 31st

Participate in beta certifications



Register

Beta tests discounted with 50%



Prepare

Reference guides and prep classes (\$125)



Test

Weekly tests in November



Credential

Issued as soon as test evaluation is complete

What to expect 2023

Easier than ever to build and develop competence

- Expanded coverage of digital credentials
- Free certification companion courses
- Simpler EDF management through store credits
- Platinum and Gold partners can assign and track training and certifications
- Sunset of developer subscriptions



Sitecore Initiatives

Migrating from Sitecore to Optimizely

Top reasons customers want to switch:

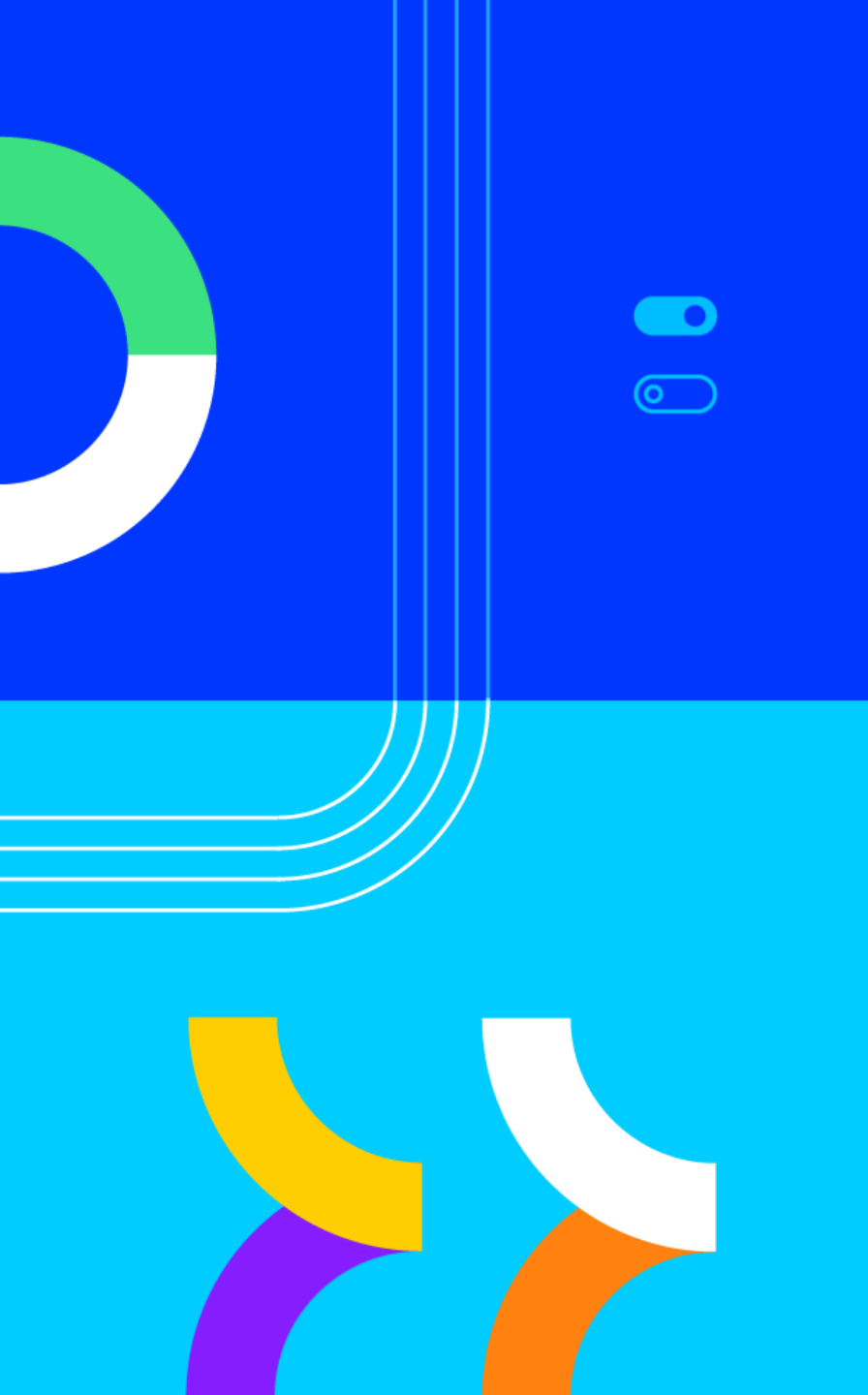
1. As a mature, **managed-cloud solution** our customers can upgrade seamlessly with zero downtime
2. Our integrated, and modern, **larger portfolio of products** supports more expansion sales
3. We have the **strongest trajectory in the market** according to Gartner and Forrester
4. Our customers benefit from **.NET 6** and the latest modern dev frameworks

We're future proof

INCENTIVE ALERT!

We are now offering enhanced referral fees for Sitecore replacements for anything referred after August 1, 2022. Must close by the program end on March 31, 2023.

- **Platinum/Premier Platinum Partners:**
30% payable year 1 (min: 2 yr deal)
- **Gold, Silver, & Bronze Partners:**
15% per year for a max of 2 years (min: 2 yr deal)



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What's needed?



Open discussion

Contact us:

Joey Moore – joey.moore@optimizely.com

Lea Howland – lea.howland@optimizely.com

