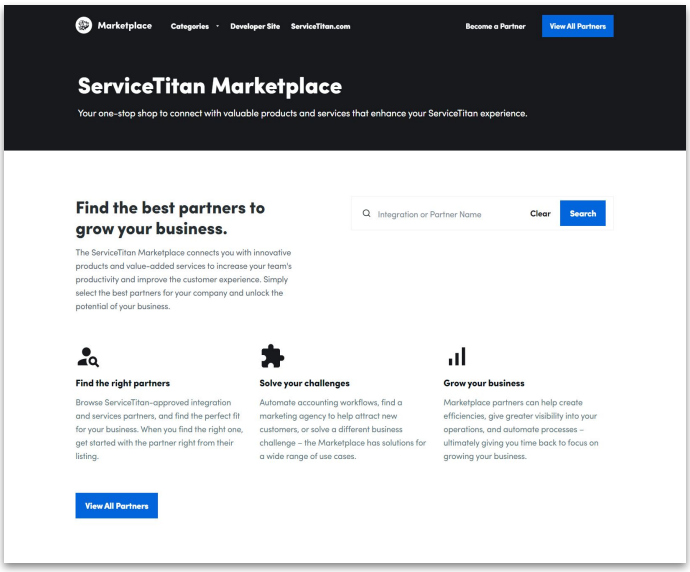
# ServiceTitan | Technology Partner Program

**Version 1.0.7 (Last update: November 2024)**

## Join ServiceTitan in revolutionizing the future of the Trades.

Partnering with ServiceTitan allows you to package and offer your products and services to the world's best residential & commercial contractors. Provide robust business solutions and add value to the home and commercial services industry.




## Why partner with us?

### Expand your customer base

List on the #1 service industry marketplace and showcase the value of your products or services to thousands of ServiceTitan customers.

### Make existing customers happy

Delight mutual customers and deliver a best-in-class experience with your solution integrated with the operating system the Trades.

### Benefit from our Partner Program

As an official ServiceTitan partner, you'll be featured in our Marketplace and access other exclusive, tiered perks and benefits to help you grow.

> Thousands of the most successful contractors in the country are going to be able to explore and learn more about your product or service."

**Ara Mahdessian,** ServiceTitan Co-founder

To apply for our partner program, please fill out this form.

# ServiceTitan | Technology Partner Program

## Technology Partner Program Tiers

ServiceTitan's Technology Partner Program consists of three program tiers (Silver, Gold, & Titanium). All partners will enter the program at the tier level that corresponds with their initial investment & requirements met. Tiering will be reviewed on an annual basis and will be based on a partner's performance & requirements filled during the prior calendar year.




## Technology Partner Program Benefits

The ServiceTitan Technology Partner Program consists of three tiers, with a variety of escalating benefits to help develop, market, and grow your ServiceTitan partnership. Please find a list of program benefits below.

| | Silver Partner | Gold Partner | Titanium Partner |
|---|---|---|---|
| **Development** | | | |
| Access to ServiceTitan's API platform | ✓ | ✓ | ✓ |
| **Sales & Marketing**[1] | | | |
| Listing showcased in ServiceTitan's web-based marketplace[2] | ✓ | ✓ | ✓ |
| Listing featured in ServiceTitan's in-app marketplace[2] | ✓ | ✓ | ✓ |
| Approval to use ServiceTitan logo & branding in marketing | ✓ | ✓ | ✓ |
| Official ServiceTitan partner badge | ✓ | ✓ | ✓ |
| Go-to-market kit (templates & guides) | ✓ | ✓ | ✓ |
| General invitation to annual Pantheon user conference | ✓ | ✓ | ✓ |
| Eligible for inclusion in ServiceTitan marketing channels | | ✓ | ✓ |
| Eligible for inclusion in sales and support enablement materials | | ✓ | ✓ |
| Marketplace featured placement | | Invite Only | ✓ |
| Priority access to sponsor annual Pantheon user conference | | Invite Only | ✓ |
| Exclusive sponsorship opportunities | | Invite Only | ✓ |
| Joint account & opportunity mapping | | Invite Only | Invite Only |
| Bespoke comarketing & GTM activities | | | ✓ |
| **Support** | | | |
| Access to customer and integration support channels | ✓ | ✓ | ✓ |
| Priority access to partner management team | | Invite Only | ✓ |

[1]Please note that marketing agencies do not qualify for all Sales & Marketing benefits offered in the Gold or Titanium tiers, even if they meet the eligibility criteria. Specific benefits and access levels are subject to review and may be adjusted based on the nature of the partnership.

[2]Please note that ServiceTitan requires at least 5 active customers using a partner's integration prior to be listed on ServiceTitan's in-app and web-based marketplace.

# Technology Program Requirements

In order to qualify for development and the ServiceTitan Technology Partner Program, there are minimum requirements to apply and ongoing requirements for all ServiceTitan partner program members. Requirement details may differ depending on Tier status. For additional details regarding these requirements, please reach out to technologypartners@servicetitan.com.

| | Silver Partner | Gold Partner | Titanium Partner |
|---|---|---|---|
| **Development** | | | |
| US or CA-based company with TIN | ✓ | ✓ | ✓ |
| Completion of InfoSec Review[1] | ✓ | ✓ | ✓ |
| Acceptance of API Terms of Service | ✓ | ✓ | ✓ |
| **Onboarding** | | | |
| Acceptance of MPA and Commercial Term Requirements | ✓ | ✓ | ✓ |
| Annual Partner Program Dues | $5,000/yr | $5,000/yr | $5,000/yr |
| Minimum # of active customers using integration | - | 50 | Invite Only[2] |
| **Sales & Marketing** | | | |
| Partner go-to-market materials | ✓ | ✓ | ✓ |
| **Customer Success/Outcomes** | | | |
| Partner integration support | ✓ | ✓ | ✓ |

[1]InfoSec reviews may be conducted on a continuous basis to ensure the reliability, sustainability, and security of our API platform for all Technology partners.

[2]Invitation to the Titanium tier is based on a multitude of factors, including but not limited to: aligned strategic objectives, referrals, and customer impact.

**Please Note**: Criteria listed above is minimum for qualification and does not guarantee acceptance into the program or a particular tier. Listed benefits are available to partners at each level, but are subject to availability and ServiceTitan's discretion. ServiceTitan reserves the right to approve or deny applicants, and move participants between levels at its discretion.

# Glossary of Benefits

**Go-to-Market Kit**
Partners are provided templates & guides to run successful, polished campaigns. GTM kit also guides Partner to create the best reference material for ServiceTitan's internal Sales and Support teams to reference and advise customers on partner integrations.

**Pantheon User Conference**
While all partners will receive a general invitation to Pantheon, Titanium and select Gold partners will receive the first invitations to sponsorship packages at Pantheon.

**ServiceTitan Marketing Channels**
Gold and Titanium partners may be featured in ServiceTitan marketing channels like guest blogs, webinars, and more.

**Sales & Support Enablement Inclusion**
Gold and Titanium partners may be featured in ServiceTitan internal training to educate frontline customer-facing teams on the Partner's offerings and customer benefits.

**Joint Account & Opportunity Mapping via Crossbeam**
Crossbeam is an automated account mapping tool that allows partners to cross reference their customer relationships with ServiceTitan's network of customers and prospects, enabling smarter campaigns.

**Exclusive Sponsorship Opportunities**
Titanium partners and select Gold partners are invited to access exclusive, strategic sponsorship opportunities.

# Glossary of Requirements

**Partner Go-to-Market Materials**
Partner prepares go-to-market materials to launch and promote its integration.

**Partner Integration Support**
Partner provides integration support to customers as needed including first line of support for any Partner-related issues, assistance with technical issues caused by Partner or Partner Products, and necessary setup and training resources to new Partner users.

**MPA and Commercial Term Requirements**
To be eligible for the Partner Program, you must accept ServiceTitan's standard MPA and commercial terms.

**Minimum Number of Active Customers Using Integration**
Integrations must have at least 50 active users to be considered for Gold and Titanium tiers.

# ServiceTitan | Technology Partner Program

## About ServiceTitan

Founded by Ara Mahdessian and Vahe Kuzoyan in 2007, ServiceTitan was originally built to help their fathers run a better contracting business. Today, the most successful home and commercial services companies run on ServiceTitan.

By bringing an integrated SaaS platform to an industry historically underserved by technology, ServiceTitan is equipping contractors with the technology they need to keep the world running.

ServiceTitan was honored at No. 6 Spot on the Forbes' Cloud 100 in 2024 and is backed by world-class investors including Bessemer Venture Partners, ICONIQ Growth, Index Ventures, Tiger Global Management, and T. Rowe Price.





## Currently serving the largest ecosystem of service professionals...

**15,000+**

**Contractors**
*(In May'24*)*

**256,000+**

**Total Users**
*(In May'24**)*

*Calculated as of May 2024, across ServiceTitan and its affiliates. **Calculated as of May 2024, ServiceTitan only.

To learn more about ServiceTitan, visit servicetitan.com