

Connect
PARTNER PROGRAM

Partner Program Guide

Better Together

Olo's mission is to touch and add value to every order within the new era of hospitality by solving complex technology problems for our customers. But we can't do it alone.

With support from over 300 technology partners, we are able to eliminate customer pain points and meet their ever-evolving needs through a "build vs. buy vs. partner" approach.

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 within and outside of their four walls.

Join us to empower restaurants to provide the best guest experience to grow their business.

“

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





Join the Olo Connect Partner Program to engage, serve and delight the world's fastest-growing restaurant brands and their guests.



Let's work together to accelerate hospitality for the digital age.

Partner Program Overview

When you join Olo Connect, you not only benefit from white glove support and tooling that help you build and deploy on our platform more quickly, you also stand out from the competition and have your solution recognized and highlighted within our ecosystem of 600+ brands, 80,000+ locations and 85M guests.

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

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







Partner Levels

Olo Connect is comprised of 4 tiers: Developer, Silver, Gold, and Platinum. Partners can showcase their Olo expertise and investment through Olo Connect's tiered badging. All new partners enter the Olo Connect Partner Program as a Developer Partner, with existing Partners entering in their respective qualified tier (qualifications outlined on page 6).

As a Partner advances through the tiers of Olo Connect, each subsequent tier unlocked additional program benefits (page 7-8).

Each progressive tier requires that the partner meet a transparent set of qualifications, in turn, Olo provides an increasing level of value within the following categories:

-  **Best-in-class Developer Tools:** making it easier to build and faster to deploy on the Olo platform.
-  **Best-in-class Growth Tools:** grant partners more exposure within our brand ecosystem to help expand their business.

Olo Connect Partner Program Qualifications

Development Tier



Developer

- Compliance with API ToU
 - Completed Security and Privacy Assessment
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Production Tiers



Silver

- (All qualifications from Development Tier)
 - 1+ Location live in production
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Gold

- (All qualifications from Development Tier)
 - 12 month tenure on the Olo platform
 - 100+ Locations live in production
 - Brand Satisfaction NPS
-



Platinum

- (All qualifications from Development Tier)
- 24 month tenure on the Olo platform
- 5000+ Locations live in production
- Brand Satisfaction NPS



Olo Connect Partner Program Benefits

Benefit	Developer	Silver	Gold	Platinum
Use of logo	✓	✓	✓	✓
Developer Support	✓	✓	✓	✓
Listing in Olo Partner Directory	✓	✓	✓ ✓	✓ ✓ ✓
Dedicated Test Channel	✓	✓	✓	✓
Press Release		✓	✓ ✓	✓ ✓ ✓
Dedicated Partner Manager			✓	✓ ✓
Sales Enablement			✓	✓ ✓
Industry Event Collaboration			✓	✓ ✓
Quarterly Roadmap Sharing			✓	✓ ✓
Annual Business Review			✓	✓ ✓
Platform Certification Eligible			✓	✓
Olo Connect Conference Participation				✓



Increasing number of check marks means enhanced value within that benefit

Olo Connect Partner Program Benefit Details

Benefit	Details
Use of 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 efforts to the Olo API.
Listing in Olo Partner Directory	Partners are invited to create a Olo Partner Directory listing to externally market their integrated solutions to Olo's brand ecosystem of 600+ 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 shout our collaboration from the rooftops.
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 and spread the word with our incredible customers.
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.
Annual 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 Conference Participation	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. [Coming Soon]

Let's work together to accelerate hospitality for the digital age.

Join Olo Connect to engage, serve and delight the world's
fastest-growing restaurant brands and their guests.



Want to learn more?

Interested in joining Olo Connect? Wondering if you qualify for the program? We're happy to walk you through each step to becoming an Olo partner. To learn more, send us an email.

partnerecosystem@olo.com



Olo at-a-glance

600+

Brands

84,000

Restaurants

300+

Partners

2005

Founded

2M+

Orders per day

99%

Uptime

Trusted by the world's best brands to power family dinners, birthday parties, work breaks, and the big game.

BLUESTONE LANE



The Cheesecake Factory



FLOWER CHILD

milk

**MRBEAST
BURGER**

Portillo's

SHAKE  SHACK®

Snooze

sweetgreen





About Olo

Olo is a leading open SaaS platform for restaurants that enables hospitality at every guest touchpoint. Millions of orders per day run on Olo's on-demand commerce engine, providing restaurants a single source to understand and serve every guest from every channel, whether direct or third-party. With integrations to over 300 technology partners, Olo customers can build personalized guest experiences in and outside of their four walls, utilizing one of the largest and most flexible restaurant tech ecosystems on the market. Over 600 restaurant brands trust Olo to grow their digital ordering and delivery programs, do more with less, and make every guest feel like a regular. Learn more olo.com.

