

HiveMQ Partner Network (HPN) Program Guide

Version 1.4

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1. Introduction

Welcome to the HiveMQ Partner Network (HPN)

At HiveMQ, we believe lasting customer outcomes are built through strong partnerships. As organizations move toward real-time data intelligence and AI-driven operations, trusted partners play a critical role in helping customers connect, contextualize, and act on operational data at scale. **The HiveMQ Partner Network(HPN)** is designed to equip partners with the enablement, resources, and support needed to grow their businesses while delivering measurable value to customers building modern industrial data foundations.

We are committed to helping partners succeed through technical collaboration, sales enablement, opportunity alignment, and co-marketing support — enabling them to guide customers from data streaming to data intelligence and AI-powered outcomes. Together, we help organizations accelerate transformation and turn operational data into lasting competitive advantage.

Thank you for partnering with HiveMQ. We look forward to building a long-term relationship and creating success together.

2. About the HiveMQ Partner Network

Program Overview

The HPN is a comprehensive global program designed to recognize, reward, and support partners who invest in selling and supporting HiveMQ solutions. Our partners are an extension of our sales, services, and support organizations, and we are dedicated to fostering a community built on collaboration, transparency, and shared success.

Through the HPN, you will have access to:

- Comprehensive training and certifications (HiveMQ University).
- Sales and marketing enablement resources.
- Exclusive opportunity registration and protection programs.
- Rewards and incentives to recognize your efforts and investment.

Partner Program Philosophy

Three core principles guide the HiveMQ Partner Network:

1. **Predictable Engagement:** Partners should always know what to expect from HiveMQ. We commit to clear, consistent communication and reliable support processes.
2. **Fairness and Transparency:** Our program policies, including opportunity registration and conflict management, are designed to ensure fairness.
3. **Mutual Success:** We invest in our partners' success because we know our customers benefit most when we collaborate effectively. We win together.

Partner Engagement Models

The HPN offers multiple routes to market to support your business model. **Note: Specific agreements are required to activate these models.**

- **Resell:** Partners purchase HiveMQ subscriptions at a discount and resell to end customers. **Eligibility requires execution of the HiveMQ Master Partner Agreement (MPA) and the Reseller or Referral Sub-Agreement.**
- **Referral:** Partners refer qualified leads to HiveMQ and receive referral incentives upon closure.
- **Service Provider/SI:** Partners embed HiveMQ into managed service offerings or provide implementation services.
- **Technology Alliance:** Partners integrate complementary technologies with HiveMQ to create enhanced IoT offerings.

Join the Hive

Ready to accelerate your business and become a part of the ecosystem? Apply to become a HiveMQ partner today by visiting our registration portal:

<https://www.hivemq.com/partners/partner-registration/>

3. Partner Levels

The HPN is structured around three primary tiers, **Authorized**, **Premier**, and **Elite**, that recognize and reward your commitment, capabilities, and performance. Your tier is determined by a combination of annual sales revenue, technical certifications, and demonstrated expertise.

Tier 3: Authorized

The **Authorized** tier is the entry point into the HiveMQ Partner Network. This designation offers a pathway to begin selling HiveMQ solutions and building customer relationships.

- **Key Characteristics:**
 - **Essential Resources:** Access to sales assets and basic training materials (Partner Portal).
 - **Deal Registration:** Ability to register opportunities for protection.
 - **Growth Path:** Clear pathway defined to progress to Premier (Premier) status.
 - **Support:** Standard partner support access.
- **Commitments:**
 - **Annual Revenue:** \$250k-\$750K Annual Revenue Threshold.
 - **Training:** Basic HiveMQ Certifications and foundational sales training.
 - **Agreement:** Signed HiveMQ Master Partner Agreement (MPA).

Tier 2: Premier

Premier partners have demonstrated a commitment to HiveMQ through active sales and technical investment. These partners have achieved specific revenue goals and hold deep technical certifications.

- **Key Characteristics:**
 - **Priority Engagement:** Priority co-sell engagement with HiveMQ sales teams.
 - **Resource Access:** Accelerated access to technical and sales resources, including NFR licenses.
 - **Enablement:** Enhanced investment in team enablement and training.
 - **Support:** Dedicated partner support channels.
 - **Marketing:** Eligibility for Market Development Funds (MDF) and Partner Locator listing.
- **Commitments:**
 - **Annual Revenue:** \$750K – \$1.5M Annual Net Sales.
 - **Training:** 4 Certified Account Executives, 3 Certified Solutions Engineers.
 - **Planning:** Annual Business Plan review.
 - **Agreement:** Active Master Partner Agreement (MPA) and Reseller Sub-Agreement.

Tier 1: Elite

Elite partners are the elite members of the HiveMQ . These partners demonstrate extensive

sales success, deep technical MQTT expertise, and deliver high-value services to enterprise customers.

- **Key Characteristics:**

- **Executive Sponsorship:** Direct alignment with HiveMQ leadership and Partner Advisory Board participation.
- **Roadmap Access:** Early access to product roadmap and strategy.
- **Priority Co-Sell:** Top priority for co-sell alignment and joint opportunities.
- **Dedicated Enablement:** Tailored enablement plans and dedicated resources (SPM & Solutions Engineer).
- **Deep Alignment:** Fosters deep organizational alignment for maximum impact. Highest resell margins and incentives.
 - Top priority for co-sell alignment and joint opportunities.
 - Dedicated Strategic Partner Manager (SPM) and Solutions Engineer access.
 - Highest priority for MDF and co-marketing campaigns.

- **Commitments:**

- **Annual Revenue:** \$1.5M+ Annual Net Sales (sourced & influenced).
- **Training:** 5 Certified Account Executives, 4 Certified Solutions Engineers.
- **Planning:** Quarterly Business Reviews (QBRs) and Joint Marketing Plans.
- **Agreement:** Active Master Partner Agreement (MPA) and Reseller Sub-Agreement.

Tier Requirements Summary

Requirements	Authorized (Authorized)	Premier (Premier)	Elite (Elite)
Annual Revenue	>\$750K	\$750K – \$1.5M	\$1.5M+
Sales Certs (AEs)	Basic	4 Account Executives	5 Account Executives
Tech Certs (SEs)	Demonstrated Capability	3 Solutions Engineers	4 Solutions Engineers
Co-Sell Priority	Standard	Priority	Top Priority
Exec Sponsorship	—	—	Included
Business Plan	N/A	Annual	Quarterly (QBR)

4. Partner Benefits

People and Support

- **Strategic Partner Manager (SPM):** Elite partners are assigned a SPM for strategic planning and opportunity support. Premier partners have access to SPMs.
- **Solutions Engineer Access:** Elite partners receive priority access to HiveMQ Solutions Engineers for complex architectures and Proof of Concepts (POCs).

Sales and Marketing Resources

- **Partner Portal Access:** Always-on access to sales playbooks, competitive battlecards, and whitepapers.
- **NFR Licenses:** Free licenses for internal labs, demos, and training (Premier and Elite).
- **Co-branded Materials:** Templates for joint value propositions.

Training and Certifications

Access to **HiveMQ University** for:

- **Sales Certification:** Value proposition, use cases (Connected Car, Logistics, Industry 4.0), and licensing.
- **Technical Certification:** Architecture, security, extension development, and deployment.

5. Market Development Funds (MDF)

Overview

Market Development Funds (MDF) are available to **Premier** and **Elite** partners to help generate demand and build pipeline. MDF is a strategic investment awarded based on the proposal's quality and expected ROI.

Eligibility

- Must be a Premier or Elite partner in good standing.
- Activities must be pre-approved with HiveMQ marketing team
- Requires co-investment (typically 50/50 split).

Eligible Activities

- Webinars and virtual events.
- Trade shows and exhibitions (e.g., IoT World, Hannover Messe, Provelt).
- Case studies and whitepapers.
- Digital advertising and lead generation campaigns.
- Field Marketing events with customers

Process

1. **Request:** Submit detailed plan 60 days prior.
2. **Approval:** Reviewed by HiveMQ Alliances and Marketing.
3. **Execution:** Partner executes activity.

4. **Claim:** Submit proof of performance (leads, photos, receipts) for reimbursement.

6. Opportunity Registration Program

Overview

The Opportunity Registration Program protects partners who proactively identify and develop new business. By registering qualified opportunities, partners secure preferred pricing (margin protection) and prevent channel conflict.

Registration Process

1. **Submission:** Register the deal through the HiveMQ Partner Page located on our website.
2. **Review:** HiveMQ reviews against existing pipeline (SLA: 4 business days).
3. **Approval:** If approved, qualified opportunities are valid for 90 days (extensions available based on progress).
4. **Engagement:** HiveMQ sales team engages to support (not displace) the partner.

Rules

- **Registration process:**
Sourced margin protection is granted to the partner who submits a *qualified* opportunity that is reviewed and approved by HiveMQ demonstrating partner-led origination and engagement.

Timestamp alone does not determine eligibility. Approval is based on the completeness, qualification level, and verifiable partner involvement in creating the opportunity.
- **Net New Business:** Must be a new opportunity or a new project within an existing account.
- **RFP Exclusion:** Public tenders/RFPs may be excluded unless the partner played an integral role in shaping the requirements.

7. Partner Rules of Engagement

Key Principles

- **Customer Choice:** The customer ultimately decides their procurement partner.
- **Integrity:** We value transparency and honest collaboration.
- **Protection:** We protect the pre-sales investment of registered partners.

Conflict Resolution

- If a conflict arises between partners or between a partner and the HiveMQ direct team, the Channel Chief will serve as the final arbiter.
- **Incumbency:** Partners who closed the initial deal have "Incumbent Status" for renewals, provided they remain in good standing.

8. Pricing and Services

Pricing Model

- Partners purchase from HiveMQ at a discount off List Price.
- Partners set their own street price to the customer, provided that the final selling price is no less the partner discounted price.
 - Note: The HiveMQ Partner Network thrives on collaborative, competitive value. **Partners must avoid price gouging.** Excessive markup, significantly exceeding the combined List Price and a reasonable service/support fee, damages the solution's value and our joint reputation. Pricing must reflect true value and align with industry standards.
- **Elite** partners receive the deepest discounts to facilitate higher margins or competitiveness.

Professional Services

- HiveMQ encourages partners to wrap their own services (implementation, consulting, system integration) around the software subscription.
- HiveMQ Technology Implementation Partners with validated service capabilities and Professional Services Agreement(PSA) may be subcontracted by HiveMQ for professional services delivery.

Renewals

- Incumbent partners are protected on renewals.
- Non-incumbent partners may not quote on a renewal without written authorization from the customer.

9. Governance and Compliance

Contractual Prerequisites

Strict Requirement for Resell and Referral Rights: To participate in the HPN and to be eligible to resell or referrals of HiveMQ solutions, partners must agree to and accept the **HiveMQ Master Partner Agreement (MPA)**. The ability to resell or refer is strictly contingent upon the execution of the MPA and the applicable **Reseller or Referral Sub-Agreement**. No resell activities may commence until these documents are fully executed.

Compliance Expectations

Partners are required to:

- Adhere to the HiveMQ MPA, which includes how we expect our partners to conduct themselves, including compliance with all local anti-corruption and bribery laws (e.g., FCPA, UK Bribery Act).
- Adhere to all applicable sub-agreements.

- Maintain accurate records of transactions.
- Use HiveMQ trademarks in accordance with brand guidelines.

Program Changes

HiveMQ reserves the right to modify the program terms, benefits, and requirements. Partners will be notified of material changes via the Partner Newsletter.

10. Glossary of Terms & Definitions

Glossary of Terms

- **HPN:** HiveMQ Partner Network.
- **MPA:** Master Partner Agreement.
- **MDF:** Market Development Funds.
- **NFR:** Not for Resale (licenses used for internal demos/training).
- **Opp Reg:** Opportunity Registration.
- **SPM:** Strategic Partner Manager.
- **POC:** Proof of Concept.

Definitions

- **Sourced Revenue:** Opportunities where the partner is the primary source of the lead, registered the deal first, and actively managed the sales cycle (Resell) or handed it off for direct contracting (Referral).
- **Influenced Revenue:** Opportunities where HiveMQ or another party sourced the deal, but the partner provided significant value (technical validation, consulting, relationship support) to help close the business. Note: Influenced revenue typically does not qualify for standard resell margins unless a co-sell agreement is in place.
- **ARR:** Annual Recurring Revenue. The value of the predictable, recurring revenue components of a partner's subscription contracts over a year.
- **QBR:** Quarterly Business Review. A formal meeting between Elite partners and HiveMQ to review performance, joint marketing plans, and strategic objectives.
- **RFP:** Request for Proposal. A document soliciting proposals from potential suppliers for a project, which may be excluded from Opportunity Registration.
- **PSA:** Professional Services Agreement. A contract governing the terms under which partners may provide implementation or consulting services, and under which Elite partners may be subcontracted by HiveMQ.
- **SLA:** Service Level Agreement. Refers to the committed timeframes for internal processes, such as the 5 business day review period for Opportunity Registration.
- **SI:** System Integrator. A Service Provider partner who specializes in building and integrating computing systems for clients, often embedding HiveMQ into their offerings.
- **FCPA:** Foreign Corrupt Practices Act. A US law referenced in the Governance and Compliance section related to anti-corruption and bribery laws.