

October 2025

# Cohere Partner Program Guide



# Table of contents

---

## 1 Program overview

- 1.1 Key objectives
  - 1.2 Partnership value
  - 1.3 Partner types
  - 1.4 Tier benefits
- 

## 2 Partner qualification

- 2.1 Eligibility criteria
  - 2.2 Requirements
- 

## 3 Partner support and resources

- 3.1 Technology support
  - 3.2 Enablement
  - 3.3 GTM and partner operations
- 

## 4 Getting started

---

## 5 Appendix

- 5.1 Helpful resources
- 5.2 Partner ethics
- 5.3 GTM motions
- 5.4 Frequently asked questions (FAQs)

# 1 Program overview

## 1.1 Key objectives

The Cohere Partner Program is built to create strong, mutually beneficial partnerships that accelerate AI adoption in the enterprise. By working with leading industry players, we aim to deliver advanced AI solutions together, drive shared growth and innovation, and help partners expand their market presence and reach new customers.

## 1.2 Partnership value

The Cohere Partner Program is designed to help you win in the rapidly growing enterprise AI market. We work side-by-side with partners to deliver cutting-edge AI solutions backed by world-class products, technical resources, continuous learning, and joint go-to-market support.

Together, we'll expand your capabilities, drive innovation, and equip you with everything necessary to build and deploy scalable solutions for your customers.

Here's how we create value together\*:

### Access to Cohere's enterprise-grade technology and expertise

- Exclusive use of Cohere's enterprise-grade AI models and solutions.
- Access to Cohere's technical expertise, documentation, and sandbox environments.
- Enhanced AI expertise through Cohere's certification programs and training modules.

### Joint GTM collaboration to accelerate AI-driven success

- Partnership across marketing efforts, including co-branded content and integrated campaigns.
- Coordinated sales motions to reach new customers and scale AI with existing customers.

### Complimentary offerings to scale AI to enterprise

- Capitalize on the exploding enterprise AI market, positioning your business at its center alongside Cohere.
- Collaborate on and scale innovative, differentiated offerings that add value to the enterprise. Jointly deliver best-in-class, scalable AI tools and solutions using Cohere's North platform.

\*Benefits vary by partner tier. See Section 1.4, "Tier benefits" for more details.

## 1.3 Partner types

The Cohere Partner Program is built for flexibility and collaboration. Each partner type highlights a unique strength – from delivering expert consulting to integrating technology or scaling AI in the cloud. Together, we make it easier for businesses to adopt and benefit from AI.

Below are overviews of each partner type:

### Consulting and implementation

Deliver tailored AI solutions by leveraging consulting expertise, industry knowledge, and technical skills to customize, integrate, and deploy Cohere's enterprise platform for clients' unique business needs.

### Technology

Build differentiated solutions by embedding enterprise-grade AI. Use direct integration or API connectivity to enhance your offerings with Cohere's AI, and expand your product reach by integrating with the North platform.

### Community and research

Advance AI innovation through research, academic initiatives, and knowledge-sharing with top institutions. Partner with Cohere to drive open-source work, foster talent, and shape responsible AI through community programs and publications.

### Cloud and distribution

Accelerate enterprise AI adoption by offering Cohere's models and solutions through your cloud services, marketplaces, or distribution networks. Collaborate on joint go-to-market strategies, and streamlined deployment to empower businesses globally.

### Strategic

Drive market growth through close collaboration with Cohere on high-impact initiatives, innovation solutions, and co-innovation opportunities that amplify reach and customer impact.

## 1.4 Tier benefits\*

Cohere’s Partner Program features three distinct tiers – Collaborator, Accelerator, and Pioneer – across all types of partners.

Each tier is designed to reflect the level of commitment and contribution between Cohere and our partners, ensuring a mutually beneficial relationship as we grow together.



### TIER 1 Collaborator

Vital contributors to our ecosystem, often driving niche markets and innovative use cases.



### TIER 2 Accelerator

Established partnerships with strong momentum and opportunity for expanded collaboration.



### TIER 3 Pioneer

Strategic alliances with significant joint investment and shared long-term vision.

\*The Cohere Partner Program benefits noted in this guide is a non-exhaustive list and may include additional benefits not listed above. The extent of collateral and support benefits will be further defined during onboarding discussions where appropriate and tailored to specific partnerships needs.

As partners advance through these tiers, we provide increasing levels of benefits and support, fostering a dynamic, growth-oriented partnership.

See below for a detailed breakdown of benefits per tier.

Lever	Benefits	Tier 1: Collaborator	Tier 2: Accelerator	Tier 3: Pioneer
Sales	Standard Cohere collateral accessible on Cohere Partner Portal**	✓	✓	✓
	Joint GTM motions		✓	✓
	Custom offerings / solutions			✓
Marketing and content syndication	Standard marketing kit and co-branded assets	✓	✓	✓
	Partner logo on Cohere website		✓	✓
	Joint content and campaigns (e.g., blog, articles, whitepaper)		✓	✓
	Joint product launches			✓
Events	Events toolkit and support	✓	✓	✓
	Joint events		✓	✓
	Event sponsorship			✓
Enablement***	Self-paced learning programs	✓	✓	✓
	Sales and technical specializations		✓	✓
	Customization support			✓
Technology support***	Models, solutions and customization****	✓	✓	✓
Cohere resources***	Executive sponsorship	✓	✓	✓
	Partner program team dedicated to awareness, enablement, and sales support		✓	✓
	Access to global sales		✓	✓

\*\*Cohere Partner Portal to be launched shortly.

\*\*\* Refer to Section 3, "Partner support and resources" for additional details

\*\*\*\* Specifics of technology support to be finalized in collaboration with partner managers during broader partnership discussions, ahead of finalizing partnership.

---

## Guidelines

- As your dedicated partner team, we are committed to supporting your advancement, aiming to achieve progression to the next tier through active collaboration within two to three years.
- We will collaborate across all partners to define the most appropriate GTM approach, whether it be co-sell, re-sell, referral, or other GTM types. For detailed definitions, please see Section 5.3, “GTM motions.”
- We understand every partnership is unique. While the tier benefits outlined provide a framework, we will work with each partner across a variety of GTM motions to ensure a mutually beneficial partnership and discuss customized solutions and additional benefits that align with your specific needs and goals.
- We will conduct comprehensive annual success planning and bi-annual / quarterly business reviews to assess joint progress and tier-related revenue accomplishments, and align on strategic initiatives.
- Partnership tier status is subject to reclassification based on outcomes of the annual success planning and / or bi-annual / quarterly business review process to accommodate evolving market demands and relationship dynamics.
- We value transparency and open communication. We will keep you informed about program updates, changes, and opportunities, ensuring that you have the information you need to succeed.

# 2 Partner qualification

## 2.1 Partner eligibility criteria

To ensure a mutually beneficial and successful collaboration, applicants must meet **all** of the following requirements to be considered eligible. If you satisfy these criteria, we encourage you to complete the Cohere Partner Program Application (see Section 4, “Getting started” for more details).

### Strategic and GTM alignment

- 1 **Generative (Gen) AI demand:** Established GenAI business with validated, existing client demand for GenAI solutions.
  - a Tier 1: Collaborator and Tier 2: Accelerator — two pilots\* and one in production.\*\*
  - b Tier 3: Pioneer — six pilots and one in production.
- 2 **Scalability and integration:** Proven technical solutions, services, or capabilities, including integration with major cloud providers (e.g., AWS, Azure, GCP) that align with Cohere’s AI portfolio, and showcase proven ability to deploy AI at scale across enterprises.
- 3 **Industry expertise:** Demonstrated expertise and market-leading POV in target industries: Technology, Financial Services (FSI), Healthcare and Life Sciences, (HC LS), Manufacturing, Energy and Utilities, and Public Sector.
- 4 **Geo-alignment:** Established commercial entities and operations at scale in North America (NA), Europe (EU), and / or Asia (APAC).

### Joint commitment

- 5 **Co-building, co-marketing, and co-selling (joint GTM):** Commitment to jointly develop, market, and sell AI solutions with Cohere.
- 6 **Partnership track record:** Proven record of successful software partnerships and motions.

\*A pilot is a small-scale, controlled implementation of a solution in a real-world environment to test its feasibility, performance, and potential impact.

\*\*\*“In production” refers to a fully deployed, client-facing solution.

## 2.2 Requirements\*

Once accepted into the Cohere Partner Program, you are expected to meet specific requirements based on their designated tier. These requirements are designed to foster alignment with Cohere's strategic goals, mutual commitment, and success.

- Prerequisites**
- Approved application
  - Signed Cohere partnership agreement
  - Validated demand from customers who will use Cohere products\*\*
  - Business case provided by sponsoring Cohere lead and approved by leadership
  - Approved executive sponsor on both sides
  - Increased Cohere product reach
  - Minimum of two pilot deals

	Requirements	Tier 1: Collaborator	Tier 2: Accelerator	Tier 3: Pioneer
<b>Business commitment</b>	Global revenue targets		✓	✓
<b>Enablement</b>	Meet jointly agreed upon enablement criteria	✓	✓	✓
	Demonstrate successful demand for Cohere solutions	✓	✓	✓
<b>GTM collaboration</b>	Annual success planning		✓	✓
	Bi-annual / quarterly business review & regular check-ins	✓	✓	✓
	Funded headcount	✓	✓	✓
	Cohere dedicated partner manager		✓	✓
	Display the Cohere partner logo on company website		✓	✓
	Participate in tier-related GTM and co-marketing initiatives(s)		✓	✓
	Build on, integrate, or customize AI solutions			✓

\*Cohere will evaluate the relevance of requirements on a case-by-case basis, considering partner type and business needs. In some cases, partners may not be subject to fulfill all of the stated requirements.

\*\*The number of validated customers is determined collaboratively between Cohere and the partner, taking into account factors such as partner's business size, revenue streams per customer, and maturity of their enterprise engagements.

# 3 Partner support and resources

## 3.1 Technology support\*

Cohere partners gain access to unparalleled AI technology, paired with tailored support to ensure seamless integration, maximize impact, and empower you to leverage Cohere’s capabilities with confidence.

- a **Model access:** Cohere’s proprietary generative models (Command) and retrieval models (Embed and Rerank) are optimized for enterprise-grade efficiency, seamless multi-language support, and dynamic context understanding, enabling you to build secure, advanced AI applications from the ground up.
- b **Solution access:** North, our agent foundry for deploying production-grade agents with ease, and Compass, our simple, end-to-end search and discovery stack allow companies to scale AI use cases quickly, unlocking new levels of productivity.
- c **Customization support:** Fine-tune and customize our models and solutions for specific languages, industries, functional domains, or company needs, such that they integrate seamlessly within our organizational processes and workflows.

## 3.2 Enablement\*\*

Training, specializations, and certifications form a comprehensive enablement framework, ensuring partners have the knowledge and skills needed to succeed. Our enablement resources are designed to help partners understand Cohere's platform, develop expertise in our solutions, and effectively position and sell Cohere's AI capabilities.

<b>Self-paced learning programs</b>	Explore foundational training introducing partners to Cohere’s models and solutions, capabilities, and use cases, featuring AI fundamentals, and tutorials from Cohere’s LLMU.
<b>Sales and technical specializations**</b>	Validate expertise with sales and technical specializations including model integration and enterprise AI solutions.
<b>Customized training program</b>	A tailored training program, co-designed with Cohere, to educate partners on cohere and joint goals and GTM agenda through personalized workshops, hands-on exercises, and guidance on developing custom solutions to maximize platform value.

\* Specifics of technology support will be finalized in collaboration with partner managers during broader partnership discussions, ahead of finalizing partnership.

\*\*While certain resources are actively being developed, partners will receive access to available materials immediately, with additional enablement assets shared as they are finalized.

## 3.3 GTM and partner operations

### 1 Resources

Cohere's Partner Program provides comprehensive GTM and operational support designed to foster collaborative growth and achieve shared objectives, offering a range of benefits per tier.

*Exact support may differ by partnership tier.*

<b>Executive sponsorship</b>	Strategic guidance from Cohere's leadership to align our partnership with long-term vision, driving mutual success and innovation at the highest level.
<b>Partner development manager</b>	Ensures partner derives maximum value from AI solutions and Cohere expertise, aligning all efforts to our joint business objectives to foster a successful long-term partnership.
<b>Marketing support</b>	Facilitates collaborative strategies and shared resources to amplify market presence, enhance brand visibility, drive business generation and customer engagement, and accelerate joint go-to-market initiatives.
<b>Sales support</b> <small>(AEs and solution architects)</small>	Provides business and technical expertise, and support for joint GTM motions.
<b>Ad-hoc product and engineering discussions</b>	Discussions with product and engineering to support cutting-edge AI solutions, proactive troubleshooting, and alignment to roadmap and priority requirements.

### 2 Operating cadence

<b>Annual success planning</b>	Yearly collaborative sessions to align on joint goals, strategies, and expectations, and finalize joint business plans.
<b>Bi-annual / quarterly business reviews</b>	Assessment of progress, metrics review, and strategy adjustment if needed.
<b>Product roadmap</b>	Review of upcoming product features and updates to ensure alignment with partner goals and strategies.
<b>Regular check-ins</b>	Weekly or bi-weekly calls, with ad hoc syncs as needed, to further joint partner motions, address questions, provide updates, and ensure strategic alignment.
<b>Ad-hoc meetings and workshops</b>	Conducted as needed to address specific needs, share best practices, and foster collaboration, including solution development and technical sessions.

### 3 Ecosystem collaboration

When you join the Cohere Partner Program, you gain access to our Partner Ecosystem, a dynamic network of leading enterprises, designed to create a collaborative environment where partners leverage each other's strengths, share knowledge, and create solutions to deliver exceptional value.

---

<b>Triangulation opportunities</b>	Collaborate with multiple partners to address complex customer needs, and combine expertise to deliver comprehensive solutions.
<b>Ecosystem networking</b>	Build strategic relationships with a diverse range of partners to expand your reach and capabilities.
<b>Knowledge sharing and best practices</b>	Participate in regular networking events, webinars, and meetings to share insights and industry best practices.

---

### 4 Cohere Partner Portal

The Cohere Partner Portal will serve as a centralized platform, where you can access essential program information, track progress, and manage your partnership with Cohere.

Key features include:

---

<b>Onboarding and application</b>	Experience a seamless application process and guided onboarding.
<b>Program management</b>	Access program guides, tier requirements, and benefits, in addition to monitoring revenue commitments, engagement levels, and tier status.
<b>Resource library</b>	Download marketing materials, training resources, and technical documentation.
<b>Support and collaboration*</b>	Submit support tickets, connect with other partners, and access integration details.

---

\*Functionality to be launched shortly.

# 4 Getting started

---

To apply for Cohere's Partner Program, follow the steps below:

- 1 Visit the **Cohere Partner Program** and click "Apply Now" to complete the online application form. Please expect a response within 10 business days of application submission.
- 2 If applicable, provide follow up info and meet with the Cohere Partnerships team to discuss partnership details (e.g., joint opportunity, benefits, etc.).
- 3 Once approved, sign the Cohere Partner Program Agreement and related documents.
- 4 Complete the jointly agreed upon go-to-market and technical validation and documentation with 90 days (e.g., set up technical access to the Cohere API, sign in to the Cohere Partner Portal, finalize the joint account list).

# 5 Appendix

---

## 5.1 Helpful resources

Explore the following resources to learn more about Cohere's products, security measures, and community engagement:

- **Cohere website**: Visit our main website to learn more about our mission, cutting-edge AI solutions, customer stories, and use cases
- **Cohere Trust Center**: Review security certifications, compliance reports, and data protection policies
- **Enterprise-grade security**: Learn about our robust security measures and data protection protocols
- **Join Cohere's Discord community**: Engage with our community for support, updates, and discussions

For questions regarding the Cohere Partner Program Guide, please contact us directly at [partnerships@cohere.com](mailto:partnerships@cohere.com)

---

## 5.2 Partner conduct

Cohere is committed to conducting business with integrity and expects the same from its partners.

Partners are expected to act with transparency and integrity in all business activities, support Cohere's due diligence processes, and ensure compliance with relevant laws, regulations, and industry standards.

---

## 5.3 GTM motions

<b>GTM motion</b>	<b>Definition</b>
<b>Co-sell</b>	Collaborate with Cohere's sales team to jointly sell solutions, leveraging shared pipelines and account strategies.
<b>Re-sell / MSV / VAR</b>	Sell and distribute Cohere's products directly to customers through their own sales channels, often with volume-based pricing agreements.
<b>Referral / affiliate</b>	Refer customers to Cohere and earn incentives or commissions based on successful referrals or affiliate partnerships.
<b>System integrator</b>	Integrate Cohere's AI capabilities into your own or end-client's software, products, or applications, leveraging Cohere's technology to enhance their offerings.
<b>Co-marketing / alliance</b>	Collaborate closely with Cohere on high-impact marketing initiatives, innovative solutions, and co-marketing efforts to amplify Cohere's reach and innovation.
<b>OEM / embedded</b>	Embed Cohere's AI capabilities into your own infrastructure, products, or applications, often through customized solutions.

---

## 5.4 FAQs

### 1 What is the Cohere Partner Program?

A strategic initiative to drive AI adoption through ecosystem partnerships, offering tiered benefits and resources for mutual success.

### 2 Who can join the Cohere Partner Program?

Established commercial companies with technical solutions that complement Cohere's portfolio, meeting specific eligibility criteria. See Section 2.1, "Eligibility criteria" for more details.

### 3 What are the different partner tiers?

The program features three tiers: Collaborator, Accelerator, and Pioneer. Tiers are tailored to different levels of engagement and contribution, with increasing benefits and support as partners grow their relationship with Cohere.

### 4 How do I access training and resources?

Cohere provides a variety of training and resources, both publicly available and exclusive to Partner Program members, to support your journey. Below are key resources accessible to everyone:

- **Cohere's LLM University (LLMU):** A free learning hub offering hands-on modules and expert-led courses to help developers, technical professionals, and enterprise leaders master LLMs and GenAI.
- **Developer resources:** Documentation, code snippets, API specifications, and more to help technical users develop on the Cohere platform or external cloud platforms.
- **Cookbooks:** A collection of ready-made guides and notebooks to help developers get up and running with Cohere.
- **Guides and concepts:** Resources for developers on how to use the Cohere API on a deeper level, and train and customize the model to work for their company.

Upon entrance into the Partner Program, additional exclusive learning opportunities will be made available based on your designated tier.

## 5 How to access Cohere models?

Cohere offers access to its cutting-edge AI models through a variety of platforms, including its [SaaS platform](#), [API access](#), and managed services from leading cloud providers, such as Amazon Bedrock, Amazon SageMaker, Azure AI Foundry, and Oracle OCI.

Enterprise developers can leverage these models via [SDKs](#) in Python, TypeScript, Java, and Go, or explore them in the [Cohere Playground](#), a free, interactive environment for hands-on experimentation.

- Models available for use include: [Command](#), [Embed](#), [Rerank](#)
- We also offer specialized products for enterprise use cases: [North](#), [Compass](#)

## 6 What support is available to partners?

Cohere partners receive comprehensive support to maximize the impact of our AI technology and ensure seamless integration, including:

- **Technology support:** Access to unparalleled AI models and solutions, SA support, and the opportunity to unlock additional benefits upon joining the Partner Program, including customizations and North and Compass demo environments. See Section 3.1, “Technology support,” for more details.
- **Resources:** Access to a team of technical and strategic experts, including partner development and partner success managers, solution architects, and product and engineering professionals. See Section 3.3, “GTM and partner operations,” for more details.

Please reach out to [partnerships@cohere.com](mailto:partnerships@cohere.com) for any questions or support needs.

## 7 How do I join the Cohere Partner Program?

Please see Section 4, “Getting started,” for more information and a link to the application form. Applications are reviewed, and partner status is determined within 10 business days.