

Copyright Clearance Center Partner Program



Become a partner and deliver even greater value to your customers

Partner Program overview

Copyright Clearance Center (CCC) partners with leading application developers and service providers to offer corporate, academic and publisher customers a broad set of solutions that simplify copyright compliance. Our partner program offers a range of marketing support to help you deliver new value to your customers, stand out from the competition, and generate new revenue streams.



CCC OFFERS THREE TYPES OF PARTNERSHIPS

Referral Partner

Earn a commission when you refer your customers to select CCC products and services. Referral Partners may include medical, legal and manufacturing associations, academic consortia, publishing agents as well as application and service providers.

Reseller Partner

Become an authorized reseller of select CCC products. Through the partner program, CCC will provide training to your sales force enabling them to effectively sell CCC solutions. Reseller Partners may include document delivery companies, subscription service providers and compliance firms.

Integration Partner

Use CCC's Web Services to add rights licensing functionality to your solution, allowing users to look up rights information and clear permissions from CCC's extensive rights licensing database without leaving your application. Integration Partners may include content search, aggregation, and syndication providers, collaboration software developers and coursepack and course material providers.

Benefits to your customers

CCC is dedicated to developing solutions that help your customers streamline the content licensing process. By partnering with CCC, you deliver greater value to your customers and deepen customer loyalty by:

- Making it easy for customers to get reuse permissions from CCC's database of millions of rights
- Embedding rights licensing functionality within your solution enabling your customers to get permissions without leaving their workflow — or yours
- Providing customers with access to CCC educational services, a set of high-value content and live event programming tools that explain the basics of copyright and how it affects your customers in the workplace

Program features

We are committed to making our joint solution a success and providing the tools you need to communicate with your customers. Marketing support includes:

- Listing on copyright.com, which reaches over a million users
- Custom landing page on copyright.com
- Press release and PR activity
- Sales training and technical support
- Inclusion in the Partner Spotlight section of our quarterly customer newsletter
- A customized "Copyright 101" webinar for your customers led by our copyright experts
- Whitepapers and videos for display on your website
- Promotion of your testimonials and case studies

“By integrating CCC-validated content reuse rights into our STM Document Delivery solution, we enable users and administrators to access article re-use rights directly from within their workflow — saving time and supporting increased copyright compliance. Our customers gain confidence that their content access and usage complies with international copyright law.”

Peter Derycz

PRESIDENT AND CEO OF REPRINTS DESK

Become a partner

Join the CCC partner community of leading application and service providers and deliver a new level of value to your customers.

Visit www.copyright.com/partners for more information, or call us today at 978-750-8400.

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