



New Partner registration form preview

For demonstration purposes only



Pega Partners Registration form preview

The purpose of this document is to help you prepare for completing your application to become a Pega Partner. The following pages demonstrate the questions and information you will be required to provide upon submission.

Questions? [Contact us.](#)

Ready to apply? [Start now](#)

Pega Partners registration

Putting partner benefits to work for your business begins with these four steps.

1
2
3
4

Company Info
Contact Info
Additional Info
Complete

- Select Country -
▼

- Select Company Structure -
▼

Company Ownership

Private Public

Provide company ownership information, including major equity holders (must account for 100% ownership):

Name/Institution	Email	% Ownership
<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>	<input type="text" value="Enter % O"/>
<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>	<input type="text" value="Enter % O"/>
<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>	<input type="text" value="Enter % O"/>
<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>	<input type="text" value="Enter % O"/>
<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>	<input type="text" value="Enter % O"/>

- Select Number of Employees
▼

Leadership Team

Position	Name	Email
(E.g. CEO)	<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>
(E.g. CFO)	<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>
(E.g. CRO)	<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>
(E.g. CTO)	<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>
<input type="text" value="Enter Position"/>	<input type="text" value="Enter Name"/>	<input type="text" value="Enter Email"/>

Next

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1 Company Info 2 **Contact Info** 3 Additional Info 4 Complete

Primary Contact

Enter First Name Enter Last Name

Enter Job Title

Enter Email

Key Contacts

Function	Name	Email
<i>Business / Finance</i>	Enter Name	Enter Email
<i>Technical</i>	Enter Name	Enter Email
<i>Sales</i>	Enter Name	Enter Email
<i>Legal</i>	Enter Name	Enter Email
<i>Marketing</i>	Enter Name	Enter Email
<i>Partner Alliance (if any)</i>	Enter Name	Enter Email

Back Next



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1 Company Info 2 Contact Info 3 **Additional Info** 4 Complete

Industry / Vertical Focus

<input type="checkbox"/> Airlines and Travel	<input type="checkbox"/> Insurance
<input type="checkbox"/> Communications Service Providers	<input type="checkbox"/> Internet, Web Services, and Social Media
<input type="checkbox"/> Cross-Industry	<input type="checkbox"/> Life Sciences
<input type="checkbox"/> Education	<input type="checkbox"/> Manufacturing
<input type="checkbox"/> Financial Services	<input type="checkbox"/> Media and Advertising
<input type="checkbox"/> Government	<input type="checkbox"/> Retail
<input type="checkbox"/> Healthcare	<input type="checkbox"/> Technology Services
<input type="checkbox"/> High Tech	<input type="checkbox"/> Transportation, Freight, Logistics
<input type="checkbox"/> Hospitality and Entertainment	<input type="checkbox"/> Utilities

Geography where you will conduct Pega business

Americas Asia Pacific EMEA Japan

Region(s)

LATAM North America

Region(s)

ANZ ASEAN Greater China India

Region(s)

Benelux & Nordics DACH Southern Europe Middle East & Africa UK&I

Partner Engagement Model

Delivery Referral Sell: Co-sell Sell: Resell Solution: Connected Apps

Solutions: Package Service Offering Training

Product Engagement Strategy

Customer Engagement Customer Service Intelligent Automation

Intelligent Automation: Robotics

Value Proposition

Describe your value proposition to current and prospective Pega Clients:

Reference table – Country to Region mapping

Selling Region	Countries in region
North America	Canada and United States
LATAM	Argentina, Aruba, Barbados, Bermuda, Brazil, Chile, Colombia, Costa Rica, Curacao, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Peru, Puerto Rico, Uruguay, Venezuela
UKI	Gibraltar, Guernsey, Ireland, Jersey, United Kingdom (England, Scotland, Wales)
Southwestern Europe	France, Italy, Portugal, San Marino, Spain
DACH	Austria, Germany, Liechtenstein, Switzerland
Benelux & Nordics	Belgium, Denmark, Finland, Greenland, Iceland, Luxembourg, Netherlands, Norway, Sweden,
Rest of EMEA	Albania, Armenia, Belarus, Bulgaria, Central African Republic, Croatia, Cyprus, Czech Republic, Egypt, Georgia, Greece, Hungary, Iran, Iraq, Israel, Jordan, Kazakhstan, Kuwait, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Morocco, Nigeria, Oman, Palestinian Territory, Poland, Qatar, Romania, Saudi Arabia, Senegal, Serbia, Slovakia, South Africa, Sudan, Tunisia, Turkey, UAE, Ukraine, United Arab Emirates, Uzbekistan, Zimbabwe
ANZ	Australia, New Zealand, Norfolk Island
ASEAN	Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
Greater China	Hong Kong, People's Republic of China, Taiwan
Japan	Japan
India	India, Sri Lanka

Ready to apply? | [Start now](#)

Questions? | [Contact us](#)

Learn more | [Access Partner Portal](#)

Collaborate. Network. Stand out.

It's all about the ecosystem. As a Pega business partner, you can break new ground by forging connections with the right partners, learn what's working from leaders like you across industries, and establish your authority in your field.

