

# Cloudinary Technology Partner Program Overview

Let's Work Together to Unleash the Full Potential of Companies' Visual Experiences

## Integrate with Cloudinary to further enhance or expand your digital platform offering

Provide more value to your existing and potential customers by integrating with Cloudinary's media experience platform. With Cloudinary-led integrations as well as an option to **build your own integration**, your customers automatically get more utility within the scope of the environments and technologies you already offer and they may already use.

Open API-based access to Cloudinary's upload, transformation, and optimization image and video management capabilities directly from your platform combined with the functionalities of other embedded tools creates an environment ripe for maintaining long-term customers, satisfaction, and revenue.

Unleash the full potential of companies' visual experiences directly through your digital platform offering. Become a **Cloudinary Technology Partner** today.

## Benefits of Integrating with Cloudinary:



### Sales & Technical Support

- Named business development director/manager
- Sales and sales engineering support on joint opportunities
- Joint partnership training and enablement programs
- Non-production demo account for internal use only (Not for resale)



### Marketing Support

- Get solution visibility on the Cloudinary website
- Co-marketing opportunities, including joint case studies, conference sponsorships, events, speaking opportunities, webinars, press releases and content\*

## The Cloudinary Technology Partner Program is designed for

- Commerce platforms
- Content management systems (CMS)
- Product information management (PIM) systems
- Software ISVs
- Workflow management platforms
- Add-on services

## Build your Own Integration and Become a 3rd Party Cloudinary Certified Technology Partner

Have you developed your own Cloudinary integration? Learn more about our **3rd Party Developer Program**, guidelines, the certification process, as well as the benefits of developing your own integration with Cloudinary.

\*Co-marketing opportunities are available on a limited basis at the discretion of Cloudinary Marketing. If you are interested in co-marketing opportunities contact your business development manager for more information.

## Cloudinary Technology Partner Program FAQ

### What are the most common use cases Cloudinary solves for?

While there are many different use cases for Cloudinary, the three most common use cases customers leverage Cloudinary for are improving performance, efficiently creating robust and personalized visual experiences, and improving collaboration and extending the lifecycle of digital media assets.

### Are technical resources available to assist while we are building our integration to Cloudinary?

As part of your on-boarding to Cloudinary, a Technology Partner Manager will be assigned to help answer any technical questions you may have while building your integration.

### What limitations does my demo account have?

The demo account licence is a non-limited demo account. You will have access to all the features and functions available in Cloudinary to use for internal training, testing and demoing. This account should not be used for any resale or production use.

### Which technology companies are part of your partner ecosystem?

Cloudinary's open APIs and modular infrastructure seamlessly integrate with many leading technology providers, including commerce platforms, content management systems (CMS), product information management systems (PIMs), workflow management, and software ISVs in addition to many Cloudinary service add-ons. Learn more about our [technology partner ecosystem](#).

### What is required to certify an integration?

To certify an integration, please visit the "Certify" page of our [3rd Party Cloudinary Certified Technology Partner](#) program overview.



## About Cloudinary

Cloudinary provides a comprehensive cloud-based visual media solution utilized by millions of developers, marketers, and tech ops teams globally. We have redefined the way customers source, store, manage, create, edit, optimize, and deliver dynamic images and videos and transformed it into an unrivaled Media Experience Platform proven to scale, engage, and convert.

At Cloudinary, we know the importance of working together to deliver the best experience for customers. That's why we work with a diverse set of partners, ranging from digital agencies, systems integrators, consultants and technology partners including AWS, Salesforce, Adobe, SAP, WordPress VIP and many more. Learn more about [partnering with Cloudinary](#).