Sulu
Partner
Program

SULU

Introduction

We designed and developed Sulu CMS to deliver a high-performance, open-source solution to the challenges of the web and digitalization — today and in the future. Our partner program is here to make you a more successful agency, capable of taking on larger clients with confidence and delivering more projects with Sulu CMS. We'll help you get the most out of Sulu, make you part of shaping its future and functionality, and build trust and credibility with potential clients.

The Internet fundamentally changed the operational and communication landscape for business. Ever since digitalization took hold, the state-of-play has been one of ongoing, constant change. Even as the industry matures, there are tremendous growth opportunities for digital service providers and agencies who can successfully guide their clients through the commercial digital landscape.

You need flexible, robust technologies that deliver value based on your clients' unique needs and business processes. They often need highly-personalized online e-commerce, portal, and product experiences. Customization and rapid adaptation are imperative for your success in serving this market.

We spun Sulu out of a digital agency where we had realized that we could no longer depend on large, monolithic software solutions to keep up with our clients' needs. Nor could we propose components with hefty service and license fees, or burdensome dependencies on proprietary technologies out of our control to maintain and update.

Instead, we adopted the popular and resilient Symfony PHP framework as the basis for our product. Today, we are very proud that Sulu CMS is the leading open-source content- and data-management solution fully developed on Symfony.

We owe our existence to being part of the open-source world. We are committed to transparency and contribution — sharing our solutions and paying it forward by contributing to other projects in the open web community where we can. Their success — and your success as a Sulu partner — are part of our success.

If you are looking for an open-source, PHP, or Symfony solution to address the ongoing opportunities that digitalization offers, look no further. Sulu CMS is the platform for your next website or application.

Become an official partner to get the most out of Sulu today and in the future.
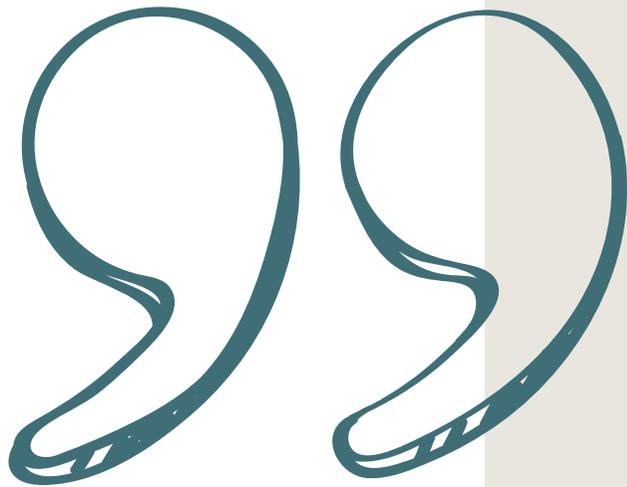
Hi, I'm Thomas, co-founder and CEO of Sulu. Thanks for your interest in our partner program! Sulu is an outstanding answer to the many digitalization challenges facing you and your clients. We are convinced that open-source, community software delivers superior products and results, compared to proprietary options. Our team is committed to openness, transparency, and providing the best possible tools and solutions we can create. Our partner program is here to enable you to produce outstanding web projects for your clients, leveraging everything that Sulu, our team, and our community has to offer. As a partner, you can benefit from our direct support and consulting. You will be a part of shaping the ongoing development and improvement of this powerful toolset and of building a vibrant Sulu family together.

I'm looking forward to hearing from you!

Thomas Schedler
CEO of Sulu

About Sulu

SULU

Symfony to the core

Sulu builds on the solid foundations of the leading, industry-standard PHP framework, Symfony. We use the full Symfony stack — not just a few components — and take advantage of its flexibility, extensibility, and clean architecture to deliver an outstanding product for our community, customers, and partners. As a Symfony developer, you can get to work with Sulu right away, leveraging the tools and frameworks that you already use productively and effectively.

✓ **Full-stack Symfony**

✓ **Bring your own bundles**

✓ **Familiar development environment**

✓ **Proven, industry-standard toolchain**

✓ **Great documentation**

Great as a CMS...

Sulu is ready-made to create state-of-the-art CMS-driven websites. Taking a step beyond these capabilities reveals more of Sulu's power. Transcend standard CMS functionality and deliver massive, internationally localized, multisite portals with personalized content, and a full content and editorial lifecycle. Online marketers can take advantage of Sulu's headless architecture, SEO, and asset management to assist in delivering multi-channel marketing for their commerce and other platforms.
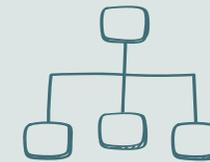
Full content life cycle

Asset management

Multilingual

Multisite & Multiportal

**Personalized content delivery**

SEO & online marketing

Headless

API-First

...Even Better as a data-management system

Business websites are evolving into rich software applications, requiring a content management system with comprehensive data management capabilities. Sulu's full-stack Symfony environment empowers developers to implement custom, data-driven capabilities into their projects — we call it "Bring your own Business Logic." Sulu is built by developers for developers. We have chosen to focus on a great developer experience (DX) that supports the creation of highly-individualized and specialized PHP solutions, rather than a generic plugin ecosystem.
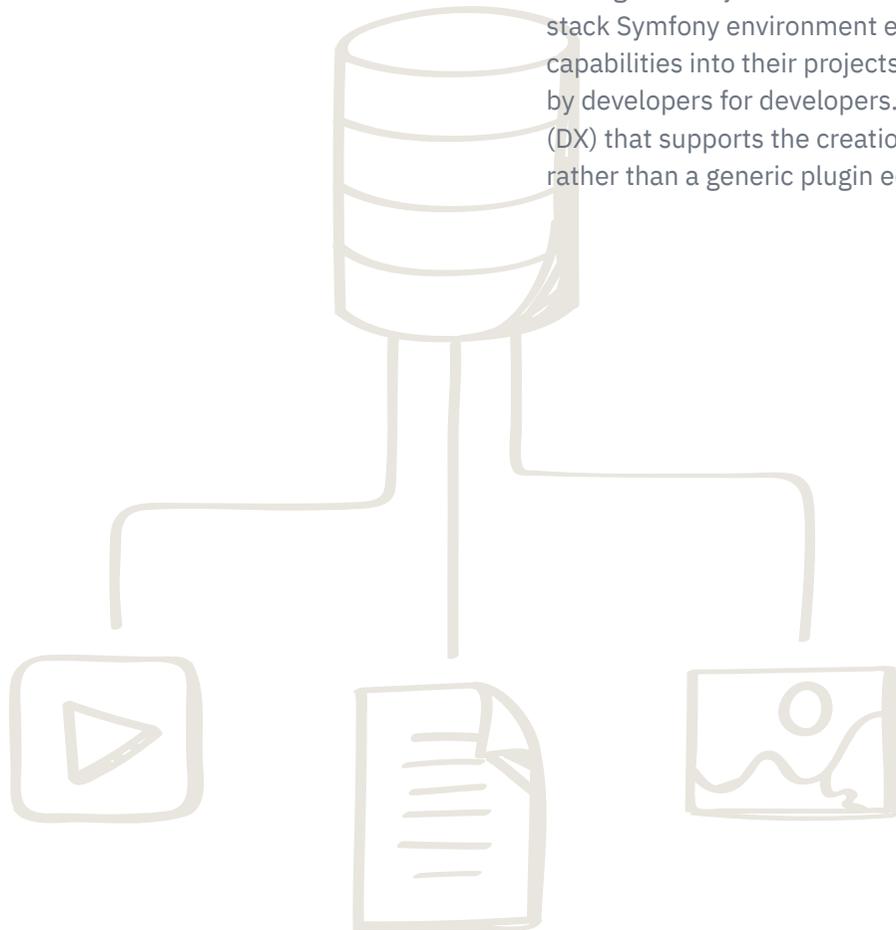
UX-driven design for a beautiful UI

For a website to be a success, it is essential to give editors and admins the best possible conditions to get their jobs done every day. We're very proud that our CMS offers outstanding user experience (UX) out-of-the-box in the backend, too. Even better, implementing our UX is part of our DX. All of the elements you need to implement content models and functionality quickly are ready to go. Our designers have created a UX that is a pleasure to use. And our DX will keep your developers productive and engaged.
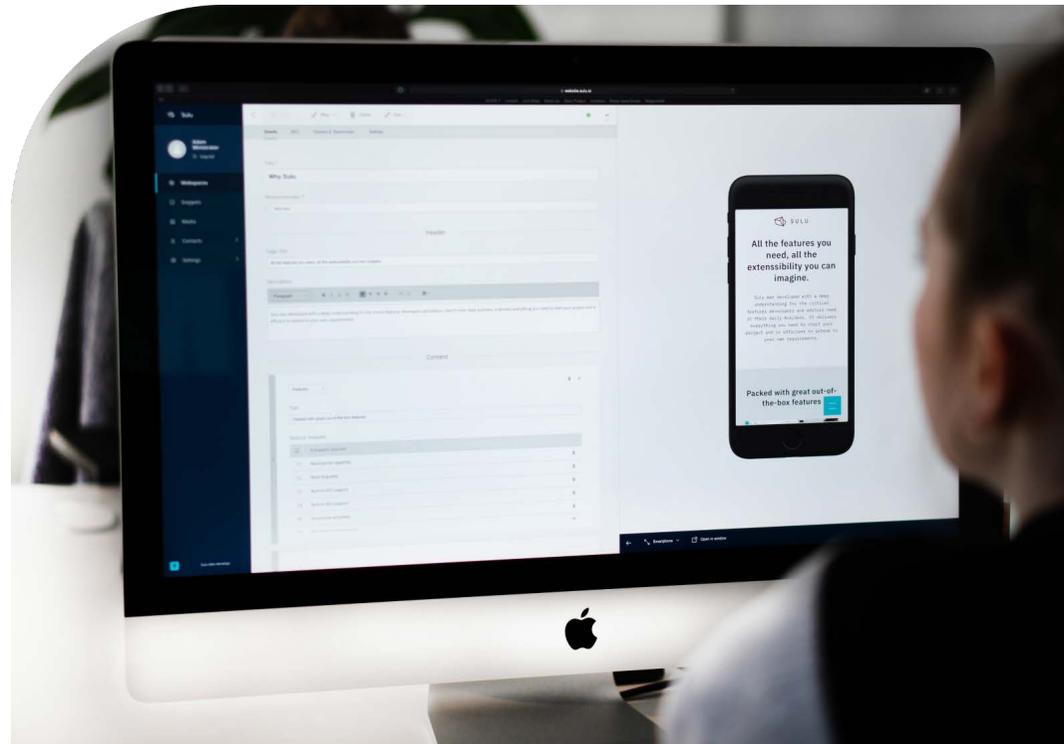
Sulu's interface offers great usability for end-users and allows easy customization for developers.

Built for the extreme

Sulu is a purpose-built tool, built from the ground up to handle your clients' highly-customized content and business logic requirements. Our partner program can help you leverage Sulu's specialized features and deeply understand and get the most out of the Sulu framework. With our knowledge and experience, we can help you position yourself as a leading technology partner in your market.

About
the Partner
program

SULU

Deliver more excellence

The primary goal of our partner program is to make you a more successful agency, capable of taking on larger clients with confidence and delivering more projects with Sulu CMS faster and more efficiently than you have before. Clients have confidence in agencies close to the core of their technologies and you'll have the confidence of knowing Sulu has got your back when you're going after enterprise customers.

We're there for you as a partner, with:

✓ **Project reviews**

✓ **Technical consulting**

✓ **Extended support**

Sulu
PARTNER

A great community

We believe in the power of open-source to empower and multiply the skills and knowledge of a strong, open community of specialists. Collaborating with our partners, together, we can shape the future of Sulu based on your evolving business and technical needs, and the real needs of the market. Being a Sulu partner, you will get:

✓ **Insights into Sulu's product roadmap**

✓ **Higher-priority feature requests**

✓ **Annual product feedback meetings**

Trustworthy marketing

Our organic approach to marketing includes a commitment to effective public communication and technology evangelism. Our goal is to solidify Sulu's reputation as a trustworthy brand and high-quality content- and data-management solution. We want to enable partner agencies to engage with more customers and create better products to meet their needs. Marketing benefits from participating in our partner program include:

✓ Agency listing on sulu.io

✓ Publishing and promotion of case studies and success stories

✓ Promotion in social media, our newsletter, and other channels

✓ Build trust and credibility with potential clients. Demonstrate your commitment and expertise as an official Sulu partner.

Open Source at heart

SULU

100% Open and free

At Sulu, we are committed to delivering a 100% open solution, living and breathing the open-source philosophy every day. Your partner subscription will help us to continue strategic and transparent development across areas including:

✓ Open standards

✓ Full transparency

✓ High quality, reliable software

✓ Strong security for content and administration

✓ A vibrant user community including partners and customers

✓ Shared maintenance and innovation costs

Truly transparent

An annual report for all partners, including detailed information about how we spend your partnership fees, which other projects we supported and contributed to, and how we plan to keep investing in Sulu's future.

40%
Core maintenance & development

Project reviews, consulting & support
30%

Free community support
10%

5%
Investment in other open source software projects

15%
Sulu marketing

Partner
benefits

SULU

Partner benefits

		Silver	Gold	Platinum
Enablement	Project reviews	1	2	2
	Consulting and support *	4h	8h	24h
	Support communication channel	Email & Slack	Email & Slack	Email & Slack
	Support response time **	8h	4h	2h
	Discount for professional services	-	5%	10%
Close partnership	Roadmap insights	✓	✓	✓
	Prioritized feature requests	-	✓	✓
	Annual meeting	✓	✓	✓
	Partner newsletter	✓	✓	✓
	Dedicated networking event for Sulu partners	✓	✓	✓
Promotion	Partner listing on sulu.io	✓	✓	✓
	Case studies on sulu.io	1	2	3
	Success story newsletter & blog	1	1	2

* Does not roll over into next
partnership year if unused.
** During business hours.

Partner commitment - Schedule of fees

Annual partnership fee	Silver	Gold	Platinum
One 12-Monthly Installment	€ 4.400	€ 8.800	€ 17.600

Partner requirements

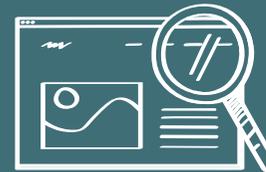| General requirements	Silver	Gold	Platinum
Successful Sulu projects	1	> 4	> 8
Signed partner agreement & backlink to sulu.io from your website	✓	✓	✓

How to become a partner

Contact us at
partner@sulu.io
or **+43 5572 90609 1099**
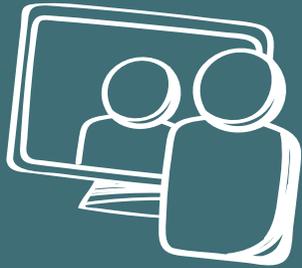
We'll get in touch to set up a get-to-know-you meeting.

We'll assess your application and plan an initial project review.

We'll both sign the partner agreement.

Hurray!

We're officially partners!

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