



AT INTERNET

AT CONNECT

Technology Partner

GUIDE 2020

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WELCOME TO OUR ECOSYSTEM

Technological partnerships are a major strategic focus at AT Internet. Each development is based on technologies that facilitate integration with third-party solutions.

This philosophy of openness is our guiding principle. We work closely with several partners specialising in fields complementary to Digital Analytics.

User Experience, CRM, AB Testing, CMS, Marketing, Emailing, Mobile, Attribution, Social Media, Analytics... We can collaborate to develop business opportunities through strong and effective technology partnerships.

The purpose of this document is to introduce you to the main principles of AT Connect: the types of partnerships, the advantages and the numerous technical, marketing and commercial resources associated with this technology partnership program.

Géric Fossé

Technology Partner Manager,
AT INTERNET

AT CONNECT

WHY

become an AT Internet partner?

01

Be part of a complete Analytics solution

Offer the best of Digital Analytics to your customers by connecting to AT Internet. Data tagging, quality control, analysis, activation, democratisation... The Analytics Suite transforms the raw data collected into real insights and facilitates user decision making. The functionalities adapt to the user's sector of activity, the size of his company or his role in the company.

02

Data Quality, Security and Compliance

Work with confidence with a Digital Analytics solution certified in 6 European countries: ACPM, ABC UK, TÜV... At AT Internet, data quality is a top priority, as is compliance with EU data protection laws. We have very high standards for our SLA service levels regarding the quality, consistency, completeness and freshness of the data delivered.

03

International reach

Develop your international reputation by joining forces with a global player. AT Internet has offices in 4 countries. This network of partners and customers is an excellent way to enter new markets.

04

Large community of users

Multiply business opportunities by offering a new technological integration to AT Internet users. The Analytics Suite measures more than 20,000 mobile sites and applications.

05

Continuous innovation

This programme encompasses all Data Science projects supported by AT Internet. The goal: to help our customers transform their data into insights, simplify the user experience and automate value creation.

06

Optimal Customer Satisfaction

At AT Internet the customer is at the centre of the global company strategy. Online interface 24/7, online Help Centre, documented resources... AT Internet consultants promote and support technology partners.

AS

— Joining forces with a leading player in Digital Analytics

By becoming a partner of AT Internet, you are collaborating with a publisher recognised in the Digital Analytics market, as evidenced by the many awards obtained. The Forrester Wave™: Web Analytics, ClickZ Martech Awards: Best Analytics Platform 2019, TrustRadius: Top Rated 2019, G2 Crowd: High Performer 2018... AT Internet is one of the world leaders in Digital Analytics.

OBJECTIVES

of the program

The tech solutions developed as part of the AT Connect program provide users with high-performance and innovative solutions. These quality integrations enhance our respective know-how. The pooling of resources between AT Internet and the partner allows us to achieve these common objectives:



Enrich your product

Offer new functionalities and innovate thanks to the technological partnership with AT Internet. Create customer engagement by offering more value.



Gain notoriety

Reach the greatest number by communicating jointly and reaching new contacts. Develop your levers through co-marketing actions.



Generate revenue

Achieve additional sales by integrating the AT Connect Technology Partner Program.



Diversify your expertise

Integrate the partner network, train and certify your team around AT Internet solutions.

TYPES of partnerships

The AT Connect program includes 3 types of partnerships. They allow us to offer answers adapted to the different situations and specific needs of our user customers. Each type of partnership requires particular commitments while offering, in return, specific advantages to the partners.



Technology Compliant

This category includes technologies that are compatible with AT Internet solutions. This compatibility is based on a theoretical or real integration carried out by a third-party developer.

AT Internet is not the source of this integration and therefore does not carry out any maintenance operations.



Technology Partner

This category includes validated technology partners. This partnership is based on a real integration with a common customer. Technical, commercial and marketing prerequisites must be met in order to be included in this category. In return for his commitment, the partner receives various benefits.



Premium Technology Partner

This category includes technology partners validated and recommended by AT Internet. This partnership is based on a real integration with a common customer. This partnership requires a maximum investment from both parties in order to bring a common offer with high added value. Integrating this category requires compliance with additional technical, marketing and commercial prerequisites. There are also greater benefits in return.



Display the AT Internet Partner Badge

Each partnership category is represented by an AT Internet Badge. The Badge allows the partner to display its level of integration and expertise around AT Internet solutions. The AT Internet Badge can be displayed on the partner's website, as well as on its various marketing and sales resources.

REQUIREMENTS

In order to join the AT Connect program the partner must meet several conditions. Different technical, commercial and marketing requirements must be met depending on the category of partnership targeted. More information on these requirements can be found in the appendix.

	REQUIREMENTS	COMPLIANT	PARTNER	PREMIUM
Technical	Customer integration	X (theoretical or real)	1 customer or more	1 customer or more
	Technical validation of the bridge		X	X
	Integration support		X	X
	User guide		X	X
	Partner meetings		Annual	Biannual
Sales	Signed Partner Program		X	X
	Confidentiality Agreement (NDA)		X	X
	Joint account mapping			X
	Business meetings (B)			X
Marketing	Common use case			X
	Partner page listing		X	X
	Connector sheet			X
	Communication/Article/CP			X

ADVANTAGES

In return for their commitment to the AT Connect program, partners benefit from a range of technical, sales and marketing advantages depending on the partnership category. Find more information about these benefits in the appendix.

	ADVANTAGES	COMPLIANT	PARTNER	PREMIUM
Technical	Access to the developer portal	X	X	X
	Access to the Help Centre		X	X
	Technical Support		X	X
	Technical training			X
	Sandbox account			X
	Eligible In-product integration			X
	Product Roadmap Briefings			X
	Partner meetings		Annual	Biannual
Sales	Leads sharing		X	X
	Workshops/Breakfasts/afterworks			X
	Joint response for tender		X	X
	Business meetings (B)			X
Marketing	Dedicated Partner Manager			X
	Partner page listing	X	X	X
	Use of the AT Internet Badge	X	X	X
	Co-branded campaigns		X	X
	Common use cases		X	X
	Co-hosted webinars/events			X
	AT Internet events priority			X

HOW to become a partner?

Here are the different steps to follow
to join the AT Connect program

01.

Check your eligibility to the AT Connect program

Please read and comply with the terms
and conditions detailed in this program:
contents, prerequisites, benefits and
process to become a partner.

Apply to the AT Connect program

Contact us to submit your application.
You can directly fill in the form on
this page:

<https://www.atinternet.com/en/product/partners>

OR

send us an email at this address:
partnerships@atinternet.com

03.

Activation of the partnership

We will contact you again to discuss the
feasibility of the partnership and the
modalities of implementation. Once these
points have been validated, we will be
able to set up and then activate this new
technological partnership within the AT
Connect program.



RESOURCES AND TOOLS

Many resources are available to help you in your AT Connect approach.
Below is a list of resources available now.



Official AT Connect Page

The official list of the various AT Connect technology partners is available on AT Internet website. You can reach it thanks to this link:

<https://www.atinternet.com/en/product/partners>



Technology Partner Manager

A Tech Partner Manager, responsible for the AT Connect program, is available to answer all your questions about the AT Connect program. You can contact him directly at partnerships@atinternet.com



Online Help Centre

Articles, news, glossary, FAQ... The Help Centre concentrates various resources that can help you understand the tools in the Analytics Suite. The link: <https://helpcentre.atinternet-solutions.com/hc/en-gb>



Online Developer Center

AT Internet developer documentation gives you information about AT Internet tagging and the various integration possibilities. It can be consulted here: <https://developers.atinternet-solutions.com/home>



Playlist Youtube AT Connect

AT Internet has a Youtube Playlist dedicated to AT Connect integrations. You can consult the different integration examples here: https://www.youtube.com/playlist?list=PLWl6AOhb9luhk5_IYGW0h2K8Yz4X3orja

APPENDIX

DEFINITION OF PREREQUISITES

Customer integration: effective deployment or testing of the connector with real data from a common customer.

Technical validation of the bridge: validation of the connector by AT Internet technical teams.

Integration support: customer assistance and integration support by the partner's teams.

User guide: connector documentation, procedure to follow in order to activate and exploit the integration.

Partner meetings: recurring points with a fixed contact person, dedicated to the partnership with AT Internet.

Signed Partner Program: signature of this document by the partner and AT Internet.

Confidentiality Agreement (NDA): signature of a confidentiality agreement by the partner and AT Internet.

Joint account mapping: identification of joint customers in order to propose them the connector.

Business meetings: half-yearly meetings with a fixed contact person, dedicated to commercial topics, sharing information, leads and best practices.

Common use case: creation and validation of a common use case to promote integration.

Partner page listing: display of the AT Internet logo and possibly an associated description on the partner's website.

Connector sheet: promotional document for the connector written by the partner with the help of AT Internet.

Communication/Article/CP: communications about the partnership, carried out in various forms by the partner (social networks, blog, press release, etc.).

DEFINTION OF BENEFITS

Access to the developer portal: access to all AT Internet developer documentation.

Access to the Help Centre: access to the entire AT Internet online knowledge base.

Technical Support: help and assistance from AT Internet in the development and maintenance of the integration.

Technical training: training in the configuration and operation of the various products making up the Analytics Suite.

Sandbox account: access to the different tools of the Analytics Suite via a sandbox account dedicated to the partner.

Eligible in-product integration: The connector, along with the partner logo and an associated description, can appear directly in the Analytics Suite Integration Centre.

Product Roadmap Briefings: Presentation of the AT Internet Product Roadmap and related news.

Partner meetings: recurring points with a fixed AT Internet contact dedicated to the partner.

Leads sharing: exchange of leads and prescription of the partner offer to the AT Internet customer or prospect.

Workshops/Breakfasts/Afterworks: co-animation of commercial events with the partner and sharing of contacts.

Joint response for tender: joint response with the partner to calls for tenders and other competitive tenders.

Business meetings: biannual meetings with a fixed AT Internet contact, dedicated to commercial topics, sharing information, leads and best practices.

Dedicated Partner Manager: appointment of a fixed contact person on the AT Internet side dedicated to exchanges with the partner.

Partner page listing: display of the partner logo and an associated description on the AT Internet website.

Use of the AT Internet Badge: the partner can display the AT Internet Badge, corresponding to its status, on the media of its choice.

Co-branded campaigns: collaboration between the AT Internet teams and the partner's teams around different communication actions (advertisements, emailings, etc.).

Common use cases: drafting and use of common use cases during commercial or marketing actions.

Co-hosted webinars/events: organisation of webinars and events co-hosted by the AT Internet teams and the partner's teams.

AT Internet events priority: first given on the sponsoring of events organised by AT Internet.



AT INTERNET

Digital Analytics Reinvented

À propos AT Internet

AT Internet est un éditeur de solution Digital Analytics, reconnu mondialement et leader sur le marché européen. Depuis plus de 20 ans, nous aidons nos clients à mesurer leur audience digitale et à améliorer leur performance. Engagés sur les questions d'éthique, de croissance durable et de protection des données dans l'univers de la tech, nous proposons une solution conforme au RGPD et certifiée par les principales autorités européennes de protection de la vie privée. Avec plus de 200 employés et 20 000 sites/applis mesurés à travers le monde, nous aidons les plus grandes marques de tous les secteurs à optimiser l'UX et à augmenter leurs taux d'acquisition, de conversion et de rétention. Notre offre Analytics a été récompensée à plusieurs reprises : « Best Analytics Platform 2019 » (ClickZ), « High Performer 2018 » (G2 Crowd), « Top Rated Web Analytics Tool 2018 » (Trust Radius)

DÉCOUVREZ LE VÉRITABLE POTENTIEL DE VOS DONNÉES

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