KAMI WAZA

Kamiwaza Partner Program

kamiwaza.ai   2025

Kamiwaza Partner Program

The Kamiwaza Partner Program is designed to create a network that can help enterprises transform their approach to artificial intelligence (AI) by bringing intelligence to distributed data environments.

Unlike traditional reseller programs, which focus almost exclusively on product transactions, our program emphasizes delivering guaranteed business outcomes through an expertise-driven, solutions-oriented approach. It reflects the current state of the enterprise AI market. Customers need guidance on where to start and how to achieve tangible results — not just another tool.

Our Partners play a critical role in this journey by providing industry expertise, implementation services, and ongoing customer success support.

The Enterprise AI Market Reality

The enterprise AI landscape is at a turning point, shaping our partner strategy.

Where Customers Are Today

Most enterprises recognize the transformative potential of AI, but they face some significant implementation challenges:

- **Awareness without direction:** Executives are aware AI is highly capable and that it can be used in many, many ways — but they lack clarity on specifically which problems it can solve for their organization and how.

- **Data reality challenges:** Enterprise data exists across multiple environments — cloud, on-premises, at the edge — with security, compliance, and technical barriers preventing consolidation.

- **Tool fatigue:** Organizations have invested in numerous point solutions with limited results, creating skepticism about new tools without clear outcomes.

- **Skill gaps:** Even technical teams lack experience with distributed AI implementation, creating uncertainty about how to start and what progress will be made.

- **Risk aversion:** Decision-makers need proven return on investment (ROI) before making significant investments. Early wins are necessary to justify broader adoption.

Why Traditional "Picks and Shovels" Models Fall Short

Traditional reseller approaches, where partners simply transact products ("picks and shovels"), are ineffective for several reasons:

- The value and implementation path of AI isn't immediately obvious without expertise and guidance. Customers don't yet have a heightened sense of awareness about the fact that they have a problem — or that investing in an AI tool can solve the problem.

- Enterprises need partners who can help them identify specific use cases, design solutions, and implement them successfully — not just provide licensing, integration, and support.

- The distributed AI approach requires specialized knowledge to deploy effectively across complex environments.

- Customers measure success by business outcomes, not technology deployment. They need partners who can bridge this gap.

The Necessary Approach: Outcomes-Driven Partnership

Our Partner program is designed for this market reality:

- We focus on delivering specific, guaranteed business outcomes rather than just technology implementation.

- Partners progress from initial Kamiwaza-supported engagements to self-sufficient delivery as they develop expertise.

- Our training and certification programs build the specialized skills Partners need to succeed.

- The model rewards Partners who acquire in-depth knowledge and deliver measurable customer results.

This approach allows us to build an ecosystem that can transform how enterprises use AI — while also creating sustainable, profitable partner businesses.

Program Philosophy

The Kamiwaza Partner Program is built on three core principles:

1. **Outcomes-based approach:** Partners join us in delivering guaranteed business outcomes — not just selling technology.

2. **Solutions-oriented engagement:** The program supports a high-touch, strategic motion that proves clear ROI before large-scale adoption.

3. **Progressive enablement:** Partners begin with Kamiwaza-supported implementations while developing in-house expertise through our certification program.

Kamiwaza Partner Tier Structure Summary

There are four tiers in our program: Referral, Reseller, Solution, and Strategic.

	Referral	Reseller	Solution	Strategic
Base Discount	N/A	10	10	10
Implementation Services	N/A	N/A	5	10
Level 1 Support Services	N/A	N/A	N/A	5
Subtotal (w/o deal reg)	0	10	15	25
Approved Deal Registration	10	10	10	10
Total	**10**	**20**	**25**	**35**

Kamiwaza Partner Tiers and Benefits

Program Element	Tier 1: Referral Partner	Tier 2: Reseller Partner	Tier 3: Solution Partner	Tier 4: Strategic Partner
Financial Benefits	• 10% shares on first year-long contract	• 15% base discount (20% with approved deal registration)	• 20% base discount (25% with approved deal registration) • 5-10% additional for certified implementation services	• 25-30% base discount (up to 30% with approved deal registration) • 10-15% for certified implementation services • 5-10% for providing Tier 1 support
Requirements	• Signed Partner agreement • Basic sales training completion	• 15% base discount (20% with approved deal registration)	• 20% base discount (25% with approved deal registration) • 5-10% additional for certified implementation services	• 25-30% base discount (up to 30% with approved deal registration) • 10-15% for certified implementation services • 5-10% for providing Tier 1 support
Partner Support	• Partner portal access • Basic sales materials • Opportunity registration • Referral tracking	• Dedicated Partner account manager • Co-branded marketing materials • Joint customer events • Sales training and enablement	• Priority technical support • Advanced implementation training • Joint marketing fund opportunities • Transition to Partner-led opportunities	• Executive sponsorship • Early access to roadmap and beta features • Joint solution development • Co-marketing and PR opportunities

Program Element	Tier 1: Referral Partner	Tier 2: Reseller Partner	Tier 3: Solution Partner	Tier 4: Strategic Partner
Customer Engagement Model	• Partner refers opportunities • Kamiwaza handles all aspects of the sale and implementation	• Partner leads sales process with Kamiwaza support • Kamiwaza provides implementation	• Partner leads sales process and customer relationship • Co-delivery of implementation • Transition to Partner-led implementations	• Full ownership of customer relationship • Partner-led implementations • Partner provides first-line support • Industry specific solution development
Typical Partner Profile	• IT service providers • Business consultants • Companies with limited AI and machine learning (ML) focus	• Technology resellers • Value-added distributors • IT service providers expanding into AI	• Systems integrators • Consulting firms with AI practices • Managed service providers	• Large systems integrators • Global consulting firms • Specialized AI solution providers • Industry focused technology providers
Growth Journey Focus	• Understanding Kamiwaza's value proposition • Identifying referral opportunities	• Building sales expertise • Developing initial pipeline • Beginning technical familiarization	• Developing implementation expertise • Building certified team • Expanding use case knowledge	• Developing specialized solutions • Industry thought leadership • Expanding practice capabilities • Deepening technical expertise

Partner Enablement Journey

Partners progress through a structured enablement journey to develop the expertise needed to deliver Kamiwaza solutions successfully.

Phase 1: Initial Engagement (0-3 months)

- Partner agreement signing
- Sales and technical overview training
- Joint account planning
- Shadowing Kamiwaza-led implementations
- Initial lead generation activities

Phase 2: Capability Development (3-6 months)

- Certification program enrollment for GenAI engineers
- Sales certification completion
- Co-delivery of customer implementations
- Development of initial use cases

Phase 3: Solution Delivery (6-12 months)

- Partner-led implementations with Kamiwaza support
- Development of industry-specific solutions
- Expansion into additional use cases
- Scaling of certified resources
- Independent marketing activities with Kamiwaza support

Phase 4: Strategic Growth (12+ months)

- Advanced certification completion
- Partner-driven innovation on the Kamiwaza platform
- Industry thought leadership
- Potential co-development opportunities
- Expansion into new territories or industries
- Joint marketing activities

Certification Program

The Kamiwaza Certification Program includes both sales and technical tracks to ensure Partners can effectively position, sell, and implement our solutions.

Sales Certification

- **Foundations track:** Understanding distributed AI fundamentals and Kamiwaza's approach

- **Strategic solution selling track:** Outcome-based approaches and value-driven engagement

- **Industry solutions track:** Industry-specific use cases and value propositions

Technical Certification

- **Implementation fundamentals:** Basic architecture, deployment, and configuration

- **Solution development:** Building and customizing solutions using Kamiwaza

- **Advanced implementation:** Complex distributed deployments and integrations

- **Outcome architect:** Designing and measuring successful business outcomes

Certification requires completion of online training, hands-on lab exercises, and a practical assessment. Certified Partners receive digital badges and are listed in our Partner directory.

Program Support and Resources

Kamiwaza will provide the following resources to support partner success.

Sales and Marketing Support

- Partner portal with sales tools, presentations, and case studies

- Co-branded marketing materials and campaign templates

- Joint webinars and event participation

- Lead sharing and deal registration system

- Partner success stories and references

Technical Support

- Implementation guides and best practices

- Access to Kamiwaza GenAI engineers for joint implementations

- Online technical documentation and knowledge base

- Developer community access and resources

- Regular technical webinars and updates

Business Development Support

- Quarterly business reviews

- Market opportunity analysis

- Account mapping and planning tools

- Pipeline development assistance

- Partner enablement resources

Partner Types and Specializations

We recognize different Partners bring unique expertise to the Kamiwaza ecosystem:

By Business Model

- **Technology resellers:** Focus on transaction and license management

- **Systems integrators:** Emphasis on implementation and integration

- **Managed service providers:** Ongoing AI solutions management

- **Consulting Partners:** Strategic AI transformation advisory

By Industry Focus

- Government and public sector

- Financial services

- Healthcare and life sciences

- Manufacturing and supply chain

- Infrastructure and real estate

- Consumer packaged goods

Partners may develop specializations in specific Kamiwaza capabilities (such as document processing, knowledge management, workflow automation) or industry-specific solutions that address common challenges.

Deal Registration and Conflict Resolution

To protect Partner investments in customer relationships:

- All opportunities must be registered through the Partner portal.

- Deal registration provides 90-day protection and enhanced margins.

- Registered deals receive priority technical and sales support.

- Clear conflict resolution process with Partner account manager as first point of contact.

Territory and account mapping to minimize channel conflict.

Program Success Metrics

We measure the success of our Partner program through:

- **Partner-generated revenue:** Total revenue attributed to partner-sourced opportunities

- **Partner-delivered outcomes:** Number of successful outcomes implemented by Partners

- **Customer satisfaction:** Net promoter score for partner-managed implementations

- **Partner certifications:** Number of certified sales and technical resources

- **Partner satisfaction:** Regular feedback and satisfaction measurements

Getting Started

Interested organizations can apply to the Kamiwaza Partner Program through the following process:

1. **Initial consultation:** Discussion of business model, capabilities, and mutual fit

2. **Partnership agreement:** Execution of legal framework for collaboration

3. **Onboarding session:** Introduction to program resources and tools

4. **Enablement planning:** Development of customized enablement roadmap

5. **Joint business planning:** Creation of 12-month business and marketing plan

Get Started

The Kamiwaza Partner Program is designed to support Partners through the journey from initial engagement to becoming strategic advisors who deliver transformative AI solutions. By focusing on outcomes rather than transactions, our program aligns with the current market reality, where enterprises need guidance and guaranteed results from their AI investments.

Together with our Partners, we're building a powerful ecosystem that brings the benefits of distributed AI to enterprises globally — without costly and risky data consolidation.

For more information about joining the Kamiwaza Partner Program, contact partners@kamiwaza.ai