



Partner Program Guide

Better Together

Olo brings technology solutions to restaurant brands—helping them increase orders, streamline operations, and improve the guest experience. But we can't do it alone.

With support from over 400 integrated partners, we are able to eliminate customer pain points and meet their ever-evolving needs, allowing brands to determine and select the exact tech stack that suits their business and their guests.

By offering one of the largest and most flexible restaurant tech ecosystems on the market, we've enabled our customers to build personalized guest experiences that drive traffic and profitability.

We're thrilled to have you join us.

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Our stance as a business is to be neutral and to be an open platform, meaning whoever wants to plug into us can plug into us.

Noah Glass
CEO & Founder





As part of the Olo Connect Partner Program, you'll have the chance to impact some of the nation's most-loved restaurant brands and their guests. These brands began their Olo journey as a direct result of recommendations and support from our Connect Partners.



Together, we can accelerate the future of restaurant technology and deliver on Olo's mission: Hospitality at Scale™.



Partner Program Overview

Olo Connect Partners benefit from white glove support and tooling that help you build and deploy on our platform at an accelerated rate. You also stand out from the competition and have your solution recognized and highlighted within our ecosystem of 700+ brands, 80,000+ restaurants, and 85M guests.

All partners have exclusive access to progressive benefit tiers that unlock more value as you demonstrate continued excellence with our platform and our brands.

We look forward to sharing these opportunities with you and your network. We know we're better, together.

Partner Tiers

Olo Connect is comprised of 3 tiers: Standard, Gold, and Platinum. All partners enter the Olo Connect Partner Program as a Standard Partner. Partners with demonstrated excellence are able to progress up through the tiers and unlock additional program benefits (see page 6), including:



Best-in-class developer tools: Making it easier to build and faster to deploy on the Olo platform



Best-in-class growth tools: Granting partners more exposure within our brand ecosystem to help expand your business

Partners can showcase their Olo expertise and investment by displaying their Olo Connect tiered badge.

Olo Connect Tier Descriptions

To join the Olo Connect program, partners must meet these minimum qualifications:

- ✓ API terms of use compliance
- ✓ Security and privacy assessment
- ✓ Brand satisfaction

For a list of more tier specific qualifications, please contact partnerecosystem@olo.com.

+ STANDARD

Partners entering this tier signify an initial level of commitment to Olo's ecosystem and are usually at the starting point of their strategic partnership journey with Olo. Typically, they might represent fewer Olo brands in their portfolio and are exploring the potential synergies between their offerings and our platform.

* GOLD

Advancing to the Gold tier represents a significant milestone in our partnership journey. Gold partners demonstrate a heightened level of dedication and alignment with Olo's objectives. This tier often signifies an expanded presence of Olo brands within the partner's ecosystem. Gold partners collaborate closely with our sales teams to foster mutual growth—actively generating new leads to acquire new customers or expand opportunities with existing ones. They also play a key role in joint initiatives to drive shared success, leveraging their expertise to create impactful outcomes together.

⊛ PLATINUM

Our top tier within Olo Connect is the Platinum tier. Partners who attain this status showcase an unparalleled commitment to Olo's vision and values. Platinum partners boast a comprehensive portfolio of Olo brands, reflecting a deep integration of our solutions into their core offerings. In addition to the responsibilities outlined for Gold partners, those in the Platinum tier actively collaborate with us to shape product roadmaps, drive innovation, and capitalize on go-to-market opportunities.

Olo Connect Benefits

Benefit	Standard	Gold	Platinum	Details
Use of Olo logo	✓	✓	✓	Promote your Olo Connect partnership by placing the Olo logo on your website and other marketing assets.
Developer support	✓	✓	✓	Receive direct access to Olo's engineering team to help support your integration to the Olo API.
Listing in Olo Partner Directory	✓	✓	✓	Partners are invited to create an Olo Partner Directory listing to externally market their integrated solutions to Olo's brand ecosystem of 700+ brands. While all partners will be listed within the Directory, higher tiers will receive enhanced features that shine a spotlight on their solutions.
Dedicated test channel	✓	✓	✓	Be as efficient as possible and increase your speed to market by leveraging a dedicated partner test channel.
Press release	✓	✓ ✓	✓ ✓ ✓	From approval on a partnership press release to active collaboration with an executive-level quote, we invite you to publicize our collaboration.
Partner Account Manager	✓	✓ ✓	✓ ✓ ✓	Receive a designated Partner Account Manager or Director who will support the continued growth of your Olo partnership. PAMs will serve as your primary point of contact at Olo and liaise with technical resources as needed.
Sales enablement	✓	✓ ✓	✓ ✓ ✓	From thorough internal documentation, shared demo recordings with the Olo Sales and Customer Success team, or live training sessions, help us highlight the power of our integrated solutions.
Industry event collaboration		✓	✓	From Olo Connect signage to sponsored dinners to co-hosting panel discussions, let's get creative in how we showcase how our integration unlocks growth opportunities for the industry.
Quarterly roadmap sharing	✓	✓	✓ ✓	Learn what Olo has prioritized on its product roadmap to align on our business outcomes.
Annual business review		✓	✓	Join us as we discuss the ROI from our partnership, opportunities for improvement, and how we can expand upon our existing partnership to better serve our customers.
Platform certification	✓	✓	✓ ✓	Certify your integration across the entire Olo platform to increase deployment times and install confidence within your customer base.
Olo Partner Summit		✓	✓ ✓	We'll be examining the topics most important to the restaurant industry, how brands are adapting, and where the industry is headed next. Mix and mingle with the Olo ecosystem to strengthen existing relationships and create new ones.



Want to know more about Olo Connect?

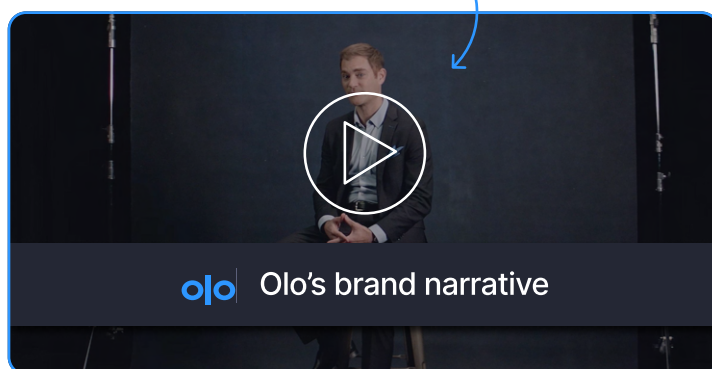
We're happy to walk you through each step to becoming an Olo partner.

To learn more, send us an email at partnerecosystem@olo.com.

You can also visit the [Partner Directory](#) and explore the 400 partners in Olo Connect.

Why Olo?

 Learn more in this video



By the numbers

700+

Brands

81K+

Restaurants

2M+

Orders
Per Day

85M+

Guests
Each Year

400+

Integration
Partners

\$90M

Annual Platform
Investment

About Olo | Hospitality at Scale™

Olo (NYSE: OLO) is a leading restaurant technology provider with ordering, payment, and guest engagement solutions that help brands increase orders, streamline operations, and improve the guest experience. Each day, Olo processes millions of orders on its open SaaS platform, gathering the right data from each touchpoint into a single source—so restaurants can better understand and better serve every guest on every channel, every time. Over 700 restaurant brands trust Olo and its network of more than 400 integration partners to innovate on behalf of the restaurant community, accelerating technology's positive impact and creating a world where every restaurant guest feels like a regular. [Learn more at olo.com](#).