Discover the Blackboard Channel Partner Program

Inspire the world to learn

150M+ international learners, leading-edge products and services and an exceptional Channel Partner Program: build a profitable partnership with Blackboard.
Why Partner with Blackboard?

When you partner with Blackboard you partner with the largest and most experienced education technology company in the world. Since our founding in 1997, we have helped millions of people around the world find new ways to learn, connect and advance.

We provide unrivalled products, consulting, analytics and communication tools to support everyone’s learning, from primary and secondary education, to higher education, government and professional learning. Blackboard is the trusted solution provider to more than 19,000 customers across 100 countries, including 80% of the world’s top academic institutions*.

The global education market is at a critical inflection point that represents a timely investment opportunity for you to partner with Blackboard.

The International higher education industry is massive and growing:

- $475B+ Education spend
- 150M+ Learners
- 22,000+ Institutions**

We provide the perfect partnership to leverage these new and profitable market opportunities.

Blackboard offers:

- A channel business model focused on working in partnership, enabling you to help your customers excel and increase the value of their technology investment.
- Established and trusted brand in the education technology sector
- Market opportunity with 150M+ international learners in next 7 years
- Exceptional end-to-end education technology solutions and services
- Generous compensation and incentives
- Excellent Channel Partner Program for long-term success

*Percentage of Top 50 Times Higher Education Reputation Ranking 2014
**Source: Chronicle of Higher Education, Gartner (2015), TechNavio
The Blackboard Channel Partner Program is all about you and how we can support you to sell our products and services. As a Blackboard Channel Partner you can tap into a range of excellent benefits, valuable financial incentives, helpful support resources and useful tools to help you market, sell, and deliver products and services more effectively.

It’s simple. As a Blackboard Channel Partner we will work with you to achieve one of our three partner levels which are assigned to you based on your investment in dedicated resources and a yearly minimum sales commitment.

• Gold • Silver • Standard

“Since our partnership in 2011, Blackboard has provided the most innovative educational solutions and services that complimented our business and made us the eLearning pioneer in the region.”

Abdulaziz Alsania, CEO and Founder, Board Middle East (BME): Gold Channel Partner, Middle East
Product Portfolio & Services

With a full suite of unrivalled products, Blackboard provides you the ideal opportunity to create new and profitable opportunities. Learners and educators across all environments from higher education to professional and skills training, find our portfolio accessible, tightly integrated and connected into sensible workflows. With solutions that are compatible to over 20 languages, we offer a rewarding user experience that is used by millions of learners worldwide every day.

Our platforms cover the delivery and management of learning processes, live online learner collaboration, mobile applications, every day communication with stakeholders, data analytics, course planning and even campus commerce and security.

<table>
<thead>
<tr>
<th>Blackboard Learn</th>
<th>A powerful learning management system available for managed-hosted or self-hosted clients.</th>
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<tbody>
<tr>
<td>Analytics for Learn</td>
<td>A business intelligence solution that delivers analytical reporting, data warehousing and deep insights for institutions on their student performance.</td>
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<tr>
<td>Mobile Learn</td>
<td>Mobile Learn delivers an institution’s course content to a student’s mobile device.</td>
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<tr>
<td>Bb Grader</td>
<td>A mobile app that provides instructors with a portable solution for reviewing, providing feedback, and grading student submissions to their Blackboard Learn courses.</td>
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<tr>
<td>Bb Student</td>
<td>Blackboard’s next generation native mobile application. It interfaces directly with Blackboard Learn, providing course content and data that enables learners to stay up-to-date on their academic progress and requirements.</td>
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<td>Collaborate</td>
<td>A web conference solution that offers a real time teaching and learning experience through classrooms, offices and meeting spaces on the web or on mobile.</td>
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<td>Managed Hosting Services</td>
<td>A services solution to support institutions with the necessary infrastructure and back-end operational systems to run their Blackboard solutions.</td>
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<td>Moodlerooms</td>
<td>An open source learning management solution, based on Moodle. It provides institutions with a range of features to customise their teaching, learning and administration capabilities.</td>
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<td>X-Ray Learning Analytics</td>
<td>A predictive analytics solution that provides deep insight into learner behaviour.</td>
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<td>Blackboard Connect</td>
<td>A mass notification system that enables institutions to reach a specific community within minutes.</td>
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<td>Analytics &amp; Registration Module</td>
<td>A comprehensive and flexible registration and reporting solution that provides deep insights on learner performance, enrolments, completed courses while also supporting multiple payment models, organisational structures and learning paths.</td>
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Engage with the Blackboard International Consulting Services (Blackboard ICS) team to leverage a comprehensive portfolio of services, tools and methodologies to support your clients, leveraging two purpose built programs:

**Channel Service Delivery Enablement Program (CSDE)**

- A program that certifies you to deliver services at the same high level of success and satisfaction as our internal team.
- The CSDE Program combines training and support for your team so that you can capitalise on the opportunities available to you as a trusted Blackboard Partner.

**Blackboard Consulting Services Program**

If you choose not to enrol in the CSDE program, there is the option of services delivered directly to your clients by the Blackboard ICS team. Consulting Services are grouped into the following categories:

- **Strategic Services** – for advising and supporting institutions with strategic review and planning, readiness assessment and change management which are platform independent.
- **Content Services** – custom content development and migration services, supporting multiple pedagogies and content formats.
- **Custom Development Services** – for clients that require tailor made solutions.
- **Platform and Training Services** – for driving effective use of Blackboard technology platforms for adoption and optimisation.
Incentives & Compensation

Based on your status, you will be on one of the following incentives & compensation levels.

Gold Partner:
Highest Commission/Margin rates.

Silver Partner:
Elevated Commission/Margin rates.

Standard Partner:
Baseline Commission/Margin rates.

“When we started our relationship with Blackboard in 2011, we were looking for a company that could reinforce Grupo A’s position as a leading company in Educational Solutions, adding to our portfolio a strong brand from a reliable company with a cutting edge technology. Blackboard is all that, supporting us in great deals with the most important institutions in Brazil”

Pavlos Dias, Director of EdTech Business Unit, GrupoA : Gold Channel Partner, Brazil
Marketing

Marketing is crucial to sales growth, so we'll help you develop a plan and enable it. Depending on your status across Gold, Silver or Standard levels, Blackboard provides access to a comprehensive suite of marketing benefits.

- Collaboration on regional marketing programs
- Our experienced regional channel marketing management
- On-boarding Program to get you started
- Assets and tools to create demand and accelerate sales pipeline
- Extended support in digital marketing, social media, PR
- Annual Partner Forum and monthly newsletter
Enablement

Blackboard offers an enablement program for you to drive sales productivity and accelerate the close of sales opportunities.

Sales On-boarding Program:
An on-boarding program prepares your new sales personnel with a foundation to effectively sell Blackboard solutions while minimising time to close the first productive sale.

Sales Training:
We are committed to helping you achieve your training goals aided by our technology and people. A training program of self-paced and paced training curricula provided by Blackboard University offers you an online or a face-to-face workshop environment for both a sales and a pre-sales role.

“The quality of the training and resources provided to us by Blackboard during the onboarding process, allows us to deliver to African universities, with local expertise necessary for the success of their digital learning projects”

Mr. Herve A. KOUADOU, Managing Director, Quazzars: Standard Channel Partner, Ivory Coast
Tools

Channel Partner Portal*: All the information you need at the click of a button for sales, marketing, products and services, enablement and support resources with single sign-on to:

- **Blackboard Sales Resource Center**: Access to Sales Presentation Decks, ROI Tools, Case Studies, Competitive Intelligence, Proposal Templates.
- **Salesforce.com**: Blackboard CRM Tool to create opportunities, update statuses; receive information on leads generated by Blackboard.
- **CPQ**: Contract, Price, Quoting Tool which sits within SFDC.

Demo and Sandbox Licences:
Demo licences hosted by Blackboard, which you can use for your demo initiatives with clients and prospects.

**ReferenceView**

*ReferenceView* is a robust tool that provides the selection and filtering system needed to identify the best references to use in an opportunity.

*subject to availability
Eligibility and Requirements to become a Channel Partner

“Not only has it been a real advantage to partner with Blackboard early on as the best education technology provider, but also having access to the shared experience of an international community through Blackboard has made us more effective at offering solutions in our region.

Justin Caris, Marketing Manager, Eiffel Corp.: Gold Channel Partner, South Africa
Eligibility

To participate and qualify for any of the Blackboard Channel Partner benefits, you must meet the following standard eligibility requirements, as a minimum.

• Access to a target customer base (Higher Education, Further Education, Vocational, Professional Education)
• Financially sound and stable business operation
• Proven ethical business practices
• 2-3 years of an existing business development / sales capability
• Ability to invest in the Blackboard partnership in sales, marketing, support and consultancy resources
• Business operation representation in country
• Experience in selling education technology and solutions to education and/or professional training markets advantageous
• An established presence in the target market

Requirements

As a Blackboard Channel Partner, there will be certain requirements of you at the various partner levels set out in the Blackboard Channel Partner Program including meeting a minimum staffing quota for sales, marketing, solution engineering and customer services.