

Cloudinary Solution Partner Program Overview

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

Empower your customers to change the way they approach their digital media strategy

If you are looking to accelerate your growth, Cloudinary wants to help you achieve it. As more companies are embarking on their digital transformation journey, Cloudinary's dynamic image and video management solutions become a natural extension of your current go-to-market offering.

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

Differentiate your business and provide additional value to your customers by referring or reselling Cloudinary's media experience platform and see how you can change the digital-first world.

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

Benefits of Integrating with Cloudinary:



Financial Support

- No cost to join
- Earn tier-based referral commissions or resale margins to enhance your revenue stream



Sales & Technical Support

- Named channel director/manager
- Sales and sales engineering support on joint opportunities
- Access to sales and technical enablement tools and training
- Non-production demo account for internal use only (Not for resale)
- Access to the **Cloudinary Partner Portal** for deal registration
- Opportunities to provide feedback and influence feature development and timelines



Marketing Support

- Approved use of the "Cloudinary Authorized Partner" logo
- Access to marketing materials through the **Cloudinary Partner Portal**
- Co-marketing opportunities*

The Cloudinary Solution Partner Program is designed for:

- System integrators
- Digital agencies
- Consultants
- Development shops
- Value-added-resellers

The Cloudinary Solutions Partner Program enables partners to

- Build expertise in media management for developers, marketing teams, and tech ops
- Differentiate and expand your practice as a leader in digital transformation
- Provide value-add media solutions that seamlessly integrate with customers' commerce, CMS, and other marketing tech stacks/platforms
- Be rewarded and recognized for your level of engagement
- Leverage innovative tools to build and grow client businesses with a pricing and packaging model that allows for low cost entry points and the ability to expand and grow to sell large, 7-figure deals

*Co-marketing opportunities including joint case studies, conference sponsorships, events, speaking opportunities, webinars, social media mentions, inclusion in press releases and content publishing are available on a limited basis at the discretion of Cloudinary Marketing. If you are interested in co-marketing opportunities contact your partner manager for more information.

Cloudinary Solution Partner Program FAQ

Who is an ideal customer for Cloudinary?

Cloudinary's services are ideal for any organization or industry where rich media content is a critical part of their business model. Organizations with high image and video use in apps or on the web generally fit within the eCommerce, Media, Entertainment, Travel, Ad Tech, Online Education, and/or Lifestyle Services industries. Additional information on target personas are available in the [Cloudinary Partner Portal](#) and [Cloudinary Academy](#).

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. Additional training on use cases and other sales enablement materials are available in the [Cloudinary Partner Portal](#) and [Cloudinary Academy](#).

Which technology companies are part of your partner ecosystem?

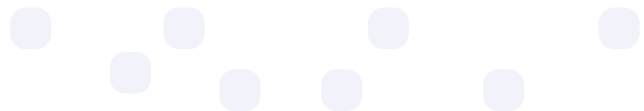
Cloudinary's open APIs and modular infrastructure seamlessly integrate with many leading technology providers, including commerce platforms, content management systems (CMS), product information management systems (PIMs), workflow management, and software ISVs in addition to many Cloudinary service add-ons.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

How do I submit a deal registration?

You may submit your Cloudinary Deal Registration via a form on the [Cloudinary Partner Portal](#).

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.



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](#).