TwelveLabs Ecosystem Partnership Program

For everything you want to do with video

TwelveLabs

About TwelveLabs

TwelveLabs

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Unlocking the world's vast video potential.

We're building the world's most **advanced AI video intelligence** with <u>video-native</u> **foundation models** and indexing technologies.

Research driven company

Our technology leads the world through proprietary video search and reasoning research with 5+ wins and 100+ publications in top AI conferences.

TwelveLabs is a full-stack video-understanding research and product company.

We are...

Building the world's most advanced video intelligence platform.

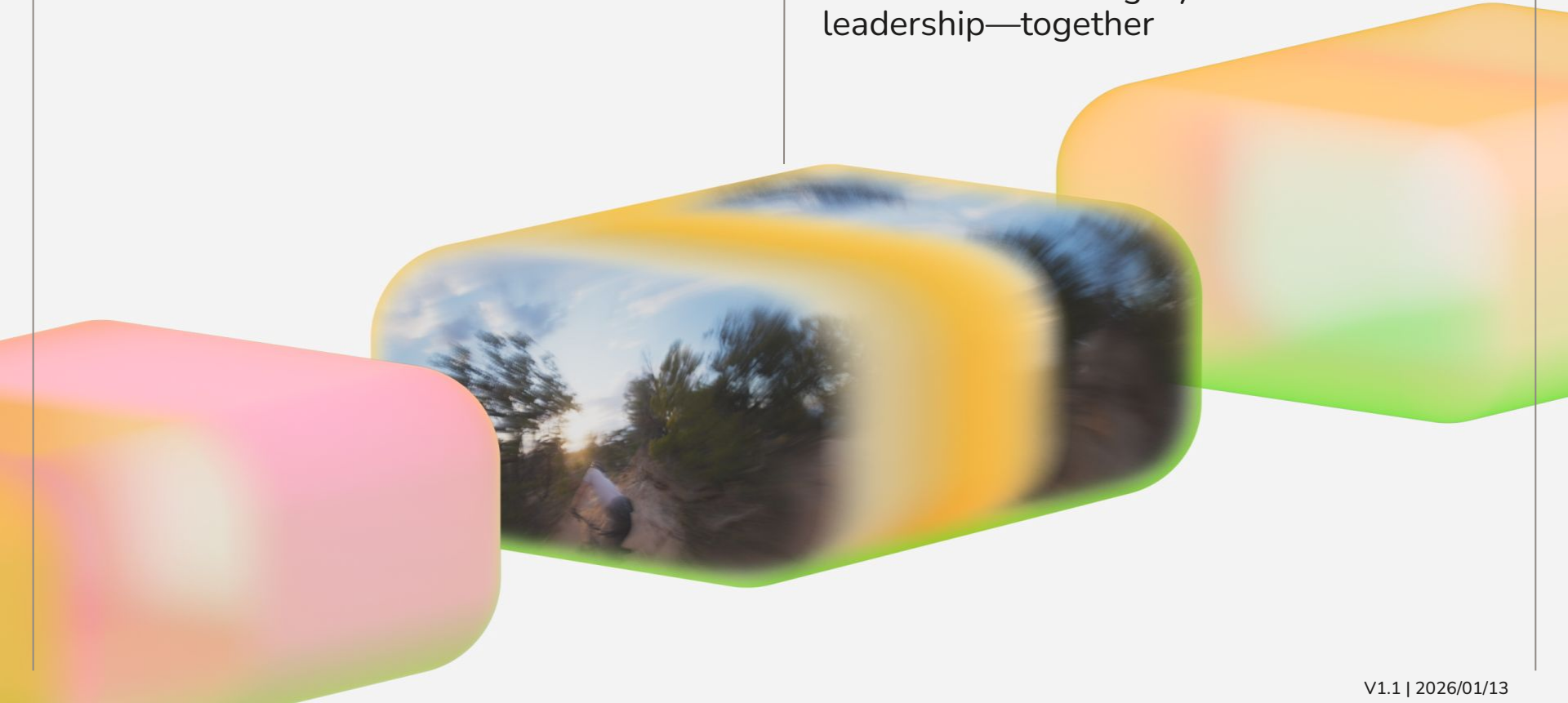Powered by the world's best video-native AI models.

Now unlocking the world's vast video potential.

About the TwelveLabs Ecosystem Partner Program

Better Together

Built on mutual value, our partnerships expand reach and revenue, strengthen joint offerings, sharpen competitive advantage, and accelerate category leadership—together

Together with our partners, we meet customers where they are.

Systems Integrators

Proven AI workflow integration expertise with at least one pilot customer or market-facing POC

ISVs and Platform Partners

Near-native video-understanding features to meet customers where they work

Infrastructure Platform Partners

Providing best-of-class, industry-specific, infrastructure including the hyperscalers and beyond

The video platform you've been waiting for

Together, with our partners, we're helping businesses supercharge production, navigate huge video archives, and create novel use cases that achieve what they'd never thought possible.

STEP 01

Build

Comprehensive partner enablement including training materials, R&D credits, and access to our SMEs.

STEP 02

Certify

Our SMEs work with you to ensure a well-architected solution.

STEP 03

GTM

Joint marketing, sales enablement, and commercial incentives to turbo-charge the field.

GROW

Expand & Refine

Ongoing account mapping, co sell, product updates, and KPI tracking spin the flywheel.

Our tiered program rewards partner growth and long-term commitment.

Verified

Entry level tier provides access to boilerplate training and basic, best-effort resources

Advanced

Requires revenue threshold and pre-integrations but offers greater marketing, commercial, and technical benefits

Premier*

For high-volume, strategic partners. Includes priority support, MDF (Marketing Development Funds), and joint solution development opportunities.

* ~Q4 2026

Eligibility Criteria

	Verified	Advanced	Premier
Referred or influenced (co-sell) revenue	Partner Manager Discretion	**$500k+** in annual referred or influenced revenue based on TCV	**$3m** in annual referred revenue based on TCV
Certification	Demonstrates basic competency	Offers an accelerator, joint customer production deployment, or in-product integration	**SI:** Three or more Accelerators in market **ISV:** customer may buy TwelveLabs through Product interface

Program Benefits

Technical Enablement & Support

✅ Yes
🤝 Negotiated
❌ Not at this tier

	Verified	Advanced	Premier
Training Materials	✅	✅	✅
Usage credits	Free usage	Dev Tier w/ $500 credits	Dev Tier w/ $1500 credits
SE / SA support	Shared Support	✅	✅ ✅
Dedicated Slack channel	🤝	✅	✅
In-person bootcamps & hackathons	❌	🤝	✅

Commercial Models & Incentives

✅ Yes
🤝 Negotiated
❌ Not at this tier

	Verified	Advanced	Premier
Preferred rates to referred customer	✅	✅	✅
One-time credit to referred customer	✅	✅	✅
Referral fees	❌	✅	✅
SPIF	🤝	🤝	🤝
OEM pricing	❌	❌	🤝

Marketing

✅ Yes
🤝 Negotiated
❌ Not at this tier

	Verified	Advanced	Premier
TL Website Placement* **Reciprocal placement on partner website required*	✅	✅ Advanced	✅ Premium
Co-branded marketing assets	❌	✅	✅
TwelveLabs Events co-marketing	🤝	🤝	🤝
TwelveLabs Social Inclusion	✅	✅	✅
Blog	❌	✅ Partner blog re-post	✅ Dedicated TL blog
Joint TL-hosted webinar	❌	✅ (1 / year)	✅ (2 / year)

Marketing cont.

✅ Yes
🤝 Negotiated
❌ Not at this tier

	Verified	Advanced	Premier
Joint Case study development	❌	🤝	✅
MDF	❌	❌	✅
Partner Plaque	❌	✅	✅
Eligible for annual awards	❌	✅	✅
Executive quote for Partner Press Release	❌	✅	✅
Inclusion in TwelveLabs PR	🤝	✅ Mention	✅ Dedicated release

Go to Market

✅ Yes
🤝 Negotiated
❌ Not at this tier

	Verified	Advanced	Premier
Account mapping w/ Crossbeam	Overlap Counts only	All Overlaps	All Overlaps
Account mapping 1:1 w/ Revenue leaders	🤝	✅	✅
ICP Definition	🤝	✅	✅
Sales enablement session	On request	Full GTM	Full GTM
RFP response support	Best efforts w/ boilerplate materials	✅	✅

Go to Market

	Verified	Advanced	Premier
ROI calculator (solution specific)	❌	🤝	✅
Preferred referrals from TwelveLabs Sales	🤝	✅	✅
Achievement metrics	❌	On request	Real-time

Product & Account Management

✅ Yes
🤝 Negotiated
❌ Not at this tier

	Verified	Advanced	Premier
Beta feature access	❌	✅	✅
Product roadmap previews	❌	✅	✅
Partner Account Manager	❌	🤝	✅

Program Process & Fine print

Partner Process & Fine print

1. Register to become Partner
   https://www.twelvelabs.io/become-a-partner

2. All partner applications reviewed by TwelveLabs partner team.

Upon acceptance:

3. Review and comply with:
   a. TwelveLabs' Partner Creative & Messaging Guidelines
   b. Partner Track Terms

4. In order to be eligible for commercial incentives, leads must be registered at here:
   https://www.twelvelabs.io/register-a-lead

5. Account mapping is facilitated programmatically via Crossbeam. Link with TwelveLabs:
   https://app.crossbeam.com/i/vc12v6

Lead registrations must contain the following information

Customer Contact Information*

- **Full Name of the contact at the Referral** ("Referral Contact")
- **Email Address:** The Referral Contact's primary email for communication
- **Phone Number:** A contact number where the Referral Contact can be reached
- **Job Title:** The Referral Contact's current job title or position within the Referral

Customer Company Information*

- **Company Name:** The name of the Referral to which the Referral Contact belongs
- **Company Size:** The number of employees in the Referral Company
- **Company Website:** URL
- **Company Region:** The region in which the Referral or Referral Contact operates
- **Industry:** The industry in which the Referral operates

Deal Information*

- **Estimated deal value**
- **Current Solutions:** Any existing software tools or systems the Referral or Referral Contact is using
- **Cloud Provider:** AWS, GCP, etc
- **Pain Points:** Specific challenges or issues the Referral Contact is experiencing that the Receiving Party's Product or Services solve

Referrer Information*

- **Submitter Name:** The name of the person who is submitting the Lead
- **Partner Company:** The name of the Referrer which the submitter represents
- **Submitter Phone:** The phone number contact information of the submitter
- **Submitter Email:** The email contact of the submitter

Consent and Opt-in*

Has the Referrer or Submitter obtained the necessary consent from the Referral to share their information with the Receiving Party and to be contacted for sales purposes

* Registered Deals are accepted or rejected at TwelveLabs' sole and absolute discretion

Lead registrations must contain the following information cont.

Additional Information (optional)

Provide a paragraph about the opportunity to help us route the lead. Include details such as:

- Are there specific features, functionalities, or add-ons for which the Referral is looking?
- Provide as many details as possible about the Referral's product or service requirements, including any implementation or support needs.
- Provide as many details as possible about the end-users (if applicable), including their needs and requirements.
- Have you engaged with this Referral before? If yes, provide brief history including previous solutions provided, challenges encountered, and how they were overcome.

- Is the Referral currently using or have they previously used a different vendor for a similar product/service? If yes, provide details about reasons the Referral is considering a change.
- Are there any competitors pursuing this deal? If yes, who and what is your strategy to win the Deal?
- What are the competitors' key strengths and weaknesses compared to our offerings?
- How does the Receiving Party's pricing compare to the competitors?
- Explain your current sales strategy for this deal
- What potential challenges do you foresee in closing this deal? What steps will you take to mitigate these challenges and ensure success?
- Describe your plan for the relationship with the TC after the deal closes. How do you plan to ensure customer satisfaction and retention?
- Are there additional products or services you think the Referral might be interested in, in the future?

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Partner Program Guide | Program Documentation

Version | Publication Date | Notes

- V 1.1 | 2026/01/13 | Badge & level name change
- V1.0 | 2025/12/10 | Program Launch Version

Thank you