



Querri Partner Program

Unlock new opportunities with the Querri Partner Program—empowering consultants, agencies, and tech companies with AI-driven data management tools to grow revenue, strengthen client relationships, and maximize earnings through attractive commissions.

Program Overview



Vision

Together, shape the future of data management and create impactful, measurable outcomes for your business and clients.



Program Purpose

Drive business growth for both partners and Querri, supporting ongoing product development and innovation.



Core Values

Built on integrity and fairness, fostering an environment for mutual growth and success.



Program Benefits

Tiers, requirements, and incentives to help you succeed. Contact for inquiries: partners@querri.com.



Community

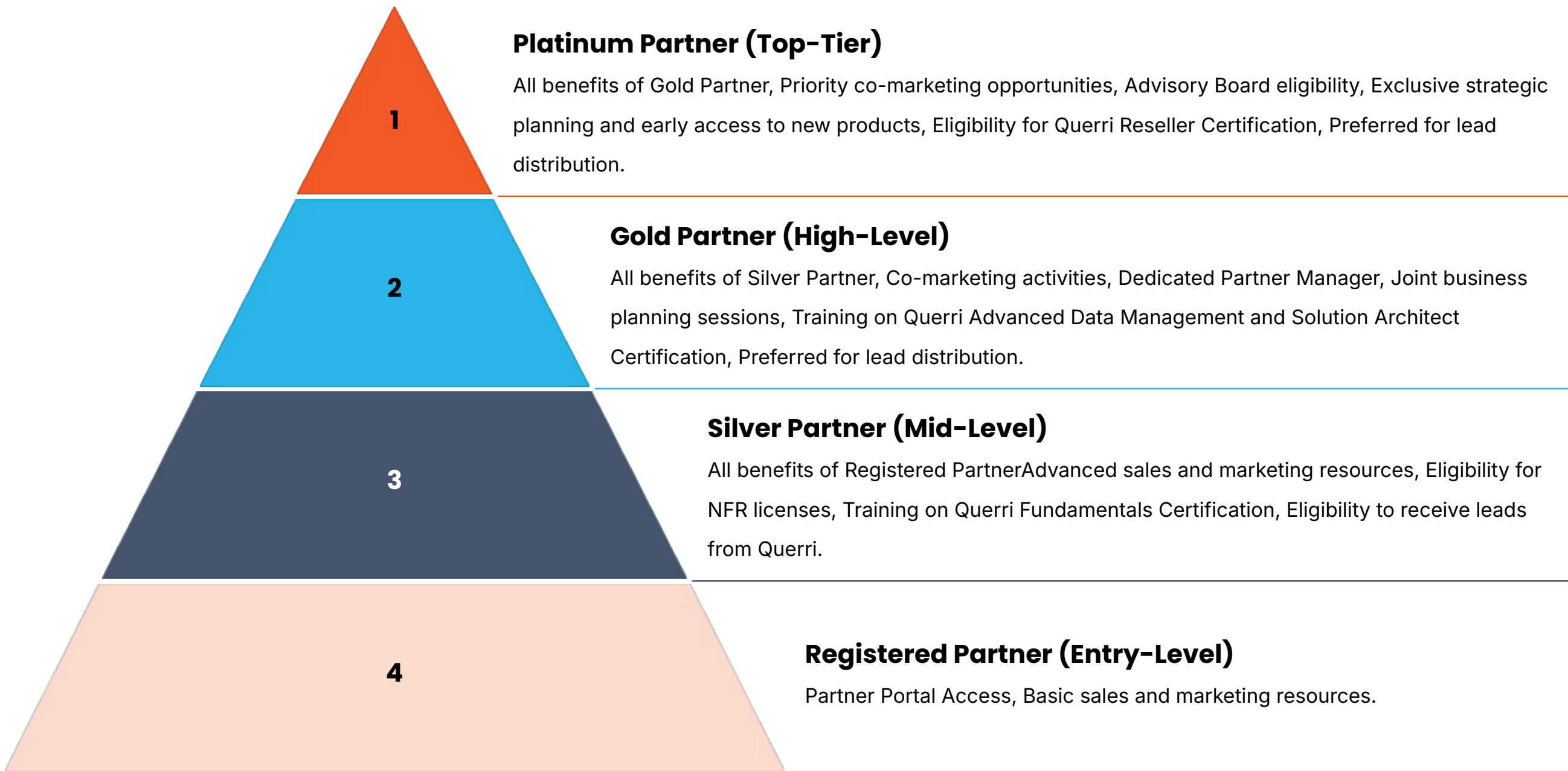
Join a dynamic network of professionals committed to excellence in data management, with a focus on collaboration and strategic growth.

Why Join the Querri Partner Program?

When you join the Querri Partner Program, you're not just gaining tools—you're gaining a partner dedicated to your success. This program positions your business as a trusted advisor in the fast-evolving AI and data management landscape. With Querri, you'll have access to cutting-edge innovation, expert support, and collaboration opportunities to help your business and your clients thrive. Together, we can drive results, exceed expectations, and create lasting impact in the world of data management.



Partner Tiers and Benefits



Partner Tiers and Requirements

To ensure a clear growth pathway, Querri classifies partners into four tiers based on their performance and engagement levels. Each tier offers increasing benefits and opportunities to drive success.

Tier	Annual Revenue Contribution (Querri)	Certified Staff	Customer Satisfaction Score (Max 5)	Case Studies
Registered Partner	N/A	1	N/A	N/A
Silver Partner	\$24,000+	1	3.5-4	1
Gold Partner	\$96,000+	3	4-4.5	2
Platinum Partner	\$240,000+	5+	4.5-5	3+

Note: All requirements are assessed on a calendar-year basis to ensure consistency, regardless of when the partner joined the program. This approach aligns expectations and provides a clear evaluation period for all partners.

Lead Engagement Roles and Commission Structure

In a deal, partners can take on multiple roles, including sourcing leads, influencing or co-selling deals, reselling solutions, and providing support. These roles are **cumulative**, meaning partners can **perform more than one role in the same deal** and **earn commissions accordingly**. This flexible structure ensures that all contributions are recognized and rewarded, allowing for a collaborative and mutually beneficial partnership.

Role	Description	Commission	Cumulative
Referral Source	Partners who register and refer a lead.	10%	Yes
Influence/Co-Sell	Partners who assist in closing a deal with Querri's sales team.	10%	Yes
Resell	Partners who independently manage sales and provide Tier 1 and 2 support.	20%	Yes
Support	Partners who extend their role to include Tier 3 customer support.	10%	Yes
Renewal (Year 2+)	Partners who help with renewal opportunities	10%	Yes

Note: Commissions are cumulative up to a maximum of 40% total Annual Recurring Contract Value per deal, rewarding partners who take on multiple roles effectively.

Partner Training and Certification

1

Querri Sales Training

Recommended for all partners to understand Querri's value proposition and how to pitch Querri to customers.

2

Querri Fundamentals Certification

Required for all partners to understand core product features.

3

Querri Advanced Data Management Certification

Focused on advanced use cases and data handling.

4

Querri Solution Architect Certification

Designed for technical experts to architect Querri solutions.





5

Querri Reseller Certification

Specific to resellers for handling independent sales and post-sales support.

Querri Support for Partners

Querri is committed to partner success and provides comprehensive support:

-  **Partner Portal**
Access to sales tools, marketing materials, and technical resources.
-  **Dedicated Partner Support Channel**
Fast and reliable support for all partner inquiries.
-  **Regular Product Updates and Training**
Keep partners up-to-date with new features and solutions.
-  **Reseller-Specific Support**
Tailored resources and assistance for resellers.



Not-for-Resale (NFR) License for Partners

Not-for-Resale (NFR) licenses are a tool used by software companies to support their partner ecosystem by providing access to their software for non-commercial purposes related to sales, marketing, and partner enablement.

Purpose	Characteristics	Restrictions	Eligibility Requirements
<ul style="list-style-type: none"> Internal use within the partner's organization. Demonstrations to potential customers. Testing and evaluation. Use in showrooms or at trade shows. 	<ul style="list-style-type: none"> Full functionality of the software. Limited duration (duration of partnership). Not to be resold or used for commercial purposes. Usage restrictions (e.g., number of queries, etc.). 	<ul style="list-style-type: none"> Cannot be installed at customer sites. Not for use in production environments. Cannot be converted to paid licenses. Non-transferable to other parties. 	<ul style="list-style-type: none"> Completion of certifications within 6 months. Active partner status.

Reseller Guidelines

1 Role

Sells Querri independently, without involvement from the Querri sales team, and directly manages the deal closure and provides tier 1 and tier 2 support to their customers. Tier 3 support related to the Querri product will be provided by Querri.

3 Ownership

Reseller will manage the customer relationship and handle all necessary legal agreements.

5 Pricing

Resellers are allowed to set their own pricing for value-added services, such as implementation and support, in addition to the base product price. While resellers cannot exceed Querri's retail price for the product itself, they can charge extra fees for any additional services they provide.

2 Involvement

Fully responsible for sales efforts.

4 Payments

Resellers handle all customer payments directly, paying Querri themselves instead of involving the customer. Resellers make payments to Querri in USD.

Lead Registration

Process:

- Partners register leads using the lead registration form that is available within the Partner portal.
 - Each lead must be tied to a specific project and contact name at the customer.
- The partner who registers a lead first is eligible for the referral commission provided the deal closes within 12 months.

Notifications:

- Partners are promptly notified about the status of their lead registration (approved or rejected) and any associated actions.

Deal Expiration

- Approved deals remain valid for 365 days from the registration date.
- If no action is taken during this time, the deal registration expires, and the lead becomes available for others to engage with.



Payment Terms & Commission Eligibility

Payment Terms

Quarterly Payments: Commissions are calculated and paid every quarter.

Payment Deadline: Payments will be made within **30 days** after the quarter ends.

Payment Method: Transactions will be processed via the **Partner's designated method** provided to Querri.

Possible Delays: Payment may be delayed if:

- Required **documentation or invoices** are incomplete.
- Necessary **information is missing**.

Commission Eligibility

Commissions are earned based on **partner program terms** and require:

- ✓ Full **compliance** with this [agreement](#).
- ✓ **Successful payment** from the customer to Querri.
- ✓ The Partner remains in **good standing** in the Querri Partner Program.



Conflict Management and Escalation

- All disputes over lead ownership or commission splits will be mediated by Querri's partner management team.
- Final decisions will be based on lead registration and acceptance dates tracked within the CRM.



Best Practices for Partners

1. Register leads promptly to secure priority and avoid conflicts.
2. Communicate openly with Querri Partner Manager and Querri sellers when collaboration is needed.