



Quadiant Launches Revamped Partner Program Focused on Customer Experience

Paris, October 14, 2020

[Quadiant](#) (Euronext Paris: QDT), a leader in helping businesses create meaningful customer connections through digital and physical channels, has introduced today during its flagship conference [Quadiant Inspire Days Virtual Experience](#), its new Experience Partner Program. The mission of this revamped program is to empower Quadiant partners with the knowledge and support needed to successfully implement and maximize the value of Quadiant's customer experience management (CXM) solutions. Quadiant currently offers four different partner program tracks: ISV Technology Partners, Business Partners, Delivery Partners and Alliance Partners. These tracks will be simplified and merged into the Quadiant Experience Partners and Quadiant Experience Technology Partners tracks within the new program.

The Quadiant Experience Partner Program will offer partners recognition based on revenue and technical skills through four different levels: Registered, Silver, Gold and Platinum. Additional differentiators will be available to partners in the following areas: partners that have all the core Quadiant Inspire capabilities to deliver a customer communications management (CCM)/customer experience management (CXM) project, partners that leverage Quadiant Cloud and SaaS solutions, and partners with Quadiant sales and technical capabilities across multiple geographical regions. Quadiant will also host annual Experience Partner Awards to recognize the contributions of partners. Potential awards will be given for Partner of the Year in different regions, Partner with the Highest Year-Over-Year Growth in Revenue, and Cloud Partner of the Year.

Additionally, a new Partner Advisory Board will be launched to facilitate two-way communication and alignment between Quadiant and industry leaders from within the partner community. The board will share feedback on potential program improvements and opportunities to increase the success of Quadiant partners.

"Quadiant technology has been a market leader for decades, which is why Canon values our partnership with Quadiant, and the value it brings beyond the technology," said Marc Bory, head of EMEA Solutions Business, Canon Europe. *"As part of our ongoing partnership we will continue to find the best solution for our clients, from basic licensing needs to fully customized and managed solutions."*

"We are committed to our customers' success, and our partners play a critical role in supporting that success," said Alban Olier, vice president global alliances & channels, Quadiant. *"The Experience Partner Program gives us a vehicle to build stronger relationships with our committed partners on a number of levels and, subsequently, enable our partners to take advantage of new opportunities that are emerging in the CXM market."*

The Quadiant Experience Partner Program will go into effect on February 1, 2021.



PRESS RELEASE

CUSTOMER EXPERIENCE MANAGEMENT

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Because connections matter.

About Quadiant®

Quadiant is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadiant helps simplify the connection between people and what matters. Quadiant supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadiant is listed in compartment B of Euronext Paris (QDT) and is part of the CAC® Mid & Small and EnterNext® Tech 40 indices.

For more information about Quadiant, visit quadiant.com.

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