



Blackboard[®]
NOW PART OF ANTHOLOGY

Discover the Blackboard Channel Partner Program

Let's Advance Learning

Our Channel Partner Program is a profitable partnership with Blackboard, the provider of leading-edge products and services used by over 150 million learners and educators around the globe.

Why Partner with Blackboard?

Blackboard is leading the next wave of EdTech innovation through the market's only true EdTech platform. Through connected experiences across technologies and solutions that support learners inside and outside the classroom, Blackboard clients set the bar for modern teaching and learning.

With a mission of advancing learning so that all learners, educators and institutions can achieve their goals today and prepare for tomorrow, Blackboard has its sights set on the future.

Blackboard is your trusted solution provider.

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

The education industry is **massive and undergoing a digital transformation.**



\$5.4T+
education
spend*



4,800%
increase in digital classroom
use from 2019 to 2020



22,000
institutions
worldwide*

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

Blackboard offers:

- A channel business model focused on enabling you to help your customers excel and increase the value of their technology investment
- Your alignment with an established and trusted brand in the education technology sector
- An expanded market opportunity (150M+ global learners)
- Exceptional end-to-end education-first solutions and services
- Lucrative incentives and rewards
- A framework for long-term success

**Source: HolonIQ (2021), Global Impact Intelligence*

Blackboard Channel Partner Program

The Blackboard Channel Partner Program is our effort to support you as you sell our products and services.

As a Blackboard Channel Partner, you can tap into numerous benefits, valuable financial incentives, helpful support resources and useful tools to help you market, sell, and deliver Blackboard products and services more effectively.

It's simple. As a Blackboard Channel Partner, we're here to assist your success.

Gold | Silver | Bronze | Standard

Blackboard Channel Partner Program



Product Portfolio & Services

Materials on products and services covering the management of learning processes.



Incentives

Based on your status, there are generous levels of incentives available.



Enablement

Assistance in driving sales productivity and accelerating time to market.



Marketing

A comprehensive suite for reaching new customers, creating brand awareness and increasing sales.



Tools

A host of resources for sales, marketing, products and services, enablement, and support services.

“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 Alsanía, CEO and Founder, Board Middle East (BME): Gold Channel Partner, Middle East



Product Portfolio & Services

Product Portfolio

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.

Blackboard Learn. A learning management system (LMS) that allows educators to deliver life-changing teaching and learning experiences with unmatched pedagogical autonomy.

Blackboard Collaborate. Collaborate is an intuitive, powerful virtual classroom built specifically for education, designed to enhance the learning experience for faculty and students.

Blackboard Analytics for Learn. A learning analytics data warehouse providing data-driven insights that enable institutions to optimize course design for academic performance, improve reporting efficiency, support faculty development, promote self-regulated learning, and measure return on educational technology investments.

Blackboard Academy (including DTLS). Blackboard Academy offers high quality professional development for educators, by educators, through self-paced courses, cohort-model series and stand-alone courses.

Blackboard Ally. An accessibility tool that helps educators and institutions create a more inclusive learning environment.

Blackboard Assist. A feature within Blackboard Learn that enables institutions to create one central hub that connects students to trusted support services. Institutions can elect to include their own support services, Blackboard-powered support services, and select 3rd party resources. The goal is to give students simple and anytime access to resources that will help them flourish—in class and in life.

Blackboard Data. Collects activity, engagement, and performance data across the Blackboard SaaS EdTech platform and combines it into a powerful, integrated data model. The data model can be used to power embedded insights and recommendations across Blackboard EdTech solutions, as well as management intelligence in Blackboard Data Reporting

Blackboard Data Reporting. Empowers institutional leaders to build and deliver effective online education strategies that assure parity of the student experience. It's designed to drive intervention at scale to maximize impact.

Blackboard Data Developer. Provides direct access to the data model for SQL experts via the Snowflake web interface. Snowflake also supports machine-to-machine connections, enabling you to connect your own Business Intelligence (BI) tool and build custom reports and dashboards.

Blackboard Connect (where available). A mass notification system that allows an organization to send updates and emergency alerts to everyone in the community through emails, phone calls, text messages, or social media channels.



Product Portfolio & Services

Services

Engage with the Blackboard International Consulting Services (Blackboard ICS) team to utilize a comprehensive portfolio of services, tools and methodologies. Support your clients by 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 capitalize on the opportunities available to you as a trusted Blackboard Partner.

Blackboard Consulting Services Program

If you choose not to enroll in the CSDE program, services can be delivered directly to your clients by the Blackboard ICS team. Consulting services are grouped into the following categories:

- **Strategic Services.** 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.** Tailor-made solutions
- **Platform and Training Services.** Driving effective use of Blackboard technology platforms for adoption and optimization





Incentives

Based on your partner level, you will receive the following incentives:



Gold Partner

Highest incentives and rewards



Silver Partner

Elevated incentives and rewards



Bronze Partner

Baseline incentives and rewards



Standard Partner

Referral fee/single sale/teaming

“We have been a partner of Blackboard for over 20 years, and it has been a great journey so far. Having Blackboard as part of our portfolio has opened up opportunities in Higher Education and Corporate organizations. Our clients identify us and Blackboard as companies that can help them with their educational needs. We feel really comfortable working with Blackboard because we work as a team, what is good for us will be good for Blackboard too and vice versa. As we continue growing our businesses together, We are really proud of our joint achievements and to be a Blackboard channel partner.”

Daniela Ortiz de Montellano, General Director, Sicom – Mexico



Enablement

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

Sales Onboarding Program

An onboarding program prepares your new sales personnel with a foundation to effectively sell Blackboard solutions while minimizing time to close the first productive sale.

Sales Training

A self-paced training curriculum, provided by Blackboard, offers you online and face-to-face workshop environment for pre-sales and sales roles.





Marketing

Marketing is crucial to your sales growth. We will assist you in plan development and enablement. Depending on your partner level, Blackboard provides access to a comprehensive suite of marketing benefits.

- Collaboration on regional marketing programs
- Experienced regional field 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 and public relations
- Annual partner forum and monthly newsletter





Tools

Channel Partner Portal*

A trove of resources for sales, marketing, products and services, enablement, and support services—all with a single sign-on for:

- **Blackboard Sales Hub.** Access sales presentation decks, ROI tools, case studies, competitive intelligence, proposal templates, and more
- **Salesforce.com.** Organize opportunities, update statuses, and receive information on leads generated by Blackboard
- **CPQ.** Utilize contract, price, and quoting tools

Demo and Sandbox Licenses

Hosted by Blackboard, these can be used with clients and prospects.

Deal Registration

Register fully qualified leads and gain deal priority

Lead Management

Upload, View, maintain and qualify your current leads in our partner portal

Partner Community

Take advantage of the partner network

ReferenceView

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

Eligibility

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

- Access to a target customer base (Higher Education, Further Education, Vocational, Professional Education)
- Evidence of a financially sound and stable business operation
- Proven ethical business practices
- 2-3 years of existing business development/sales capability
- Ability to invest in the Blackboard Partnership sales, marketing, support and consultancy resources
- Business operation representation in designated territory/country
- Experience in selling education technology and solutions to education/professional training, or government markets
- 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.

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