

## Referral Partner Program

Help drive innovation for your customers and earn rewards

In today's economy, services account for nearly two-thirds of global economic activity<sup>1</sup>, driving unprecedented growth in the professional services automation and customer success markets.

If you have customers looking for a comprehensive solution that caters to businesses of all sizes, Certinia offers an ideal partnership opportunity. With minimal investment, you can earn competitive referral fees while helping your clients access industry-leading tools designed to enhance efficiency and customer satisfaction.



## Professional Services Automation (PSA) Market

**\$14B**

Estimated PSA  
Implementation Services  
addressable market (~2x)

**+20%**

Estimated continued  
growth rate of PSA  
software market

**\$7B**

Estimated total  
PSA software  
addressable market

Sources: FF PSA Market Assessment - McKinsey (2019);  
BCG (2020); G2 PSA Grid, Live - September, 2022;  
TSIA Professional Services Tech Stack Survey (2019)

Gartner (June 2020); IDC (April 2020, July 2020);  
G2 (2022)

## What are the benefits of partnering?

- Industry-leading portfolio, including Professional Services Cloud and Customer Success Cloud
- High-velocity sales teams across enterprise, mid-market, and all geos
- Best-in-class support for your customers
- Access to resources to help you identify referrals
- One of the strongest partnerships in Salesforce's entire ecosystem

## Why refer your customers to Certinia?

- Your customers will benefit from unparalleled visibility and control by being able to manage services, projects, financials, and customers all in one powerful app
- Your customers can enhance their customer satisfaction and renewal rates by orchestrating the implementation of customer success best practices end-to-end, enterprise-wide

## What does an ideal customer look like?

Our best customers are services leaders in charge of managing billable resources, executing projects efficiently, and ensuring employee and customer satisfaction.

They are under pressure to:

- Attract and retain high-quality, highly billable resources
- Optimize utilization to drive maximum revenue without burnout
- Create and execute new services that can grow revenues/margins
- Effectively communicate plans and results to other leaders
- Ensure high customer satisfaction leading to high renewal rates



Interested in learning more? Get started by completing the [Partner Registration form](#) to be considered for Certinia partner status.

Certinia elevates business growth through a complete Services-as-a-Business solution spanning services delivery, finance, and customer success. Native to the leading cloud platform, Salesforce, Certinia enables organizations to run a connected business, deliver with intelligence, and achieve scalable agility. Founded in 2009 and headquartered in Austin, Texas. Certinia is backed by Haveli Investments, Salesforce Ventures, and General Atlantic. For more information, visit [www.Certinia.com](http://www.Certinia.com).

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