



# PLANET ORBIT

## The New Planet Partner Program

### PLANET ORBIT AT A GLANCE

Planet Orbit is Planet's new global partner program that connects our customers to the right experts, creating a trusted ecosystem. Planet Orbit offers resources, training, and tools to enable partners to access content, serve their customers, increase market penetration, and drive more revenue.

As a part of Planet Orbit, partners have the opportunity to specialize in different industries in their territories to help customers solve complex problems.

### AN ECOSYSTEM OF INNOVATIVE PARTNERS

Planet captures over six terabytes of global data per day, creating a deep imagery stack of every place on earth, lending itself to an extraordinary amount of innovation that can be built on top of that data. Through Planet Orbit, we foster and facilitate an ecosystem where our partners can leverage the power of that daily global imagery to create unique solutions, and help customers make smarter decisions.

Planet Orbit supports different types of partners, from solution providers to OEM partners, and Geospatial Information System (GIS) platforms.

#### SOLUTION PROVIDERS

Leverage Planet data to create custom solutions for their customers.

#### OEM PARTNERS

Leverage Planet data to create innovative derivative products.

#### GIS PLATFORMS

Build powerful geospatial platforms integrating Planet data. Put the power of daily imagery in the hands of their users.

## HOW DOES THE PROGRAM WORK?

Planet's three tiers of partnerships fuel the success of our partners by providing the tools and support they need at every level. Partners can choose a partnership level that's best aligned with their business strategy and goals.

REQUIREMENTS	SILVER	GOLD	PLATINUM
Meet a minimum sales target	✓	✓	✓
Technical and sales Certification		✓	✓
Certification in at least one competency		✓	✓

  

BENEFITS	SILVER	GOLD	PLATINUM
Partner enablement	✓	✓	✓
Access to certification programs	✓	✓	✓
Access to existing Planet marketing collateral	✓	✓	✓
Dedicated Partner Business Manager (PBM)		✓	✓
Joint marketing campaigns and collateral		✓	✓
Listing on Planet.com		✓	✓
Premium listing on planet.com, premium access to leads and marketing resources, GTM collaboration			✓

## PROGRAM HIGHLIGHTS

- **Tiered program structure** enables our partners to understand tier levels, benefits, and path to advance to higher tiers.
- **Certification and competency program** for partners to build competency, differentiate themselves to our joint customers, and progress to higher program tiers.
- **Training and Enablement** that enables partners to deepen their knowledge of Planet products, systems and tools across the customer engagement cycle.
- **A self-serve partner portal** to provide easy and efficient access to the latest resources for learning, managing and growing partner's business.
- **Deal Registration Bonus** so partners receive additional margin when they find and close new opportunities for Planet with their customers.

## GET STARTED

### Interested in becoming a Partner?

Learn more about Planet's Partner Program

[go.planet.com/orbit](http://go.planet.com/orbit)

### Existing Partner?

Login to the Partner Portal  
[go.planet.com/orbitportal](http://go.planet.com/orbitportal)

### Find Additional Resource

Check out Planet's Developer Center

[developers.planet.com](http://developers.planet.com)