

NiCE

Create a
NiCE
world

Raising the Bar: How NiCE is Elevating Partner Success in 2026

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Partners Drive Growth

Partners are crucial for acquiring new customers and expanding the reach of business solutions.

Focus on Agentic AI Outcomes

The strategy pivots to measurable AI-driven results enabled by Agentic AI, Cognigy & the CXone platform.

Partners as Co-owners

Partners evolve from resellers to co-owners of customer success through strategic collaboration.

Emphasis on Capability and Enablement

Increased focus on partner capability development and enablement ensures scalable, repeatable growth.

360 NiCE MOMENTUM PROGRAM

The **NiCE 360 Momentum** Program supports Our **Technology Solution Distributors** providing recognition, training and referral incentives to help engage our mutual customers.

360 NiCE SUCCEED PROGRAM

The **NiCE 360 Succeed** Program supports **resellers**, including Solution Partners and Communication Service Providers, in driving innovation, advancing Agentic AI transformation, and fostering mutual growth.

360 NiCE ELEVATE PROGRAM

The **NiCE 360 Elevate** Partner Program is an invitation-only program designed to offer exclusive benefits to a select group of **Regional SI's & Trusted advisors**.

360 NiCE DEVone PROGRAM

The **NiCE DEVone Partner** Program offers **Software Vendors (ISVs)** – who bring complementary solutions – developer support and joint go-to-market options.

360 NiCE PARTNER PROGRAM

360 NiCE VISION PROGRAM

The **NiCE 360 Vision** Program engages our invitation only **GSI** and **BPO** partners with product innovation and practice support.

360 NiCE ICIP PROGRAM

The **NiCE Independent Certified Implementation** Partner Program offers outsourced implementation opportunities to a select group of highly skilled, **certified partners** with specialized expertise or geographical advantage.



Digital Transformation

Agentic AI Outcomes

Credit Rebates

Sales Development Credits

Bookings Only

Booking, Skills & Agentic Adoption

Limited Demo Environments

Ultimate Packages



NiCE

We're Listening

We're 360



360 NiCE SUCCEED PROGRAM

Program Focus

360 Succeed is designed for partners reselling NICE solutions, emphasizing AI-driven customer experience growth by 2026.

Engagement Model

The program uses a structured, tiered engagement model to support partners' progression and deeper enablement.

Partner Rewards

Partners are rewarded based on capability, scale, and outcomes, not merely transactions, encouraging sustainable growth.



TIER STRUCTURE



- Partner Marketing Allowance
- Pooled Partner Success Resources
- Sales & Pre Sales Training
- Up to 3% in Sales Rebates

- Quarterly Booking Strategy & Alignment Sessions
- Advanced Demo Environments
- 2nd priority for Sponsorships
- Up to 6% in Sales Rebates

- Monthly Booking Strategy & Alignment Sessions
- Partner Advisory Exec Board
- 1st priority for Sponsorships
- Dedicated Partner Success Manager
- Up to 12% in Sales Rebates

3 Premium Tiers building on each other to provide value and Build Skill



Marketing and GTM Support

KPI-driven MDF Matching

Marketing Development Funds are matched one-to-one and tied to clear key performance indicators for improved effectiveness.

Structured Joint Planning

Joint planning and pipeline reviews focus on fewer but higher-quality activities that drive measurable pipeline growth.

Partner Enablement Resources

Content and enablement tools are accessible through the Partner Community and NICE Dojo to support partners' growth.



Technical Enablement and Demo Environments

Ongoing Certifications

Continuous certifications via NiCE Dojo ensure skill development and technical readiness for partners.

Tiered Demo Access

Demo and sandbox environments are tiered and linked to skills and pipeline readiness for optimal partner enablement.

Competitive Differentiation

These enablement environments support competitive advantage and strategic sales approaches.

	Silver	Gold	Platinum	
Annual Thresholds 	New ACV Bookings (USD)	>\$200,000	>\$1,000,000	>\$2,000,000
	Min number of Customers with Agentic Product		2	5
	Sales Resources (Certified)	2	5	10
	Pre-sales Resources	2	3	5
	Implementation Resources	Min 2 per Product	Min 2 per Product	Min 2 per Product
Financials 	Sales Development Credits* :	Y	Y	Y
	New Logo TPA (Cxone OCR or Agentic Product)	3%	6%	12%
	New ACV Bookings	1%	2%	4%
	Discounts ¹	Y	Y	Y
	Campaign Promotions, Eligibility	Y	Y	Y
Sales & Marketing 	Market Development Funds (USD) (up to)	\$10,000	\$25,000	\$50,000
	Sale, Pre-sales & Marketing Support	Y	Y	Y
	Sales & Pre-sales Enablement	Y	Y	Y
	Partner Advisory Council			Y
	NiCE World Event Package		2 FOC Tickets	4 FOC Tickets
	Named Partner GTM support		Y	Y
Technical 	Technical Training TU Discounts	10%	50 TU FOC; 20%	100 TU FOC; 30%
	Professional Implementation Support Discounts ¹	20%	20%	20%
	Demonstration Environment	Chargeable	Complete FOC	Ultimate FOC
	Named Partner Success Manager			Yes
	Global Implementation Services (GIS)		Complimentary	Complimentary
	Partner Portal & Tools	Y	Y	Y

*Sales Development Credits previously known as Credit Rebates

¹ Discounts are applied to the NiCE Direct Price List



Strategic GSI and BPO Engagement



Inclusive Partner Strategy

The program integrates the largest partners, including BPOs and GSIs, fostering strategic collaboration.

Alignment to AI and Revenue



VISION partners focus on Agentic AI strategies, recurring revenue models, and mature business practices.

Executive and Advisory Engagement

The program features executive-level engagement, advisory participation, and business development funding negotiations.

Strategic Scale Support

Supports partners operating at scale with deep alignment and practice building for sustainable growth.

		Gold	Platinum
Requirements 	Invitation based on Strategy & Performance	Y	Y
	Company Revenue	>2B	>10B
	Minimum Recurring Revenue with NiCE	5M	10M
	New ACV Bookings (USD)	2M	5M
	Min number of Customers with Agentic Product	5	10
	CIP Certified Individuals	>10	>20
Benefits 	Expected Sponsorship at NiCE World	Gold	Platinum
	Complimentary NiCE World Passes	5	10
	Business Development Fund		Y
	Partner Advisory Council		Y
	MDF (USD)	Up to 10K	Up to 50K
	Demonstration Environment	2	Up to 5
	Named Partner Success Manager		Yes
	Named Partner GTM support & Complimentary GIS		Yes
	Sales & Presales Enablement	Y	Y
	Technical Certification	500TU	With Plan

ICIP: Delivery Excellence



Program Purpose

ICIP program aims to scale delivery while upholding high quality and customer satisfaction standards.

Revenue Streams

Partners earn through implementations, MAC work, and managed services within the ICIP framework.

Tiering Criteria

Tiering depends on certified managers, KPIs, and customer satisfaction to ensure performance accountability.

Accountability and Review

Regular performance reviews reinforce accountability and continuous delivery excellence among partners.



DEVone: ISV Integration and CXexchange



Extending Cxone - DEVone allows ISVs and partners to extend CXone through seamless technology integrations.

CXexchange as Growth Lever

CXexchange acts as a central platform to drive growth, not just a listing site.

Higher Tier Benefits

Higher tiers provide co-marketing opportunities and greater field visibility for partners.

Driving Ecosystem Expansion

The program fosters innovation, integration, and ecosystem growth benefiting all stakeholders.

2026 Themes and Partner Actions



Our complete Program Guide

Agentic AI Integration

Agentic AI is integrated across all partner programs, emphasizing skills and delivery quality equally with bookings.

Structured Incentives

Incentives are predictable and outcome-driven, with top partners receiving strategic engagement and support.

Partner Readiness and Alignment

Partners should evaluate tiers and capability gaps, aligning plans to 2026 requirements for success.

Focus on Stronger Partnerships

The aim is to build stronger and more capable partnerships

**OUR FOCUS IS ON
YOU !**

Re-vamping Partner Readiness

A role-based partner readiness engine that goes beyond training—ensuring partners are equipped, validated, and ready to perform in real customer and market scenarios at every stage of their journey.

- Primary Objectives
 - Reduce Partner time-to-ready
 - Enable partners to reach validated, customer-ready capability faster through role-based milestone-aligned enablement
 - Improve delivery quality
 - Ensure partners can consistently execute in real customer environments, not just complete training
 - Improve partner sales performance
 - Equip sales, and technical roles with the right enablement at the right moment to drive pipeline, win rate, deal quality and customer success.
 - Scale global enablement efficiently
 - Deliver consistent, role-specific readiness at scale – without one-size-fits-all training or manual overhead

Not more training. Better readiness – by role, by moment, by outcome

Your Growth, Our commitment



That's NiCE 360



What we are delivering -Roadmap

**Now
Oct'26**

1. Consolidated Partner Readiness team
2. New PRM: single hub for all partner needs
3. Universal Self Serve Onboarding by Role
4. Role-Based Learning Paths
5. Global Webinar Program

**By Next
Summit**

1. Unified role-based certifications
2. Finalized Role-Based paths to Master Certifications
3. AI-driven content and tools localized content for strategic markets
4. Expanded Pre-Sales and Technical Content (Labs, demo kits, scenario certifications)

North Star

1. AI-personalized partner journeys integrated directly into PRM
2. Unified CXone and Cognigy ecosystem powering every role
3. Global, scalable labs with auto-grading and real customer scenarios
4. Readiness intelligence tied directly to pipeline, win rate & delivery outcomes

Universal Partner Onboarding

A unified onboarding experience that gives every partner—across every role—the foundational knowledge and context to operate confidently within the NiCE ecosystem.



Other Roles

Associate Certifications

Sales



- Understands core offerings
- Qualifies prospects effectively
- Runs basic discovery
- Pricing/Bundles Overview

Pre- Sales



- Understands core product concepts
- Conducts basic discovery conversations
- Deliver Core Demonstrations

Post



- Performs standard configurations
- Follows defined implementation playbooks
- Supports testing and validation

Professional Certifications



- Crafts outcome-based proposals
- Quantifies business value
- Navigates multi-stakeholder cycles
- Competitive



- Delivers tailored solution demos
- Maps capabilities to outcomes
- Builds compelling value cases



- Leads multi-module implementations
- Designs customer workflows
- Resolves complex configuration issues
- Completed 2 delivery projects

Master Certifications



- Orchestrates executive alignment
- Leads transformational pursuits
- Drives long-term account strategy
- 5+ New customers



- Leads strategic transformation vision
- Designs multi-solution architectures
- Influences executive decision cycles
- 5+ New customers



- Leads complex multi-module implementations
- Designs outcome based delivery plans
- Completed 5+ Delivery Projects with excellent customer outcomes

**Shifted from product-level badges to reduce maintenance and keep pace with GTM updates*

**Temporary badge visuals. Official NiCE unified badge system is currently being finalized.*

Pre-Sales Excellence Programs

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Beyond Product Knowledge: The Art & Science of Pre-Sales

Solution Beachhead

- Industry vertical positioning
- Competitive battlecards
- Use case libraries
- Quick win identification

Art of the Demo

- Discovery questioning
- Persona-based demos
- Storytelling techniques
- Value articulation

Tools & Best Practices

- Business case building
- Demo environment management
- Virtual selling excellence
- RFX & compliance tools

Licensing & POV Excellence

- Licensing fundamentals
- Success criteria setting
- Competitive proofing
- POV scoping for success

Thank You

Create a **NiCE** world 😊