



# The NEW Pega Partners Program is here

Let's crush complexity for our clients – together.

The new Pega Partners Program is now live and we're here to help you get the most out of it. We've reimagined the ecosystem to put your business at the center of ours. Think new growth opportunities for you with new solutions for your clients.

## What's new for Pega Partners

We aligned to your focus areas and supporting your go-to-market strategies.

Depending on your distinction, you can take advantage of the following new benefits:

- New Pega Partner portal
- New proposal-based Market Development Fund (MDF) program
- New marketing campaign support
- New Resale incentives in partner-powered industries
- New partner designation logos
- More Referral fees
- New presales and sales enablement
- Enhanced access to sandbox environments and additional access to Pega Consulting services via MDF

## Consider this your official invitation to sharpen your competitive edge and boost your bottom line – starting now.

No matter how you partner with us, several housekeeping items are required, including an application to advance your journey toward earning the new distinctions. We want to make sure you get the maximum benefits – and that's where our checklist comes in. First, take a look at our new distinctions and specialization opportunities. Which one will help you stand out to your clients?

Next, review the requirements for your chosen distinction. Maybe you've completed a few already, but some may be brand new to you or the specialization. Regardless, we'd like to help you avoid surprises. Finally, you'll complete your application – checking one more thing off your to-do list. **Keep track of your progress with the checklist on the next page. You got this!**

Download the [Pega Partners Program Guide](#) for more information or [contact us](#) with any questions.

# Pega Partners Program Checklist

Let's get started!

## STEP 1:

**Determine which distinction supports your business plan.**

### Authorized

For partners who possess core strengths and have met a prescribed set of sales, presales, and technical requirements invaluable to building business and boosting returns.

[Learn more.](#)

### Specialized

For partners who bring unique strengths and expertise to the table and have invested in developing deep knowledge and capabilities in one or more Pega solution areas or vertical industries. [Learn more.](#)

### Global or Government Elite

For partners who consistently demonstrate higher skills, sales performance, and customer delivery success. [Contact us](#) for more information.

## STEP 2:

**Take action on the requirements for your desired distinction.**

Review your company's current Pega status  
Your primary contact should [update your Partner Business Profile](#)  
[Register your opportunities](#)  
[Register your delivery projects](#)  
Meet [presales](#) and [sales skills](#) badge requirements

Meet technical certification requirements for [Authorized](#) or [Specialized](#) distinctions  
[Ensure skills alignment](#)  
Create a business plan  
[Submit any Pega Marketplace solutions](#)

## STEP 3:

**Once you meet the requirements, apply for your desired distinction.**

[Complete the online application](#) for your chosen distinctions. The application allows you to track your status online.

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