

External FAQ | Technology Partner Program Launch

INTRODUCTION

Welcome to the 2025 Technology Partner Program Frequently Asked Questions (FAQs). This document is designed to provide quick answers to some of the most common questions we receive about our partner program. We understand that navigating a partner ecosystem can bring about various inquiries, and this Q&A resource aims to offer clarity on [tier designations](#), [benefits](#), and [requirements](#). For a comprehensive overview and more detailed information about the Procore Technology Partner Program, please refer to the full [2025 Technology Partner Program Guide](#) and for helpful overview decks, please reference the [Partnering with Procore Technology Partners Deck](#) and the [2025 Technology Partner Program Refresh](#). We hope these serve as helpful resources as you engage with our program.

Key Resources:

- + [Technology Partner Program Guide](#)
- + [Procore Partners Website](#)
- + [Procore Partners Documents Website](#)
- + [Developer Portal](#)
- + [2025 Technology Partner Program Refresh](#)
- + [Partnering with Procore | Technology Partnerships](#)
- + Email: techpartners@procore.com

Tier Designation Questions

Q: I am a new Procore Partner. What Tier do I start in?

A: All new Partners will start at the Foundation tier.

Q: How and when are tiers decided?

A: Partners start to build their tier attainment at the beginning of each calendar year (January) or at the launch of their first application. Throughout the year, the results obtained by partners are used to qualify them towards the next tier.

Tier designations are reassessed at the beginning of each calendar year. Once assessed, new tier designations will be shared with Partners based on the previous year's achievements.

Q: Can I be moved up a tier mid-year if I meet the requirements for the next tier?

A: No. As stated in our 2025 Technology Partner Program Guide, Tiers are assessed annually, based on a Partner's performance in the previous calendar year (January-December).

Q: Will I be bumped down a tier if I have not yet met the requirements of my current tier?

A: No. Partners will maintain their current tier status throughout the calendar year. Tier designations are assessed and adjusted at the beginning of each new calendar year based on a Partner's performance in the previous calendar year.

Q: If an integration is removed due to low usage, is there a process to re-apply to the program at a later date?

A: Yes. If an integration is removed due to low usage, the Partner can re-apply for a Procore App Marketplace listing when they have satisfied the beta customer requirement and are able to demonstrate this customer usage as part of the App Validation process.

Benefit Questions

Q: I am a Foundation tier Partner, how can I promote my Procore application?

A: Your Procore App Marketplace page is an excellent resource to showcase your application and integration to prospects, customers, and internal Procore representatives. It's a key marketing and sales asset, and we empower Procore reps to leverage the App Marketplace effectively. Procore also promotes and markets the App Marketplace holistically in many ways. Therefore, we highly recommend focusing on making your page shine. Please refer to this ['How to Promote my Application'](#) document for additional guidance.

Requirement Questions

Q: How can I get invited into the Premier tier?

A: The Premier tier is invitation only and there is no process for requesting consideration. Invitations are extended at Procore's discretion to Partners who are determined to demonstrate strong alignment with the following key areas:

+ CUSTOMER CENTRICITY:

- Partners delivering exceptional customer outcomes and satisfaction.

+ STRATEGIC ALIGNMENT:

- Partners filling critical and complimentary product gaps, enabling bi-directional data flows.
- Opportunities to move the needle in Procore's strategic focus areas.
- Significant impact on key metrics that impact Procore's performance including monthly active customers, revenue, win rates, and customer retention.

+ EXECUTIVE SPONSORSHIP:

- Commitment from Procore Product and/or GTM Executives to invest significant time and resources in the partnership.

Q: Why does my app need to have a bi-directional data flow to qualify for the top two tiers?

A: In general, integrations that both push data into and pull data from the Procore platform deliver the most value to our mutual customers. This requirement is in place because bi-directional integration ensures that data remains synchronized, enabling real-time updates and promoting consistent data across integrated systems. It's a key indicator of a sophisticated and valuable integration that provides significant value to Procore customers. While there may be exceptions, our team prioritizes applications that support this bi-directional flow. Applications that only pull data from the Procore platform generally don't offer as much value to our shared customers or to Procore.

Q: Why is a test customer needed to launch my application on the Marketplace, and do customers of my other applications qualify?

A: The [Procore Marketplace](#) is the industry's go-to destination for identifying best-in-class tools and next-generation technology. We don't take this position lightly. The feedback we get from customers of all sizes is that they want to know that their peers are successfully using the integrations on our Marketplace and seeing real business value.

In that spirit, we now require that each integration have at least one shared customer test the integration prior to launch on the Marketplace. Test customers can install and use an application that is not yet listed on the Marketplace (considered a "custom app.") [The instructions for inviting them are here.](#)

Q: What does App Validation entail?

A: This process involves demonstrating the integration, ensuring a successful data transfer in the case of a data connector, and a comprehensive understanding of the initial implementation process.

For Partners with multiple Applications, all Applications must complete App Validation prior to listing on the Marketplace.

The App Validation process is led by one of our Integration Managers.

Q: Before I fully commit to becoming a Procore Technology Partner and list my app on the marketplace, can I review the partner agreement and understand all the associated requirements and commitments?

A: We encourage you to thoroughly review all necessary documentation before proceeding. You'll find a link to the Partner Agreement Form and Contract on our Procore Partner Program Documents Webpage [here](#).

Q: Is there a fee to join the Technology Partner Program?

A: No. At this time, there are no fees associated with participation in the Technology Partner Program, but we reserve the right to make changes to this in the future.

Q: Is it mandatory to sign Procore's Partner Framework Agreement & Technology Partner Addendum to be part of the Technology Partner Program? What happens if I do not sign it? A:

Yes, it is mandatory to sign Procore's Partner Framework Agreement & Technology Partner Addendum to be part of the Technology Partner Program and have a listing on Procore's App Marketplace. If you do not sign these agreements you cannot be listed on Procore's App Marketplace.

Q: Are "redlines" to Procore's standard Partner Framework Agreement & Technology Partner Addendum accepted? Are there any exceptions or potential for negotiation?

A: No, we cannot accept redlines or negotiations on these agreements as they are intended to be standardized for our program.

Q: Will there be any changes to requirements or integration development for Procores's FedRAMP app marketplace when it becomes available?

A: Procore is actively working towards FedRAMP compliance and we will provide detailed guidance on FedRAMP-compliant integration development and the related app marketplace as we get closer to achieving compliance. FedRAMP will have a separate development experience, and partners will need to create separate listings and possibly integrations to be listed in Procore's FedRAMP compliant app marketplace when available. This is still in the planning phase, and we will provide partners with guidance on this in the future when available.

Sales Questions

Q: How do I bring Procore a deal?

A: If you have a lead for Procore please send an email to techpartners@procore.com with the details and our program team will get back to you.

Q: How do I co-sell better with Procore?

A: Please see the guidance under '[How to Promote my Application](#)' to understand ways you can best market your value to Procore reps. Additionally, ensure the inbox attached to the contact form on your Procore App Marketplace page is monitored regularly, and be responsive when a Procore employee, customer, or prospect reaches out to you about your integration. Word of mouth is a powerful weapon, so the experience you provide can certainly help you gain more traction with Procore reps.

Q: How can I get my solution in front of Procore sellers?

A: To get your solution in front of Procore sellers, the key is to effectively showcase your application on the Procore App Marketplace. A well-maintained and informative Marketplace listing is the best way to increase visibility with Procore's sales teams. Be sure to regularly monitor the contact form attached to your Marketplace page, and respond promptly to any inquiries from Procore employees, customers, or prospects. Positive experiences and word-of-mouth within the Procore

community can also significantly increase your solution's exposure to our sales teams. Please refer to this ['How to Promote my Application'](#) document for additional guidance.