



Partner Program Guide

Your Comprehensive
Guide to Partner Success

This guide outlines the structure, benefits, and opportunities of the OpenSesame Partner Program, providing you with the tools and insights needed to maximize our shared success. OpenSesame may update this guide at its discretion from time to time.

Table of Contents

2	Introduction
2	Program Objectives
3	Key Processes
3	Program Tiers & Revenue Thresholds
4	Partner Benefits
5	Financial Incentives
6	Product Integration
8	Participation Standards



1. Introduction

At OpenSesame, we believe in the transformative power of training and its ability to unlock potential, not just for individuals, but for entire organizations. Since our founding in 2011, we have been driven by a singular mission: to enable companies to build their most productive and inspired workforces through accessible, world-class digital learning.

With tens of thousands of courses, AI-driven insights, and expert curators, we help identify critical skill gaps and deliver impactful training that drives measurable outcomes. Over the years, OpenSesame has grown from a bold idea into a trusted partner for businesses worldwide, offering more than 40,000 expertly curated online courses through our Marketplace and human-powered AI course creation platform.

We know that to reach new heights, we cannot do it alone. That’s why we’ve designed the OpenSesame Partner Program—a strategic initiative to work hand-in-hand with like-minded organizations to expand the impact of high-quality learning experiences.

This guide provides a comprehensive overview of our partner program, detailing the tiers, benefits, resources, and requirements expected of our partners. Together, through shared commitments and mutual accountability, we can create opportunities for innovation, growth, and shared success.

2. Why Partner with OpenSesame



Access a marketplace of over 40,000 curated online courses to support workforce learning and development.

Collaborate with a trusted leader in the online training industry.

Unlock tiered benefits tailored to help you succeed at every stage of your partnership journey.

3. Program Objectives



Drive Predictable Revenue Growth: Strengthen collaboration with committed partners to achieve scalable and consistent results.



Foster Long-Term Relationships: Build trust and alignment through clear expectations, resources, and shared goals.



Increase Market Reach: Leverage both OpenSesame’s and your networks to expand our collective footprint.



Optimize Impact: Focusing efforts on shared priorities and aligning resources to drive meaningful results for both our businesses.



Delight Our Joint Customers: Deliver exceptional learning experiences that empower organizations, enhance customer satisfaction, and drive long-term success.

4. Key Processes



Product Integration: Ensure a smooth integration of OpenSesame content into your platform with dedicated support and API resources.



Marketing Activations: Boost visibility with co-branded collateral, templates, targeted campaign opportunities, and tools to convert joint pipelines.



Co-Selling: Work closely with OpenSesame sales teams using account mapping, sales intelligence tools, and co-selling strategies to grow your business.



Onboarding & Enablement: Start strong with welcome kits, live enablement sessions, and tailored resources to build a solid foundation for our partnership.



Lead Registration: Seamlessly register and track leads and deals through OpenSesame's Partner Relationship Management (PRM) system.

5. Program Tiers

As the OpenSesame Partner Program evolves, so does our approach to recognizing and rewarding partners. Your program tier is determined by a combination of your forecasted revenue potential and our shared business plan. In 2026, we're introducing refined tier thresholds that better reflect the growth, engagement, and commercial success we're seeing across our ecosystem.

These updates help ensure partners receive the right level of support and benefits based on their impact. While many program elements remain the same, partners can expect:



Regular reviews (every 6–12 months)



Tier placements based on performance and alignment



Continued flexibility for growing and scaling together

We'll work closely with you to ensure you're in the tier that best supports your goals and maximizes the value of our partnership.



Strategic partners are highly aligned collaborators who deliver exceptional value by driving strategic outcomes. They lead the way in shaping impactful customer experiences and achieving measurable growth, setting benchmarks for excellence within the program.



Growth partners are key contributors who deliver consistent results and predictable revenue. They are expanding their impact through collaboration and growth, driving scalable value and advancing mutual success.



Foundation partners are focused on growth, laying the foundation for future success, and may be poised to deepen their engagement and accelerate their impact. This tier represents a promising group with significant potential to scale.

2026 Tiers Requirements

GTM Motion	Foundation (Tier III)	Growth (Tier II)	Strategic (Tier III)
Referral	N/A	\$100,000	\$300,000
Assisted Reseller		\$150,000	\$450,000
Full Reseller		\$200,000	\$600,000
OEM		\$1,000,000	\$3,000,000

6. Partner Benefits

The OpenSesame Partner Program offers a variety of benefits tailored to help you grow your business, expand your market reach, and create meaningful impact. These benefits evolve as you progress through the tiers, with increasing levels of support, resources, and exclusive opportunities. From co-marketing activations to enhanced onboarding and customer success tools, we are here to help you succeed every step of the way.

Partner Benefits			
Partner Type/ Benefit	Foundation	Growth	Strategic
Partner Management	<ul style="list-style-type: none"> ✓ Digitally Led 	<ul style="list-style-type: none"> ✓ Managed by Strategic Partner Manager (SPM) 	<ul style="list-style-type: none"> ✓ Managed by Strategic Partner Manager (SPM) Executive Sponsor
Engagement Standards	<ul style="list-style-type: none"> ✓ Email-based, reactive partner support ✓ Strategic Partner Manager Office Hours 	<ul style="list-style-type: none"> ✓ Live, proactive partner support ✓ Bi-weekly recurring meetings with SPM ✓ Bi-annual business reviews 	<ul style="list-style-type: none"> ✓ Live, proactive partner support ✓ Weekly recurring meetings with SPM ✓ Quarterly business reviews
Welcome & Introduction	<ul style="list-style-type: none"> ✓ New Partner Program Welcome Kit ✓ New Partner Announcement Kit 	<ul style="list-style-type: none"> ✓ New Partner Program Welcome Kit ✓ Joint PR Partnership Announcement ✓ Live onboarding session 	<ul style="list-style-type: none"> ✓ New Partner Program Welcome Kit ✓ Joint PR Partnership Announcement ✓ Enhanced onboarding support
Sales & Marketing	<ul style="list-style-type: none"> ✓ PRM Lead Referral/Registration ✓ Self-Service Co-Marketing Kit ✓ Partner monthly newsletter subscription 	<ul style="list-style-type: none"> ✓ PRM Lead/Deal Referral/Registration ✓ Tailored Co-Marketing templates ✓ Event Co-Sponsorship & activations (invite only) ✓ Partner monthly newsletter subscription ✓ Account Mapping tools ✓ Co-sell with OpenSesame Sales Sales promotions (invite only) 	<ul style="list-style-type: none"> ✓ Sales promotions and success enablement ✓ PRM Lead/Deal Referral/Registration ✓ Custom Co-Marketing ✓ Event Co-Sponsorship & activations (invite only) ✓ Partner monthly newsletter subscription ✓ Account Mapping tools ✓ Co-sell with OpenSesame Sales Sales promotions (invite only) ✓ OpenSesame CS enablement opportunities (invite only) ✓ Annual Customer Success Story Featured in OpenSesame.com Partner Page
Premium Benefits	<ul style="list-style-type: none"> ✓ Access to partner resources and opportunities for future growth 	<ul style="list-style-type: none"> ✓ Annual Partner Awards 	<ul style="list-style-type: none"> ✓ OpenSesame Sales Kickoff ✓ Annual Partner Roundtable/Advisory Board ✓ Industry award collaborations

7. Financial Benefits of the OpenSesame Partner Program

As a valued partner, your success is our success. The OpenSesame Partner Program offers structured financial incentives to reward and support our partners as they drive new business and long-term customer retention. These financial benefits scale with your level of engagement and contribution, ensuring alignment with our shared business objectives.

New Business Incentives

Partners who bring in new business are eligible for revenue-sharing incentives or discounts, depending on their engagement model. These incentives vary based on partner program tier—**Foundation, Growth, or Strategic**—and the **Go-To-Market (GTM) Motion** utilized.

New Business Incentives			
GTM Motion	Foundation	Growth	Strategic
Referral	5% revenue share (Year 1)	10% revenue share (Initial Term)	15% revenue share (Initial Term)
Assisted Reseller	N/A	15% revenue share (Initial Term)	20% revenue share* (Initial Term)
Full Reseller	N/A	25% discount**	30% discount**

* By negotiation and approval from OpenSesame Partner Leadership.

** Discount levels are based on the reseller level of responsibility.

There is no revenue share incentive offered for volume purchase referrals

Renewal Incentives

To encourage customer retention and ongoing engagement, OpenSesame provides renewal incentives based on the partner's GTM Motion and partner program tier level.

Renewal Incentives			
GTM Motion	Foundation	Growth	Strategic
Referral	N/A	0% revenue share (Renewal Term)	5% revenue share (Renewal Term)
Assisted Reseller	N/A	5% revenue share (Renewal Term)	10% revenue share* (Renewal Term)
Full Reseller	N/A	25% discount**	30% discount**

* By negotiation and approval from OpenSesame Partner Leadership.

** Discount levels are based on the reseller level of responsibility.

There is no revenue share incentive offered for volume purchase referrals

8. Product Integration Benefits

As a partner, you'll gain access to OpenSesame's Product and Engineering teams to integrate our content into your platform via our APIs. The level of support you receive will depend on your program tier and go-to-market (GTM) motion. For larger, more strategic partners, we offer enhanced support, including direct API builds to meet unique integration needs and ensure success.

Integration Support			
Integration Offer	Foundation	Growth	Strategic
Support	<ul style="list-style-type: none"> ✓ Documentation ✓ Office Hours 	<ul style="list-style-type: none"> ✓ Integration Program Manager 	<ul style="list-style-type: none"> ✓ Integration Program Manager ✓ Integration Product Manager
Supported Launch Methods	<ul style="list-style-type: none"> ✓ SCORM ✓ AICC 	<ul style="list-style-type: none"> ✓ SCORM ✓ AICC ✓ Launch Links/SSO 	<ul style="list-style-type: none"> ✓ SCORM ✓ AICC ✓ Launch Links/SSO
Project Management	Not Applicable	<ul style="list-style-type: none"> ✓ Supervised 	<ul style="list-style-type: none"> ✓ Managed
Product Alignment	Not Applicable	<ul style="list-style-type: none"> ✓ Roadmap alignment meeting every 12 months 	<ul style="list-style-type: none"> ✓ Roadmap alignment meeting every 6 months

Integration Type		
Partner Type	Foundation/Growth	Strategic
Referral	<ul style="list-style-type: none"> ✓ Direct Integration 	<ul style="list-style-type: none"> ✓ Direct Integration
Assisted Reseller		<ul style="list-style-type: none"> ✓ Direct Integration (preferred) ✓ GraphQL (specific use cases)
Full Reseller		<ul style="list-style-type: none"> ✓ Direct Integration (preferred) ✓ GraphQL (full catalog build, OpenSesame branding)
OEM		<ul style="list-style-type: none"> ✓ GraphQL (co-branded catalog build) ✓ Enterprise Content Platform + Direct Integration

Integration Expectations

When integrating with OpenSesame, we work together to ensure a seamless and high-quality experience for our shared customers. As part of the partnership, we ask that you:

- **Collaborate on Design Standards:** Work closely with our Product Team to ensure your integration meets OpenSesame’s quality standards.
- **Coordinate with Our Integration Experts:** Partner with OpenSesame’s Integration Program Manager to successfully QA and launch the integration.
- **Offer a Seamless Experience for Customers:** Provide the integration to your customers without additional connection or access fees.
- **Deliver Exceptional Customer Support:** Match OpenSesame’s commitment to customer experience by ensuring priority routing for customer issues related to the integration and swift resolution of technical support tickets from OpenSesame or our customers.
- **Maintain and Update the Integration:** Ensure the integration remains up-to-date while you’re part of the OpenSesame Partner Program. If you transition out of the program, we ask that you continue maintaining and supporting the integration for all active licenses until they expire.

By working together, we can ensure the integration is effective, customer-focused, and aligned with OpenSesame’s high standards.

2025 Product Engagement Eligibility			
Partner Type	Foundation	Growth	Strategic
Referral	<ul style="list-style-type: none"> ✓ Plus ✓ Simon ✓ Oro* 	<ul style="list-style-type: none"> ✓ Plus ✓ Simon ✓ Oro* 	<ul style="list-style-type: none"> ✓ Plus ✓ Simon ✓ Oro*
Assisted Reseller	Not Eligible	<ul style="list-style-type: none"> ✓ Plus ✓ Simon ✓ Oro* 	<ul style="list-style-type: none"> ✓ Plus ✓ Simon ✓ Oro*
Full Reseller		<ul style="list-style-type: none"> ✓ Plus 	<ul style="list-style-type: none"> ✓ Plus
OEM		<ul style="list-style-type: none"> ✓ Plus 	<ul style="list-style-type: none"> ✓ Plus

*Oro API planned for 2025.

9. Participation Standards

To participate in the OpenSesame Partner Program, you commit to active collaboration, regular engagement, and a shared focus on mutual success. Our program is designed to provide you with tailored resources and support, while ensuring alignment with OpenSesame’s long-term goals.

Tier	Partner Commitment
Strategic	<ul style="list-style-type: none">✓ 1x weekly partner management meetings✓ 1x yearly CEO-level meeting✓ 4x yearly C-Suite meetings✓ 4x yearly Sales/CS/AM Enablement✓ Field teams 90% OpenSesame certified✓ Annual shared business plan with mutually agreed goals✓ Commission and quota relief for field teams✓ OpenSesame presence at your sales kickoff, user conference and trade shows
Growth	<ul style="list-style-type: none">✓ 2x monthly partner management meeting✓ 2x yearly C-Suite meeting✓ 2x yearly Sales/CS/AM enablement✓ Field teams 75% OpenSesame certified✓ Annual shared business plan with mutually agreed goals✓ Commission and quota relief for field teams
Foundation	<ul style="list-style-type: none">✓ Encouraged to engage in onboarding, enablement, self-service marketing tools, annual planning and sales incentives to scale your impact.

These expectations are designed to foster a strong, collaborative relationship while delivering measurable results for both parties. Maintaining these commitments ensures continued alignment with the goals of the program and access to its benefits.

If these commitments aren’t met, partners may be reassigned to a lower tier or, in some cases, removed from the OpenSesame Partner Program. To ensure mutual success, we encourage you to connect with the Partner Management Team to discuss a joint partner plan tailored to your tier and goals.

