

We Are Committed to Your Success

ANSYS Partner Program Guide



Introducing the ANSYS Partner Program

At ANSYS, we are determined to develop a broad and deep partner ecosystem for the mutual benefit of our partners and our business. Together we can share expertise, foster development and extend our reach in markets that will benefit from engineering simulation solutions. As an ANSYS partner, you will qualify for benefits based on your designated partner tier. We are committed to providing opportunities for you.

Click on the following link to begin your partner journey.

[Become an ANSYS Partner](#)

To subscribe to the ANSYS Learning Hub:

Email Mike Rowan, Partner Program Manager, mike.rowan@ansys.com

Click [here](#) to learn more about the Learning Hub.

Click on the following to visit the ANSYS App Store:

[ANSYS App Store](#)

For other program benefits, contact your account manager:

HPC/Cloud-Hosting: Wim Slagter, wim.slagter@ansys.com

ISV: Mike Rowan, mike.rowan@ansys.com

Technical Enablement: Erik Ferguson, erik.ferguson@ansys.com

All other partner types: Mike Rowan, mike.rowan@ansys.com

General Program questions: Mike Rowan, mike.rowan@ansys.com

License Administration: Cordell Blackshere, cordell.blackshere@ansys.com

ANSYS, Inc.

Southpointe, 2600 ANSYS Drive
Canonsburg, PA 15317 USA

General Benefit	Preferred	Advanced
Access to self-service community	✓	✓
Not-for-resale software licenses	Limited	✓
App store capability	✓	✓
Partner newsletter distribution	✓	✓
Welcome package	✓	✓
License revisions	2X	unlimited
Named business & technical contacts		✓
Dedicated account management		✓

Technical Benefits

Technical Benefits	Preferred	Advanced
Learning Hub Subscription	1 included	5 included
Annual technical enablement review	✓	✓
Access to development tools, APIs	✓	✓
Customer support requests	5 requests*	Unlimited requests*
Product roadmap presentations		Annually, by invitation
Customized product plan		By invitation
Dedicated Product Management	✓	✓
Quality Verification	✓	✓

Marketing Benefits

Marketing Benefits	Preferred	Advanced
Partner listing on ANSYS.COM	✓	✓
Tier-specific partner logo	✓	✓
Guest blog opportunity	✓	✓
Webinar to ANSYS Sales	By invitation	✓
Partner events listing on ANSYS.Com	✓	✓
Promotion of technical papers	✓	✓
ANSYS local event sponsorship	By invitation	Priority
ANSYS Advantage Magazine editorial	By invitation	By invitation
Public relations support		✓
Joint marketing plan		✓
Customer facing webinar	By invitation	✓
Self-guided materials in Learning Hub		✓

Sales/Financial Benefits

Sales/Financial Benefits	Preferred	Advanced
Revenue sharing	App store only	Custom business models
Co-selling activity		✓
Joint account pipeline strategy planning		✓
Co-funded Lead Generation		✓
Pricelist exposure	✓	✓
Regional staff hosting		By Invitation

Benefits may require additional guidelines and may vary by partner type
All benefits are considered annual per agreement year unless specified.

Benefit only applicable to OEM partnerships

(*) Annual

ANSYS Partner Program Commitments

All Partners

- ANSYS must approve authorized purpose
- Commit to solution development
- Sign the partner program agreement
- Annual partnership review
- Place ANSYS Partner Program logo, linked to www.ansys.com/partners, on their website
- Participate in a minimum of one marketing activity per year
- Pay annual program fee: \$5,000 USD

Additional Guidelines for Advanced Partnership

- ANSYS Business Sponsorship
- Participate in quarterly program review (in-person or virtual)
- Provide dedicated sales and technical resources (for co-selling engagements)
- Provide technical validation of solutions
- Issue press release announcing company's advanced partnership designation (ANSYS will provide quote and review release in advance)
- Execute agreed upon deliverables as specified in joint business plan
- Pay annual program fee: \$10,000 USD

Some exceptions may apply.

Program guidelines are supported by an executed Partner Program Agreement.