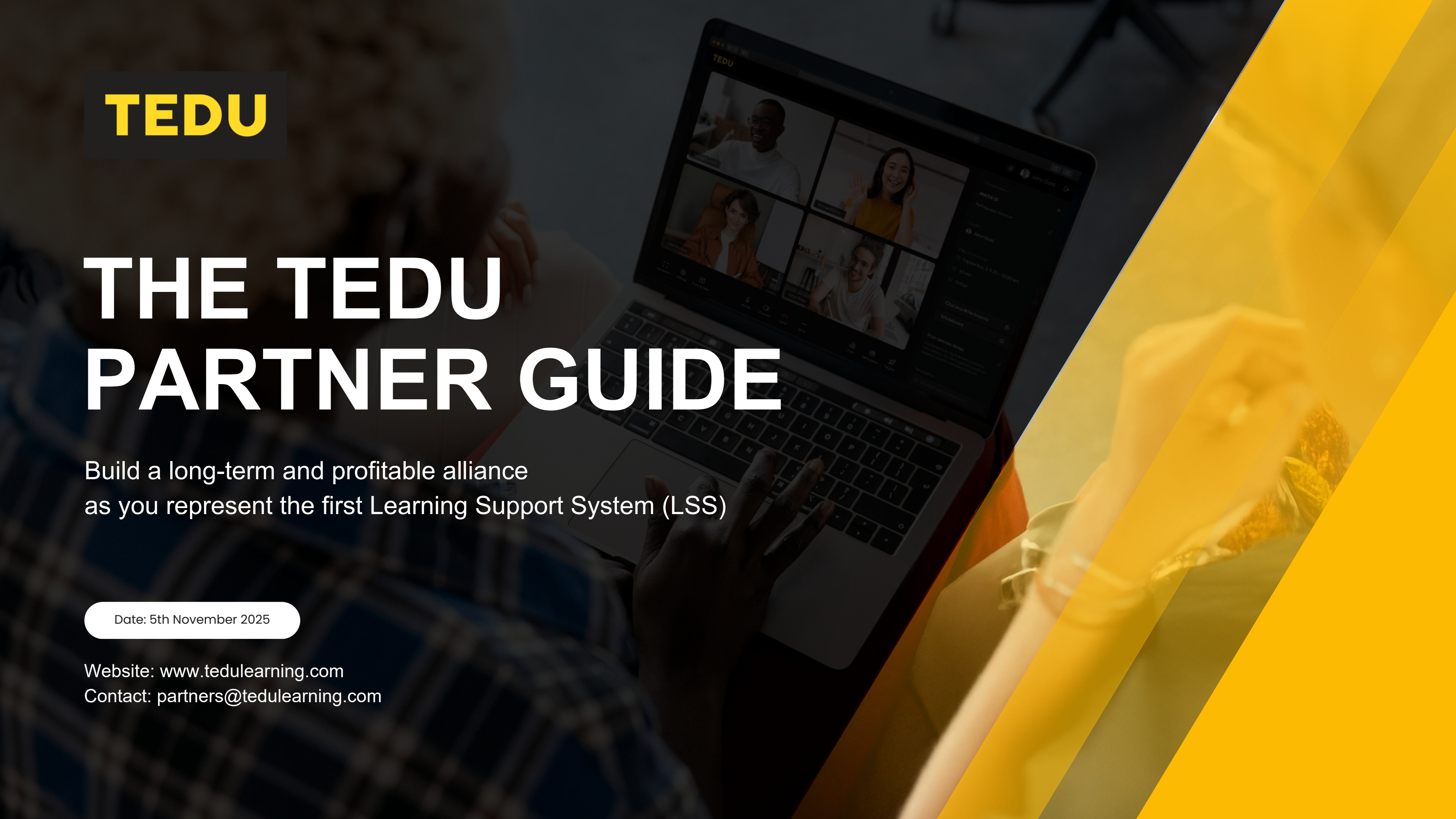




TEDU

THE TEDU PARTNER GUIDE

Build a long-term and profitable alliance
as you represent the first Learning Support System (LSS)

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TEDU LSS

TEDU LSS (Learning Support System) unifies and powers the entire support ecosystem for students. It reduces costs, protects students and staff with secure workflows, and makes high-quality academic support accessible to everyone.

- **Elevated outcomes:** happier, more successful students
- **Operational efficiency:** streamlined scheduling, reporting, and analytics
- **Staff empowerment:** less administrative burden, more time for impact
- **Institutional value:** measurable improvements in retention and experience

TEDU LSS is one of the strongest, most complete edtech solutions on the market; purpose-built to turn academic support into a strategic advantage in student retention and operational efficiency.

Why TEDU?

Institutions need to cut costs, improve efficiency, and lighten staff workloads while improving student outcomes. TEDU's Learning Support System (LSS) delivers exactly that; and our channel program lets you bring it to market with confidence.

When you team up with TEDU, you align with one of the fastest-growing edtech platforms and a channel built for mutual growth. We equip you to position, sell, and expand LSS across your territory; with commercial clarity and world-class support at every step.



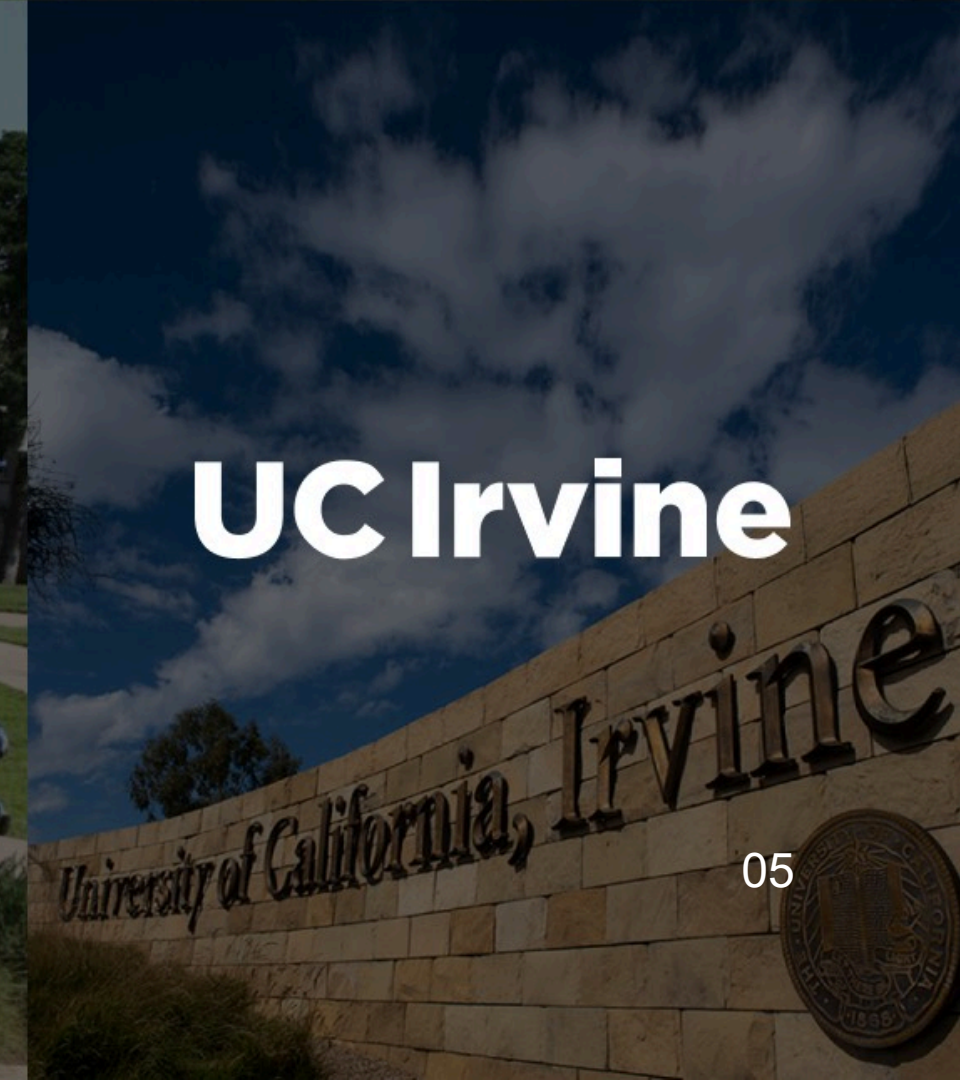
- Channel-first program with collaborative selling, joint planning, and dedicated success resources
- Revenue opportunities beyond resale including services, renewals, and expansion
- Attractive economics with competitive margins, clear tiers, and MDF to accelerate pipeline
- A committed team that supports your pursuits from qualification through delivery and expansion
- Outstanding onboarding and enablement designed for fast time-to-first-deal and long-term growth

TEDU LSS Customers

What Customers Achieve with TEDU LSS

- Live scheduling that works: simple, reliable booking that removes friction and boosts utilization.
- Data you can trust: clean, actionable insights that continuously improve programs and operations.
- Analytics that drive outcomes: track student progress, flag challenges early, and focus resources where they matter most.

TEDU



TEDU Partner Marketing

Center the program on your growth.

We equip your company to market and sell TEDU LSS and to package related services through launch-ready campaigns, hands-on support, and measurable demand generation.

What you get?

- **Co-branded campaigns, ready to launch:** emails, landing pages, one-pagers, case studies, and social kits.
- **Dedicated marketing manager:** planning, asset customization, calendar coordination, and performance reporting.
- **Joint events:** webinars, regional roadshows, and conference co-sponsorship with TEDU speakers and promotion.
- **Quarterly MDF (market development funds):** clear guidelines, fast approvals, and simple reimbursement.
- **Lead flow & attribution:** transparent tracking from campaign to payout.
- **Customer stories & PR:** help capturing wins and amplifying them in your market.

How benefits scale

You'll receive program benefits and incentives through a tiered structure, with expanded MDF, co-marketing priority, and added exclusives at higher tiers.

Onboarding + Enablement

Access to our Solutions Engineering team to help you close deals faster

A structured training program with both Sales and Services certifications

Courses and ongoing enablement support to help you get your first TEDU LSS deal through

Services

More than a reseller. A growth partner.

Our world-class enablement program helps you build a high-performing customer success motion around TEDU products and services.

You'll also unlock new revenue by delivering your own market-specific services; and you keep 100% of the services revenue.



Enablement + Certification

TEDU

Learn on your schedule, then master it live

Asynchronous certification courses paired with live training webinars, follow-up Q&A, and continuous support.

Role-based certifications

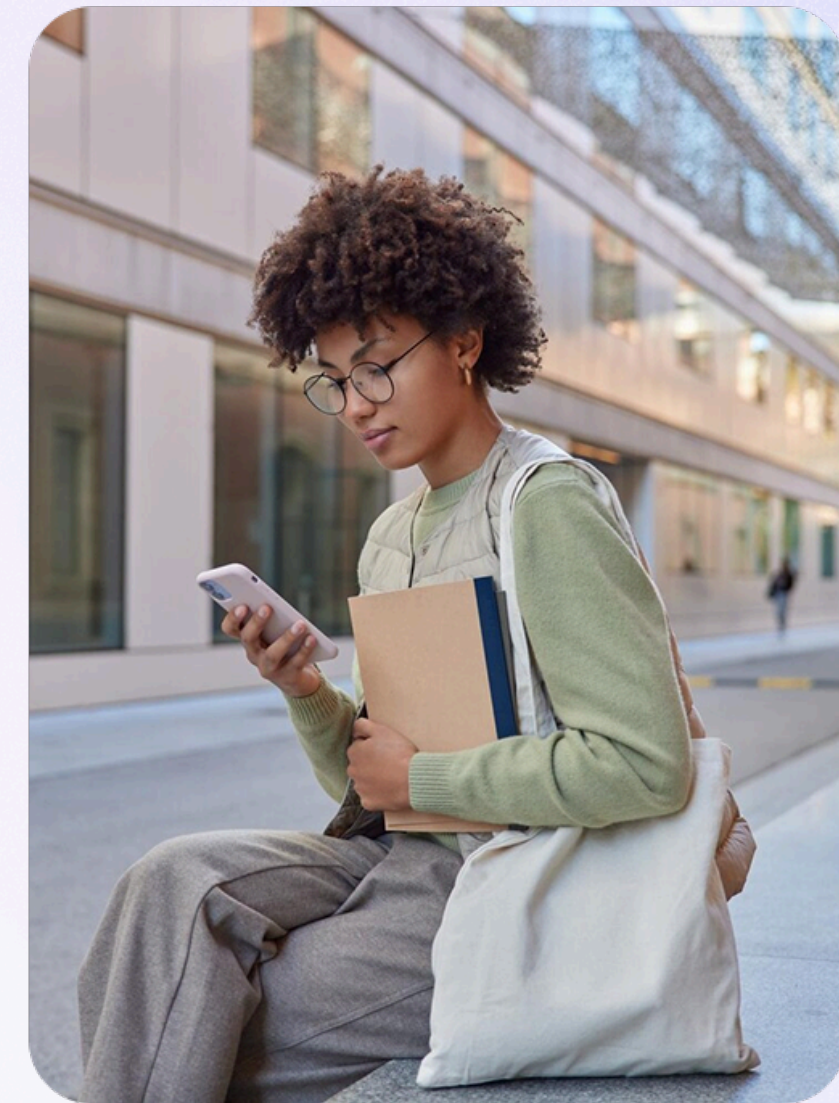
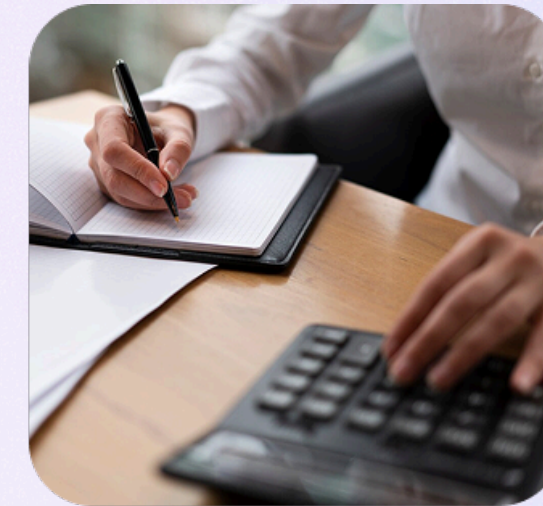
- Solutions engineering
- Consulting and implementation
- Renewal and account management

Product knowledge for every audience.

- Educators and student-facing staff
- Administrators and program leaders
- Hands-on learning
- Live workshops with practical labs
- Office hours and follow-up coaching

What this means for you?

Our enablement program gives your team the professional training and product expertise needed to sell, implement, and grow TEDU LSS with confidence.



Tools

Sell

- Deal registration with opportunity creation, status updates, and lead routing
- Partner Relationship Management (PRM) for pipeline tracking and notifications
- Demo and sandbox licenses for your team
- Dedicated Partner Account Manager for co-selling support
- Sales coordinators to help you leverage tools and resources

Market

- Sales Resource Center with playbooks, pricing, and competitive assets
- Co-brandable marketing assets and campaign kits

Enable

- Enablement courses and certifications (role-based and product)



Target Customers

The global higher-education landscape is complex. Equity and access, shifting demographics, and rapid technology change are reshaping how institutions deliver learning.

With TEDU LSS, institutions can:

- Empower students to engage with support on their terms, online or in person, with all essential tools in one place.
- Automate operations across tutoring, study groups, writing centers, academic coaching, supplemental instruction, workshops, and more from scheduling to delivery to reporting.
- Use analytics to track progress, surface risks early, and focus resources where they matter most.
- Integrate quickly with existing campus systems and become fully operational in as little as 30 days.



TEDU's Learning Support System (LSS) unifies academic support into a single, student- and admin-facing experience; improving accessibility, outcomes, and operational efficiency.

Ideal Partner Profile

TEDU



The Optimal TEDU Channel Partner Has:

- Proven edtech experience to sell TEDU and deliver services
- Access to a defined customer base
- A track record of launching new products and hitting sales goals
- Value-added services capability (e.g., training, localization, implementation, strategic planning, migrations)
- Capacity to meet targets in collaboration with the TEDU Partner Team
- Resale experience with adjacent tools (e.g., Ellucian, LMS, classroom collaboration tech)



Conclusion & Next Steps

- Unmatched brand visibility through targeted, qualified engagement
- High-impact co-marketing and sponsorships built for growth
- Measurable pipeline, transparent tracking, fast payouts
- Real social impact: improve student support and outcomes

Call to Action

1. Apply to the TEDU Channel Program
2. Book a 20-minute discovery call
3. Request the partner kit

READY TO JOIN?

TEDU



JOIN TODAY

Visit our join up partner page: <https://tedulearning.com/partners-join>

If you have any questions you can reach us at
partners@tedulearning.com



TEDU

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