# PARTNER WITH CELUM



## BUILD EXPERTISE.
## CREATE CUSTOMER VALUE.
## GROW TOGETHER.

# JOIN THE CELUM PARTNER ECOSYSTEM AND BUILD YOUR BUSINESS AROUND THE CONTENT SUPPLY CHAIN.

- Partnering with CELUM opens up new opportunities around one of today's most critical challenges businesses face: managing, connecting and delivering content at scale, in a digital world.
- With CELUM's Content Supply Chain platform, you as a CELUM partner can expand your offering across consulting, implementation, integration and services while helping organisations turn complex content operations into connected, scalable processes.
- With our partner programme's dedicated enablement and go-to-market support, you can strengthen customer relationships and build sustainable business beyond the software itself.

### Grow your business

Create new opportunities around consulting, implementation, integration and services – from the first customer conversation to long-term optimisation.

### Expand your portfolio

Add a comprehensive Content Supply Chain platform that connects content, metadata, workflows and the systems your customers already rely on.

### Build expertise

Develop your team's capabilities through CELUM training, certification, product updates and direct access to CELUM experts.

### Go-to-market together

Benefit from sales and marketing support, joint activities, partner visibility and opportunities to bring your expertise into the CELUM ecosystem.

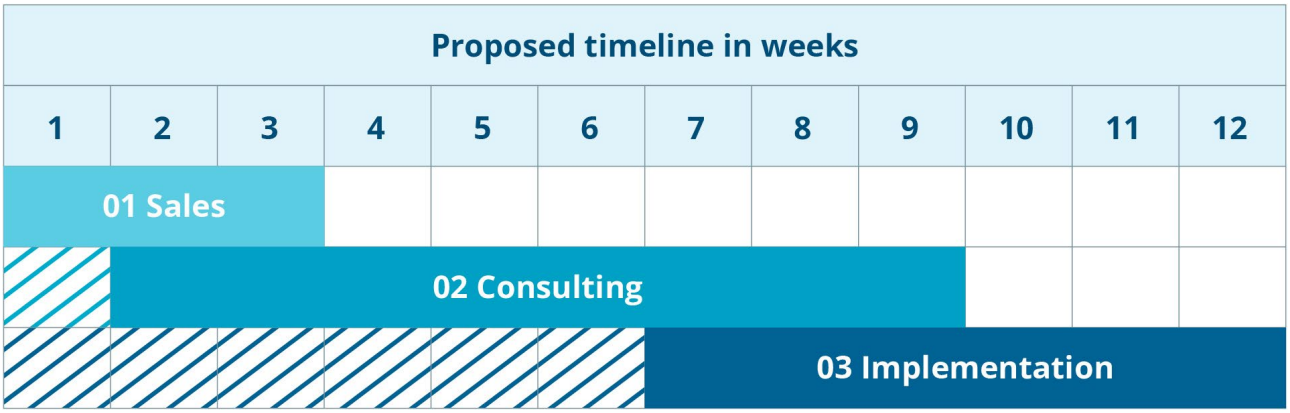
## ABOUT CELUM

CELUM, founded in 1999, is a leading European provider of Digital Asset Management (DAM) solutions for Product Content Management and Brand Management, headquartered in Austria. Its cloud-based SaaS platform enables organisations to manage their brands consistently while centrally creating, managing, delivering and analysing product and brand content across the entire Content Supply Chain – fully scalable and AI-powered. Hundreds of companies worldwide rely on CELUM.



## BUILD YOUR CELUM EXPERTISE – STEP BY STEP

Our onboarding programme builds the knowledge and capabilities your teams need step by step – from the first customer conversation to successful implementation and integration.




### Your journey to CELUM expertise

#### 01 — Sales Enablement (week 1-3)

**Position CELUM with confidence**

Understand the CELUM value proposition, recognise relevant customer challenges and identify opportunities around the Content Supply Chain.

#### 02 — Consulting Expertise (week 2-9)

**Turn customer needs into the right solution**

Learn how to analyse requirements, understand content processes and use cases, and advise customers on how CELUM can support their business.

#### 03 — Implementation Capabilities (week 7-12)

**Bring CELUM successfully into operation and connect CELUM with the customer's technology landscape**

Build the practical expertise required to configure and implement CELUM, integrate CELUM with other systems, and guide customers towards a successful go-live.



**Mark Kaslatter**
CEO @CELUM

*"The strongest partnerships create value on both sides. CELUM provides the best-in-class technology, expertise and enablement; our partners bring customer access, market insight and delivery capabilities. Together, we can scale faster, serve customers better and build sustainable business."*

## HOW CELUM SUPPORTS YOU

### We invest in your success

Becoming a CELUM Partner does not stop with onboarding. We work closely with our partners to continuously build knowledge, develop opportunities and support successful customer projects.



**Project Expertise**
Access to CELUM know-how and best practices for successful customer projects.

**Incentives**
Unmatched and lucrative revenue incentive models.

**Enablement**
Training, product knowledge and continuous learning.

**Sales & Pre-Sales**
Support for opportunities, customer conversations and solution positioning.

**Marketing & Community**
Joint activities, partner communication, events and opportunities to increase visibility within the CELUM ecosystem.

## WHAT MAKES A STRONG PARTNERSHIP

Successful partnerships are built on shared expertise, open communication and a common commitment to creating value for customers.

| CELUM brings | You bring | Together, we create |
|---|---|---|
| Best-in-class technology and innovation, product expertise, enablement and support. | Customer understanding and relationships, market and sales expertise combined with a strong and successful salesforce, consulting know-how and delivery capabilities. | Successful projects, satisfied customers and sustainable business with recurring revenue streams. |

## SELL. CONSULT. IMPLEMENT.

Build the capabilities to support your customers from opportunity to operation.

**SIGN UP TODAY:** **partners@celum.com**