

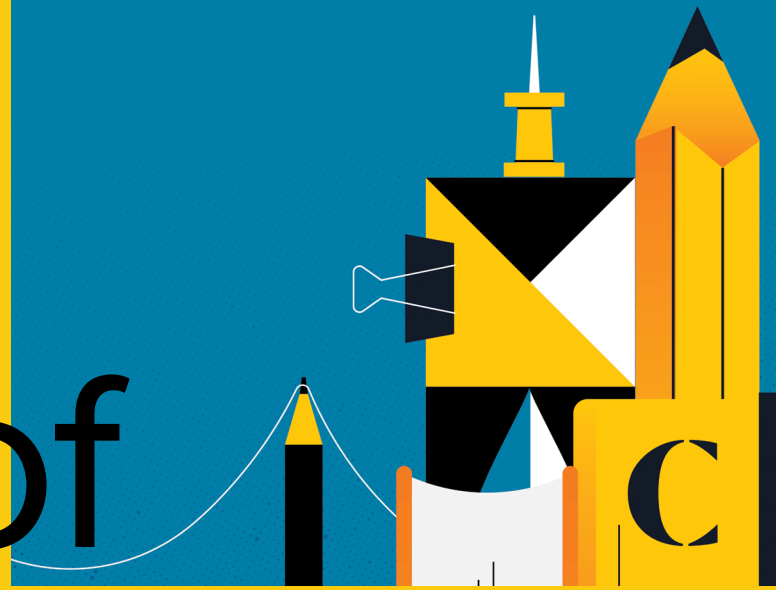


# The Instructure Channel Partner Program + You



Build a strong, profitable partnership as you sell and support the world's leading learning management system—and the Instructure Channel Partner Program supports you right back.

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# Why Instructure?

A learning management system isn't a luxury anymore. It's an absolute necessity. Educational institutions around the world demand the very best solutions. That's exactly what Instructure offers.

When you partner with Instructure, you join forces with the fastest growing edtech platform in the world. And you benefit from a partnership program that supports you as you leverage this profitable education market opportunity.

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## The Instructure Channel Partner Program gives you:

- + A channel focused on building deep and collaborative sales relationships, value-added reseller (VAR) success and business growth
- + Opportunities for revenue beyond just reselling products
- + Access to the most trusted brand in education technology
- + A customized approach to reseller markets
- + Clear compensation and incentive programs
- + Outstanding channel partner onboarding and ongoing enablement for long-term success



# Instructure Products

Instructure is dedicated to improving teaching and learning. And the Instructure Learning Platform—including the world-famous Canvas LMS—helps make learning personal through software, content, assessment tools, professional development, partner technologies, and a million-member-strong user community. Instructure solutions amplify the power of teaching and elevate the learning process, leading ultimately to improved learning outcomes.

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**The Instructure Learning Platform offers the strongest edtech solutions on the market.**

**This includes:**

- + **Canvas by Instructure** (available in 34 languages and counting)
  - Canvas LMS
  - Canvas Studio
  - Canvas Catalog
  - Canvas Credentials
- + **Impact by Instructure**

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**These products offer solutions to the challenges educational institutions face around the world.**

**For example:**

- + Creating effective online learning programs
- + Engaging students with technology in the classroom
- + Collecting accurate and actionable data to drive instruction



# Instructure's flagship product, Canvas, is consistently winning in the edtech marketplace.

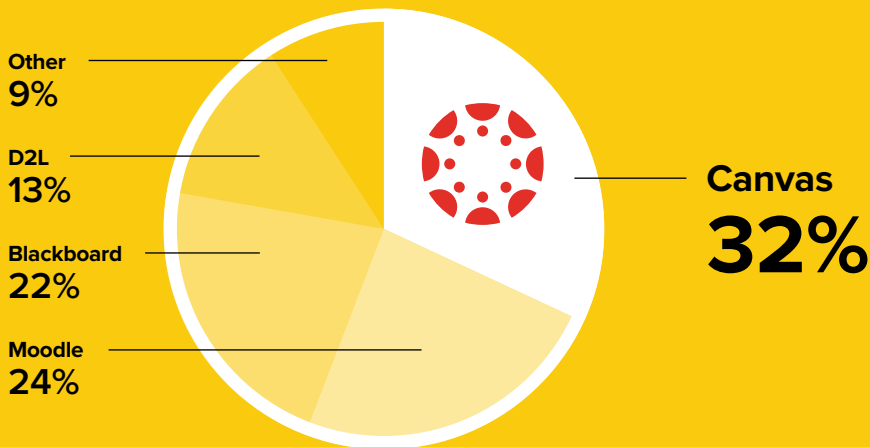


## Market Share Leader in U.S.

### Paid LMS

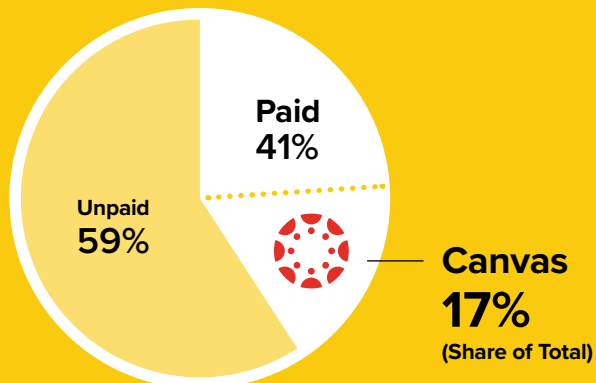
#### U.S. HIGHER EDUCATION

~4,000 Schools <sup>1</sup>



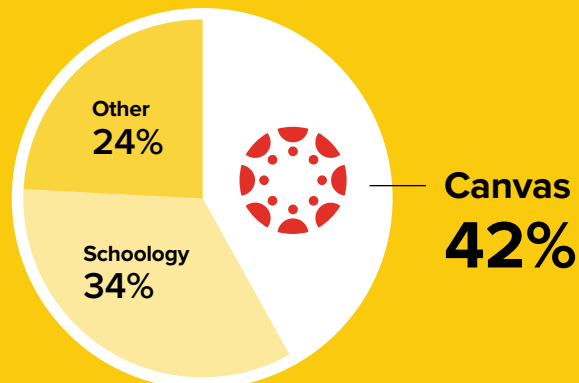
#### U.S. K-12

~18,000 Districts <sup>1</sup>



#### U.S. K-12

~7,400 Districts with Paid LMS <sup>1</sup>



# Instructure Channel Partner Program

This program focuses on you and your company—and how we can best support you in selling Instructure products, as well as providing related services and support to your customers.

You get all sorts of benefits and incentives, provided on a tiered structure with expanded benefits for higher tiers. This includes a customized approach to your market and access to Instructure's marketing engine.

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## Products

The Instructure Learning Platform, which includes:

- + **Canvas by Instructure** (the top LMS)
  - Canvas LMS
  - Canvas Studio
  - Canvas Catalog
  - Canvas Credentials
- + **Impact by Instructure**

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## Marketing

- + Access to Instructure resources
- + A dedicated channel marketing specialist
- + Co-brandable assets
- + Market development funds
- + Opportunities to engage at conventions and Instructure-sponsored events
- + Anything you need to reach new customers, create brand awareness, and accelerate sales

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## Onboarding + Enablement

- + Gives your sales and service teams the resources and knowledge to sell and support Instructure products
- + Focuses on driving sales and accelerating time to market

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## Incentives + Compensation

- + Deal registration
- + Tiered approach
- + Competitive discounts on MSRP
- + Market development funds
- + Backend rebates
- + 100% revenue through Services

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## Tools

- + Training
- + Services Revenue
- + Support
- + Sales Support

# Incentives + Commissions

We create mutually beneficial partnerships, which means giving our partners a competitive discount on all products.

Our Channel Onboarding Program and ongoing enablement also help you generate increased revenue through services like implementation, training, and support.

Partners can access support and rebates according to the following tiers:

	ACV	Backend Rebate	MDF	Deal Registration	CAM	Marketing	SE Support
<b>Platinum</b>	\$500K (USD)	7%	5%	✓	✓	✓	✓
<b>Gold</b>	\$250K	5%	5%	✓	✓	✓	✓
<b>Silver</b>	\$100K	3%	3%	✓	✓		

(ACV) Annual Contract Value; (MDF) Marketing Development Funds; (CAM) Channel Account Manager; (SE) Solutions Engineer



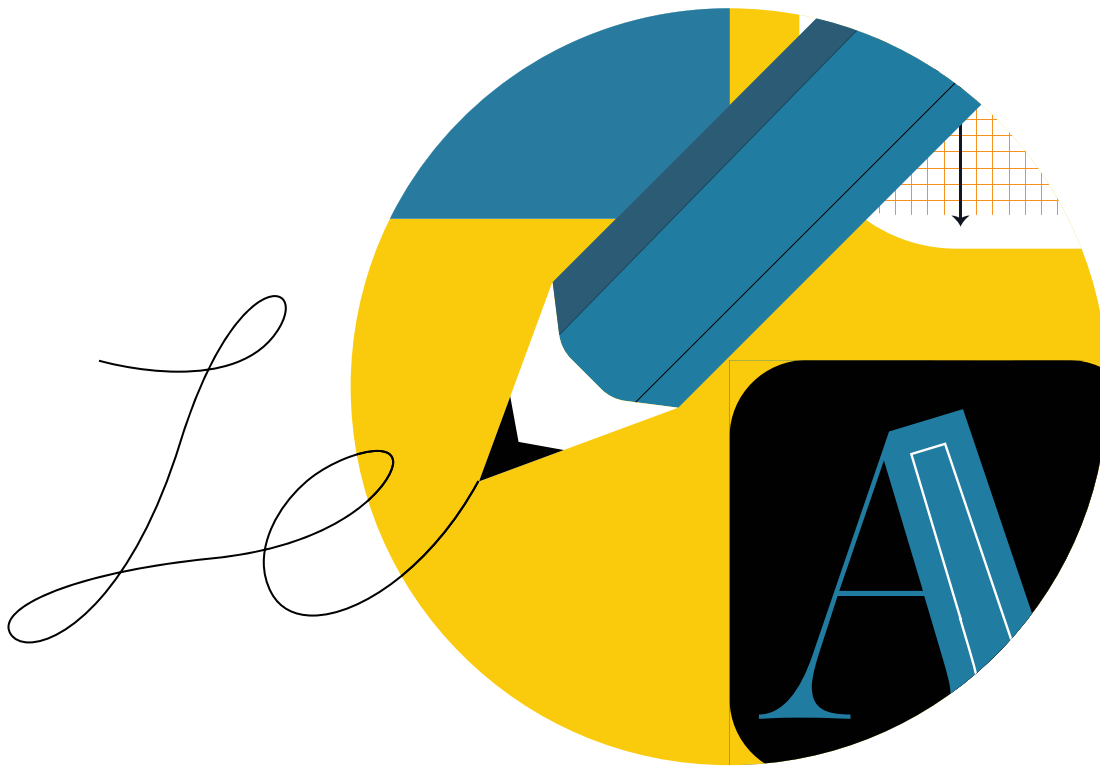
# Marketing

Marketing is essential to a product's success—especially when it's new on the market. We partner with you every step of the way to support your marketing efforts and your business overall.

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## You can count on:

- + A dedicated channel marketing expert
- + Access to marketing resources
- + Opportunities to engage with Instructure-sponsored events
- + Market development funds
- + Ongoing marketing support and enablement
- + Lead sharing from Instructure to partners
- + The power of the Instructure marketing engine



# Services

You're more than a reseller to Instructure. Our world-class enablement program is here to support you in building a successful customer success program around Instructure products and services. Keep 100% of your Instructure-based services revenue, enjoying the freedom to build services

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## For example:

- + **Implementation Services** - Taking a new client from zero to student launch.
- + **Training Services** - Teaching end users how to leverage Instructure tools in their classrooms.
- + **Canvas Support** - Answering questions and developing user confidence.
- + **Instructional Design** - Supporting educational institutions with design and creation services.
- + **Consulting and Strategic Services** - Assisting an institution with everything from adopting to implementing an LMS.





**5 YEARS**

# Enablement + Certification

This program offers you essential professional training and product knowledge.

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## For example:

- + Asynchronous certification courses supported by Live Benchmark webinars
  - Fundamental Sales Enablement for your sales team, solutions engineers, and marketing team.
  - Additional Services Enablement that will authorize your team to provide Implementation, Training, Consulting, Instructional Design, and any thing else you might need
  - Product knowledge (for both educators and administrators) on the Canvas LMS, as well as Canvas products like Studio, Catalog, Credentials, Mobile, Analytics, and Commons
  - Live engagements, which include follow-up Q&A and hands-on training
- + Leveraging Canvas to help you learn about Canvas at [Panda University](#)
- + Personalized support through your Channel Account Manager and the Instructure Channel Team



# Ongoing Enablement

After onboarding, Instructure continues to support you with regular upskilling and professional development opportunities.

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**This includes:**

- + Monthly webinars
- + Annual skill recertification
- + Regional sales huddles led by channel account managers/channel coordinators, with guest speakers from regional offices
- + Invitations to sales-methodology training with the Instructure Enablement Team
- + Additional programs and initiatives as needed to support successful channel health and growth



# Tools

We take your success seriously and are always working to make sure you have access to the tools you need.

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## These include:

- + A robust partner portal:
  - Deal registration
    - + Create opportunities, update status, receive information, generate leads, register deals
  - Sales resource center
  - Co-brandable marketing assets
  - Enablement courses (via Canvas)
  - Partner relationship management
- + Demo and sandbox licenses for all products
- + A dedicated channel account manager, your co-selling partner
- + Channel sales coordinators to help you leverage channel program tools and resources



# Target Customers

The worldwide higher education landscape is complex. Equality and access issues, demographic trends, and technological changes are all affecting the way colleges and universities deliver education.

This environment is ripe for positive changes and developments, with student success as the focus and technology driving decision-making. Institutions must find ways to innovate in order to stay relevant, attract and retain students and faculty, and continue to prove a positive return on investment. Education must also transition to more flexible access and skills-based models that meet the changing needs of students.

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## The Instructure Learning Platform helps institutions worldwide meet these goals by:

- + Offering learning management tools that consider both the ways students learn and the ways faculty teach with **Canvas by Instructure** products
  - Increase engagement with video learning and **Canvas Studio**
  - Offer skills-based courses and professional development in a branded course catalog with **Canvas Catalog**
  - Grant credentials and badges for student achievement with **Canvas Credentials**
- + Providing data-centric decision making, campus communication, and edtech adoption with **Impact by Instructure**



# Ideal Partner Profile

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## The optimal value-added reseller (VAR) for Instructure has:

- + Sufficient staff to successfully sell and provide services
- + A strong business plan for selling edtech
- + Access to a targeted customer base (higher education, K-12, continuing education, professional programs, etc.)
- + Demonstrated success in mobilizing sales teams around a new product rollout
- + The knowledge/expertise to provide value-added services to Instructure customers (e.g., training, localization, implementation, strategic planning, migration services)
- + The ability to meet sales targets in collaboration with the Instructure Channel Team
- + Experience reselling other educational tools (ie, Microsoft, Zoom, ServiceNow/Freshworks, AV technology, LMS, LMS add-ons)





**We look forward to  
partnering with you.**

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**Questions? Reach us at  
[channels@instructure.com](mailto:channels@instructure.com)**