Ansys Technology Partner Program Overview

As of March 2023

This guide covers

PARTNERSHIPS	**HOW TO QUALIFY**	**PROGRAM BENEFITS**	**BADGE GUIDELINES**
Understand the value and type of partnerships with Ansys	Learn how to join the Ansys Technology Partner Program	Access partner-exclusive support based on your tier	See how to use your partnership badge

Partnerships are key to Ansys' pervasive insight strategy

Ansys embraces an open partner ecosystem that comprises the most innovative players in our industry, as we strive to realize our pervasive insight strategy. Collaborating closely with our technology partners, we aim to offer our shared customers a range of options that are customized to meet their business needs, allowing them to select the most effective and comprehensive solutions available.

Our global partner community of over 1,600 companies includes more than 330 Technology partners—providers of highly specialized software products, high-performance computing, systems integrator and cloud-hosting services that complement our solutions with leading products and services in a variety of industries.

The Ansys Partner Program provides partners with the tools and resources needed to connect our technologies, drive growth, and deliver customer value. Ansys offers four tiers of partnership, each with its own benefits and requirements.

OVER
1,600
PARTNERS

MORE THAN
330
TECHNOLOGY PARTNERS

Ansys

Partner team's mission: drive customer value & scale

Identify partners that **fill capability gaps &** provide customers a complete solution that has real business impact

Prioritize 'big bet' integrations, aligning cross-teams to **focus** resources

Drive adoption, extend our user ecosystem, and increase revenue pipeline via Academic, Technology, Startup Programs and PyAnsys

Accelerate Ansys' cloud strategy by ensuring the portfolio is available on industry leading cloud platforms

Partner Program Value

Visibility — Promotion of **awareness** and **value** to Ansys customers

Enablement — **Access** product, resources & tools based on your tier

GTM Collaboration — Marketing & sales based on tier and joint **strategy**

Community — Continuous **communication** & **support** from our global partnership team

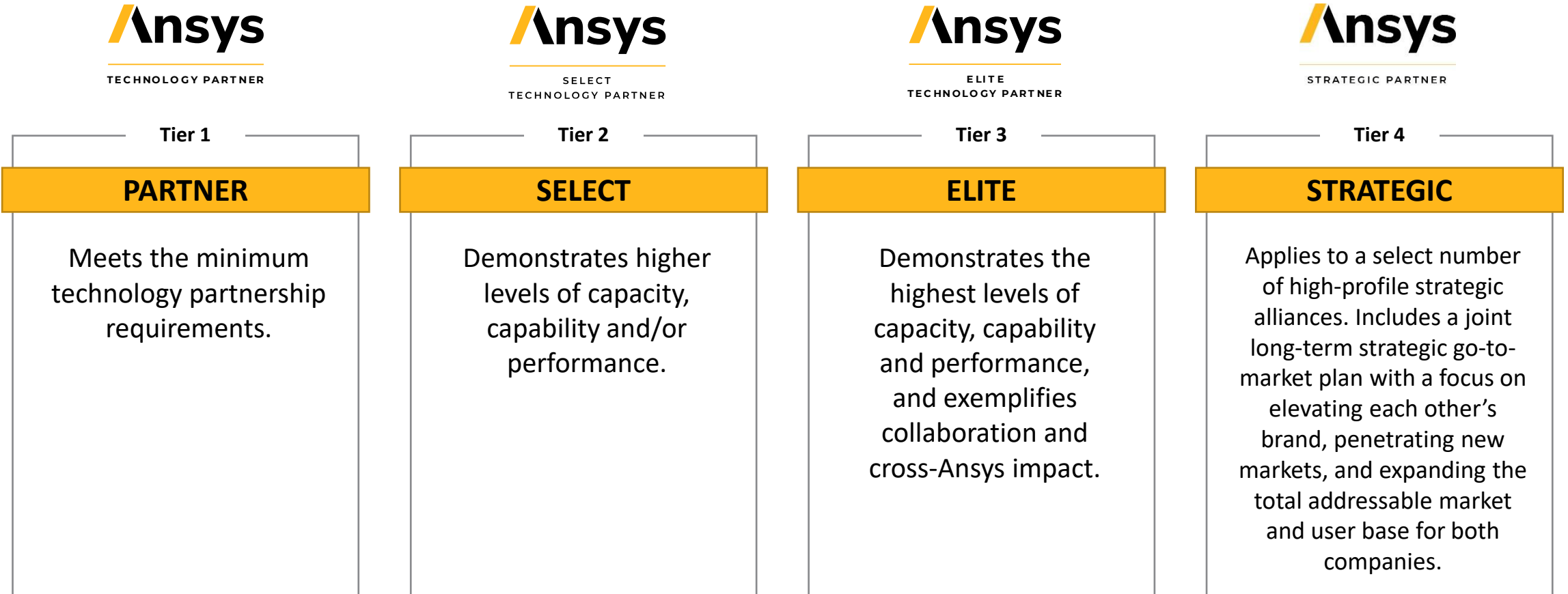# Type of technology partners at Ansys

Partner Type	Definition
Software	Partners that collaborate with Ansys involving software technology (including methods and data) that they develop and sell
Hardware	Partners that collaborate with Ansys involving hardware products that they develop and sell
HPC	Partners that provide recommended HPC system configurations (and sometimes HPC managed services) to accelerate and simplify HPC deployment
Cloud	Partners that integrate hardware, software, and/or services to offer a commercial cloud-computing capability
Consultant	Professional services organization that provide advisory or hands-on implementation services to design and/or implement a solution for a specific business or technical problem. Contracted by the customer to set-up to CAE environments and run CAE problems using the customers or their own hardware and software.
System Integrator	Partners that implement enterprise-wide IT applications within an organization. They are professional services entities who govern the deployment-to-operation lifecycle of a complex IT solution. A deployment can consist of software, hardware, networks and hybrid IT installations. Can work in on-premises (data center) or CSP (cloud) environments or both.
Developer	Partners that provide add-ons, applications, or solutions, by integrating their software with an Ansys Application Programming Interface (API) such as PyAnsys. These partners can benefit from Ansys App Store to market their applications. Developers contribute to Ansys' inorganic growth through innovative capabilities that extend Ansys products.

Technology Partnerships:

How to qualify

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How to Qualify: The Four Tiers of Partnership

Becoming an Ansys Technology Partner is a journey. Once you begin the process, we will work with you to understand your business objectives and tailor your enablement based on your unique collaboration with us and its evolution over time

/Ansys
TECHNOLOGY PARTNER

/Ansys
SELECT
TECHNOLOGY PARTNER

/Ansys
ELITE
TECHNOLOGY PARTNER

/Ansys
STRATEGIC PARTNER

Tier 1	Tier 2	Tier 3	Tier 4
PARTNER	**SELECT**	**ELITE**	**STRATEGIC**
Meets the minimum technology partnership requirements.	Demonstrates higher levels of capacity, capability and/or performance.	Demonstrates the highest levels of capacity, capability and performance, and exemplifies collaboration and cross-Ansys impact.	Applies to a select number of high-profile strategic alliances. Includes a joint long-term strategic go-to-market plan with a focus on elevating each other's brand, penetrating new markets, and expanding the total addressable market and user base for both companies.

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Program Requirements by Tier

All Ansys Technology Partners have business, technology and customer requirements. Specific requirements vary by tier.

/ PROGRAM TIERS	STRATEGIC	ELITE	SELECT	PARTNER
Business Requirements — Approved partner application and business case	•	•	•	•
Up-to-date partner profile	•	•	•	•
Named business & technical contact(s)	•	•	•	•
Signed agreement	•	•	•	•
Payment of annual $5,000 program fee*		•	•	•
Partner-provided support for your solution	•	•	•	•
12-month partnership plan	•	•	•	•
Revenue and influenced sales thresholds apply	•	•	•	
Business review with stakeholders	Quarterly	Bi-annually	Annually	
Business development activities	Quarterly	Quarterly		
Named partner manager, sales, and marketing contact	•	•		
Joint business/GTM plan	•			
Potential to expand TAM $500M+	•			
Governance committee & Executive alignment	•			
Technical — Technical documentation or plan	•	•	•	•
Provide technical validation of solution	•	•	•	•
Minimum employees fully enabled on and promoting Ansys solutions ***	5	4	3	2
Solution involves 2+ Ansys products	•	•	•	
Solution aligned to an Ansys technology or high focus areas	•	•	•	
Cross portfolio product solution aligned with Ansys product roadmap	•	•		
Solution is strategic to an Ansys technology or high-focus areas	•			
Customer — Customer reference(s)	•	•	•	•
Minimum CSAT score on Ansys partner survey for services partners	80%	80%	80%	80%
Minimum Customer success story**	5	2	1	
Minimum Qualified customer opportunities**	50	20	10	

*Standard for all tiers except Strategic
**To qualify for the tier, you can meet either the customer success story or the qualified customer opportunity thresholds
*** Systems Integrator only

Technology Partner Program Benefits

Program Benefits by Tier

All Ansys Technology Partners receive access to technical, marketing and communications support. Specific benefits vary by tier.

PROGRAM TIERS	STRATEGIC	ELITE	SELECT	PARTNER
TECHNICAL BENEFITS				
Enterprise License for Ansys Learning Hub	•	•	•	•
Access to Ansys learning forum and innovation courses	•	•	•	•
Access to HPC benchmark models	•	•	•	•
Not-for-resale software licenses	•	•	•	•
Customer and Licensing portal access	•	•	•	•
Access to Ansys Developer community (Coming Soon)	•	•	•	•
Access to named technical resources	•	•		
Eligible for off-cycle product updates	•	•		
Eligible for OEM custom terms	•	•		
Custom channel on Ansys Learning Hub	•			
Joint development roadmap (non-public)	•			
MARKETING BENEFITS				
Ansys Badge Use, Branding Kits and Marketing Templates	•	•	•	•
Ansys.com Partner Directory Listing*	•	•	•	•
PR Collaboration/Quote for Press	•	•	•	
Selective Co-Marketing & Event Support	•	•		
Joint GTM Planning & Campaign Support	•			
COMMS				
Partner Portal Access - when available	•	•	•	•
Named Partner Manager**	•	•	•	
Ansys Executive Sponsor	•			

*includes listing on Strategic Partner page for Strategic Partner level
**Strategic Partner Manager assigned for Strategic Partner level

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Technical Benefits Summary (varies by Tier)

On-demand Training
Ansys provides various training options for technology partners to achieve the necessary knowledge and skills. Through both online and on-demand training options, partners can acquire and develop the expertise required to integrate and/or connect with Ansys products.

These resources will give you access to:
- Virtual courses in all time zones
- Self-paced video courses
- Learning paths to guide your course selection
- Dedicated learning rooms for questions and discussion
- Training materials and subscriber-only content

Enterprise License for Ansys Learning Hub
You will have access to a variety of different training options through the Ansys Learning Hub

Access to Ansys Learning Forum and Innovation Courses
You may also access the publicly available Ansys Learning Forum and Ansys Innovation Courses

Access to HPC Benchmark Models
Access to Ansys standard benchmark models for hardware comparison studies.

Not-for-Resale Software Licenses
Ansys provides free software to its partners for development, support, evaluation, demonstration and testing purposes based on the goal of the partnership. The type of products and frequency at which you can make changes to the products is based on your tier. Software licenses are valid for one year and includes access to the Ansys Customer Portal, self-service licensing portal and technical support. The number of revisions to your Ansys license configuration you can make in the year will be based on your status in the program

Eligible for OEM Custom Terms*
Opportunity to broaden the terms describing the relationship among technology partners and Ansys.

Developer Community Access (coming soon)
Access to Ansys' developer community for various types of marketing channels to converse with a developer audience through interactive developer relations activities, such as workshops and webinars.

Customer and Licensing Portal Access
Access your account support requests, downloads and more via the Ansys Customer Portal. You'll find tools, education and resources to help ramp up quickly. Information regarding training and support can be located within the portal. Through your SSO credentials*, you'll also receive access to our self-serve licensing portal, where you are able to manage your Network ID's and deployment of approved Ansys technologies provided as part of your partnership with Ansys.

Access to Technical Resources*
Our employees are critical to the mission of enabling the design and delivery of transformational products. Leverage the Ansys Customer Excellence (ACE) organization, with Subject Matter Experts (SME) spanning across all 450 products to provide technical and functional support.

Eligible for Off-cycle Product Updates*
Opportunity to access a release of software into a production environment before the next scheduled release date, providing the advantage of leveraging/testing new functionality and having a direct line to development

Custom Channel on Ansys Learning Hub
Dedicated section published within the training platform. Available only to Strategic-level partners. Actual content delivery will be determined on a case-by-case basis.

Joint Development Roadmap (non-public)*
Participate in influencing the strategic communication tool of a product roadmap for Ansys Products pertaining to focused products of the partnership.

*Some restrictions apply

Marketing Benefits Summary (varies by Tier)

Ansys Badge Use, Branding Kits and Marketing Templates

As an Ansys Technology Partner, you may represent yourself as such on your website and in communications and documents. Ansys will provide tier-specific "badges" in different form factors and with specific guidelines so you can utilize them at your convenience to accommodate any layout variations you have in your communications. Usage is governed by Ansys Corporate Marketing brand guidelines.

As an Ansys Technology Partner, you may use the Ansys Technology Partner badge on your website, sales collateral, and in communications and documents, subject to the Ansys Certified Technology Partner Program Terms and Conditions and the conditions set forth in the Ansys Technology Partner branding guidelines.

Ansys provides access to co-branded marketing templates, which can be used to design and develop joint marketing collateral, solution briefs, success stories, etc.

Ansys.com Partner Directory listing

Your company will be eligible to be listed on the Ansys website "Find a Partner" listing, including a brief profile about your solution and key contact information (https://www.ansys.com/partner-ecosystem)

Selective Co-marketing & Event support

Promoting your events and solutions via social media (i.e., blogs, LinkedIn, and Twitter feeds), joint webinars, sales collateral, etc. You will also be invited to participate and sponsor various Ansys events throughout the year. Depending on your level of sponsorship, you may be eligible to participate in partner tradeshows, tech talks, etc.

PR Collaboration/Quote for Press*

As an Ansys Technology Partner, collaborating with Ansys PR will support the partnership opportunities to highlight positive 'brand values' to target consumers between a Technology Partner and Ansys. Other relevant opportunities through PR collaboration could be seen through media partnerships, investor relations, press releases and media kits.

Joint GTM Planning & Campaign Support*

Collaboration with Ansys' Campaign Marketing Team to help define campaign goals and promote partnership through different types of media.

*Some restrictions apply

Communication and Management Benefits (varies by Tier)

Partner Portal Access (coming soon)

Once you commit to becoming an Ansys Technology Partner, the Ansys Technology Partner Portal is your starting point. It is your gateway to information, including the requirements to achieve your desired tier. Once you have access, you can unlock the benefits that will help you grow your business.

Named Partner Manager

As an Ansys Technology Partner, you will have a designated Ansys representative to support initiatives from developing marketing to implementing sales growth strategies.

Ansys Executive Sponsor

Strategic Partners have a named executive sponsor to ensure the goals of the partnership are aligned for mutual benefit for each company

Ansys Technology Partner Badges

The Ansys Technology Partner badge should be treated with the same respect and attention to detail as any Ansys logo. It represents a highly earned honor and should not be altered.

Before using the Ansys Technology Partner badge, confirm your partnership level ("*Partner*", "*Select*," "*Elite*," or "*Strategic*") with your Ansys partner manager.

/Ansys
TECHNOLOGY PARTNER

/Ansys
SELECT
TECHNOLOGY PARTNER

/Ansys
ELITE
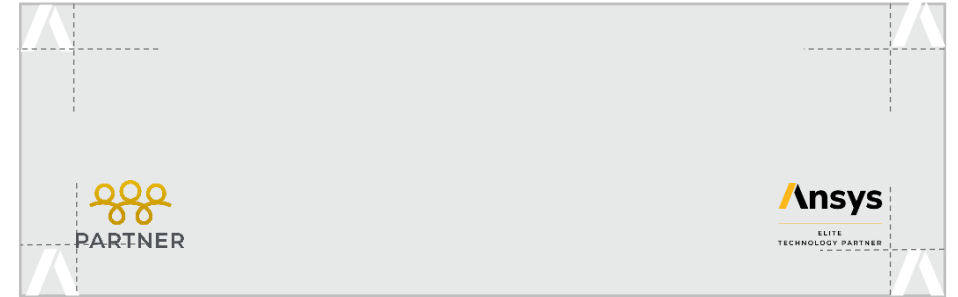TECHNOLOGY PARTNER

/Ansys
STRATEGIC PARTNER

/Ansys

Ansys Technology Partner Badge: Space and Layout System

Your Ansys Technology Partner badge is designed to be used across various media and platforms. These guidelines ensure the badge has maximum visibility everywhere it appears.

Clear space:

Layout System :
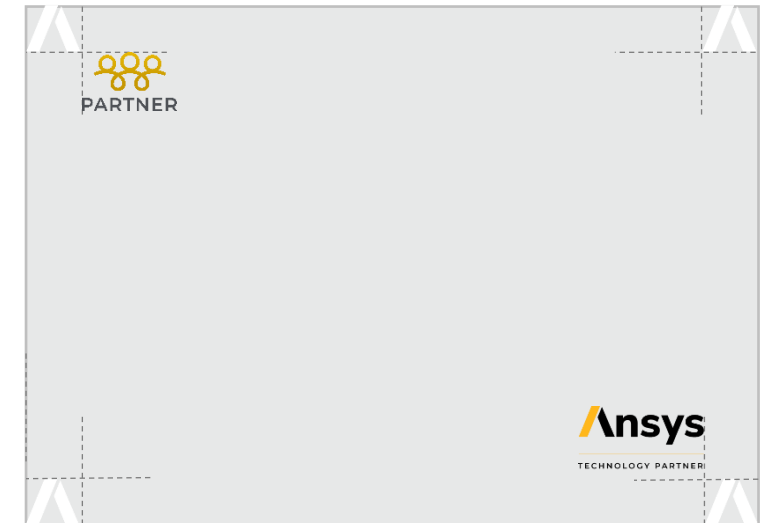
Ansys Technology Partner Badge: Orientation Options

Default Alignment

Optional Alignment

Only in circumstances where the layout does not allow the default orientation to be used.

Ansys Technology Partner Badge: Color Usage

Approved Colors

Ansys Black
R0 G0 B0
Hex #000000
C0 M0 Y0 K100
PMS Black

Ansys Gold
R255 G183 B27
Hex #FFB71B
C0 M31 Y98 K0
PMS 1235 C

These are the only acceptable colors to be used with the Ansys Technology Partner badge.

Reversed Colors

If background is dark, you may use the reverse layout.

Ansys Technology Partner Badge: Usage Examples

The Ansys Technology Partner badge is designed to be used across various media and platforms. The color and spacing examples below apply to all versions of the Ansys Technology Partner badge.

We have created a set of simple badge guidelines to ensure proper usage.

1. Use the badge appropriate to your tier in the Program.

2. Never alter the components of the badge (color, position, text, distort, crop).

3. Allow proper spacing and separation from nearby images or logos: the files have standoff space built into their image size; do not crop.

4. Use the correct file format: digital files are PNG, print files are EPS.

5. The badge can be scaled, but not distorted; refer to minimum logo heights earlier in this section.
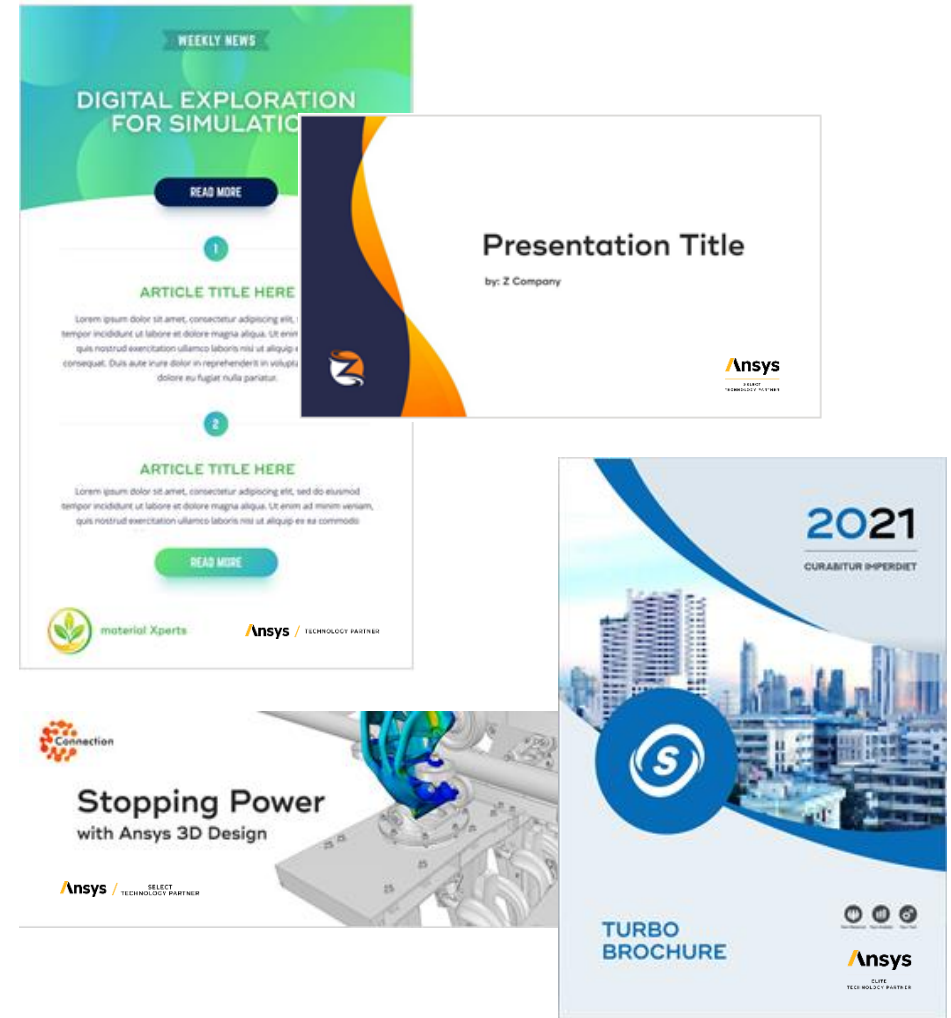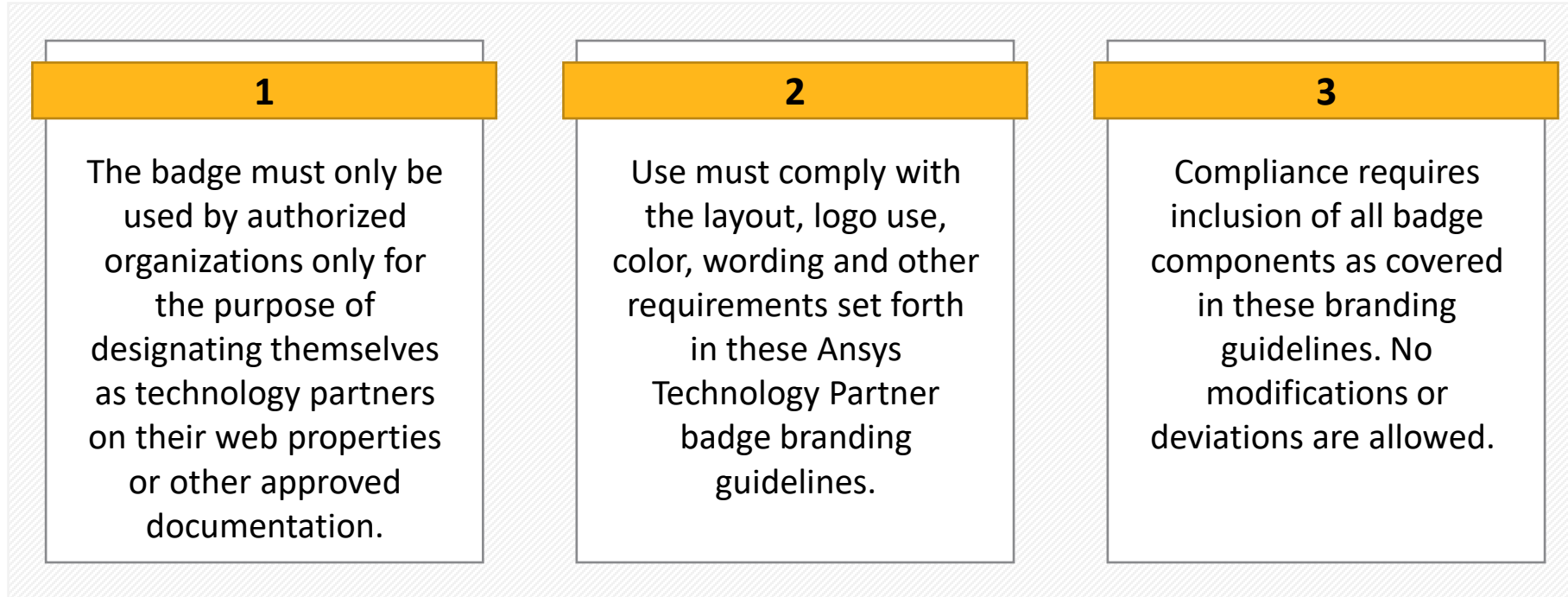
Ansys Technology Partner Badge: Further Usage

Use the Ansys Technology Partner badge on company letterhead, business cards, and other marketing communications. Usage should follow these branding guidelines.

- Respect the spacing around the badge itself to ensure legibility.

- When using the badge in conjunction with other logos or design elements, please follow the clear space guidelines.

Ansys Technology Partner Badge: Use Requirements

| 1	2	3
The badge must only be used by authorized organizations only for the purpose of designating themselves as technology partners on their web properties or other approved documentation.	Use must comply with the layout, logo use, color, wording and other requirements set forth in these Ansys Technology Partner badge branding guidelines.	Compliance requires inclusion of all badge components as covered in these branding guidelines. No modifications or deviations are allowed.

Ansys Technology Partner Badge: Improper Usage

Use according to the specifications in these branding guidelines. Improper use dilutes the Ansys visual identity, making it difficult to protect. Some common incorrect uses are illustrated below:

No homemade badge. Use the official version identified in these branding guidelines.

Only the Ansys technology badge shall be used to represent your affiliation with Ansys.
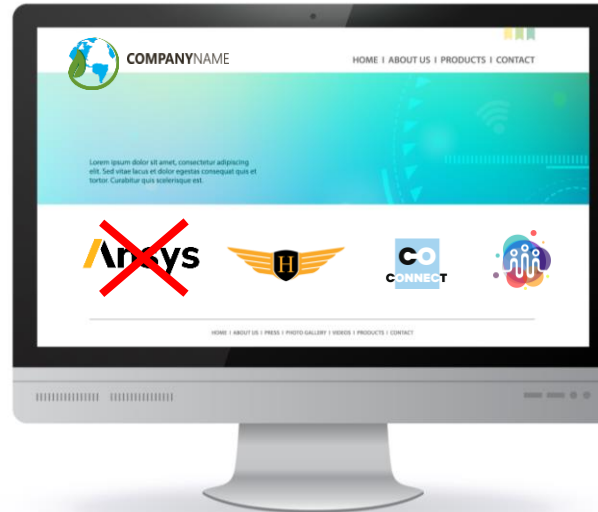
The Ansys technology badge must not be placed in any form of box or boundary.

The Ansys technology badge must not appear over a photo and must not be altered in any way.

Use the Current Version of the Badge

Discontinued versions
(DO NOT USE)

Badge FAQs

Can I use the Ansys logo instead of our partner badge?

- According to our guidelines, all partners will have a dedicated badge to identify their relationship with Ansys. Should you need to use the Ansys logo, please obtain express written permission in advance.

Can I add our logo to the Ansys template or asset?

- The Ansys template/asset is for Ansys use only. Partners will be able to use their own partnership logo to add to their corporate templates/assets. We do not allow any alteration to our templates outside of the rules outlined in this partnership guide.

I like the partnership badge that I have been using for years. Can I continue to use that one?

- No. Use the current version of the badge based on your partner tier.

Can we change the partnership badge color to match our company colors?

- No. Partnership badges are part of the Ansys brand architecture. Any alteration is a violation of our brand guidelines.

Who do I talk to if I have questions?

- Talk to your partner manager.

Partner Tier One-Pagers

Ansys Technology Partners: Partner Tier

Partners at the "Partner" Tier have met the requirements of the program and are eligible to use the Ansys Technology Partner badge.

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TECHNOLOGY PARTNER

Partner Tier Requirements
BUSINESS REQUIREMENTS
• Approved partner application and business case • Up-to date partner profile • Named business, marketing & technical contacts • Signed agreement • Partner-provided support for your solution • 12-month partnership plan
TECHNICAL CAPABILITY
• Technical documentation or plan • Provide technical validation of solution
CUSTOMER SUCCESS
• Customer reference(s)

Partner Tier Benefits
TECHNICAL BENEFITS
• Enterprise license for Ansys Learning Hub** • Access to Ansys learning forum & innovation courses • Access to HPC benchmark models • Not-for-resale software licenses • Customer and Licensing portal access • Access to Ansys Developer community
MARKETING BENEFITS
• Ansys badge use, branding kits, and marketing templates • Ansys.com Partner directory listing
COMMUNICATION AND MANAGEMENT
• Partner portal access

** Some restrictions may apply

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Ansys Technology Partners: Select Tier

"Select" Partners demonstrate a high level of capacity, capability and/or performance.

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SELECT
TECHNOLOGY PARTNER

Select Tier Requirements

BUSINESS REQUIREMENTS

- Approved partner application and business case
- Up-to date partner profile
- Named business, marketing & technical contacts
- Signed agreement
- Partner-provided support for your solution
- 12-month partnership plan
- Business review w/stakeholders - Annually
- Revenue and/influenced sales thresholds apply

TECHNICAL CAPABILITY

- Technical documentation or plan
- Provide technical validation of solution
- Solution involves 2+ Ansys products
- Solution aligned to an Ansys technology or high focus area

CUSTOMER SUCCESS

- Customer reference(s)
- 1 customer success story or 10 qualified customer opportunities

Select Tier Benefits

TECHNICAL BENEFITS

- Enterprise License for Ansys Learning Hub**
- Access to Ansys learning forum & innovation courses
- Customer and Licensing portal access
- Not-for-resale software licenses
- Access to HPC benchmark models
- Access to Ansys Developer community

MARKETING BENEFITS

- Ansys badge use, branding kits and marketing templates
- Ansys.com Partner directory listing
- PR collaboration/quote for Press

COMMUNICATION AND MANAGEMENT

- Partner portal access
- Named partner manager

** Some restrictions may apply

Ansys Technology Partners: Elite Tier

Partners at the "Elite" tier demonstrate higher levels of capacity, capability and performance and exemplify collaboration and cross-Ansys impact.

ELITE
TECHNOLOGY PARTNER

Elite Tier Requirements

BUSINESS REQUIREMENTS

- Approved partner application and business case
- Up-to date partner profile
- Named business, marketing & technical contacts
- Signed agreement
- Partner-provided support for your solution
- 12-month partnership plan
- Business review w/stakeholders - Bi-annually
- Revenue and influenced sales thresholds apply

TECHNICAL CAPABILITY

- Technical documentation or plan
- Provide technical validation of solution
- Solution involves 2+ Ansys products
- Solution aligned to an Ansys technology or high focus area
- Cross portfolio solution aligned with Ansys product roadmap

CUSTOMER SUCCESS

- Customer reference(s)
- 1 customer success story or 20 qualified customer opportunities

Elite Tier Benefits

TECHNICAL BENEFITS

- Enterprise License for Ansys Learning Hub**
- Access to Ansys learning forum & innovation courses
- Customer and Licensing portal access
- Not-for-resale software licenses
- Access to HPC benchmark models
- Access to Ansys Developer community
- Access to named technical resources
- Eligible for off-cycle product updates
- Eligible for OEM custom terms

MARKETING BENEFITS

- Ansys badge use, branding kits & marketing templates
- Ansys.com Partner directory listing
- PR collaboration/quote for Press
- Selective co-marketing & event support

COMMUNICATION AND MANAGEMENT

- Partner portal access
- Named partner manager

** Some restrictions may apply

Ansys Technology Partners: Strategic Tier

"Strategic" Partners are major industry players that agree to invest in a long-term strategic joint GTM with Ansys, elevating each other's brand, penetrating new markets, expanding TAM and/or user base.

This part of the program is invitation-only.

STRATEGIC PARTNER

Strategic Tier Requirements

BUSINESS REQUIREMENTS

- Approved partner application and business case
- Up-to date partner profile
- Named business, marketing & technical contacts
- Signed agreement
- Partner-provided support for your solution
- 12-month partnership plan
- Business review w/stakeholders - Quarterly
- Revenue and influenced sales thresholds apply
- Joint business/GTM plan
- Potential to expand TAM $500M+
- Governance Committee & Executive alignment

TECHNICAL CAPABILITY

- Technical documentation or plan
- Provide technical validation of solution
- Solution involves 2+ Ansys products
- Cross portfolio solution aligned with Ansys product roadmap
- Solution is strategic to an Ansys technology or high focus area

CUSTOMER SUCCESS

- Customer reference(s)
- 5+ Customer success stories or 100+ qualified customer opportunities

Strategic Tier Benefits

TECHNICAL BENEFITS

- Enterprise License for Ansys Learning Hub**
- Access to Ansys learning forum & innovation courses
- Customer and Licensing portal access
- Not-for-resale software licenses
- Access to HPC benchmark models
- Access to Ansys Developer community
- Access to named technical resources
- Eligible for off-cycle product updates
- Eligible for OEM custom terms
- Custom channel on Ansys Learning Hub
- Joint development roadmap (non-public)

MARKETING BENEFITS

- Ansys badge use, branding kits, and marketing templates
- Ansys.com Partner directory listing
- PR collaboration/Quote for Press
- Selective co-marketing & event support
- Joint GTM planning & campaign support

COMMUNICATION AND MANAGEMENT

- Partner portal access
- Strategic partner manager
- Ansys Executive sponsor

** Some restrictions may apply