Turnitin Partner Program: Growing The Customer Value Together

The COVID-19 pandemic affected the world on every level. Here at Turnitin, this only highlighted what we already knew: we need each other. Partnership has proved vital to the changing business landscape, and according to *Forbes*, we can expect to see partnership marketing continue to increase in importance over the coming year.

Turnitin's focus has always been to provide our partners with the tools they need to thrive. We do this by boosting partner offerings and cross-marketing. Trustworthy alliances helped us and the members of our partner programs create and grasp new opportunities in 2020, a trend we plan on continuing in 2021.

Turnitin Partner Programs

By partnering with companies that share in our vision and purpose, we create powerful and mutually beneficial bonds. These bonds help us continue to thrive in the changing contemporary environment.

We ally ourselves with a wide range of companies. Our partners are able to service academic and corporate customers from the institutional to the individual level. Whether it be traditional K-12 education or research and publishing in the private sector, we're here to help out partners excel.

In order to do this, we offer a wide range of products. We make it easier to check for student plagiarism with Turnitin Originality and Turnitin Similarity, check for academic plagiarism with iThenticate, grade with Gradescope, and teach writing skills with Revision Assistant. Our partners gain access to the products most relevant to them.

To further optimize our approach, we divide our partner programs into three types.

1. Technical Partnerships

Our technical partners are able to integrate tools such as plagiarism checking into their preexisting interfaces. By doing so, we allow members of our software partner program to provide additional value to their customers by expanding the services they offer. Integrating Turnitin enables Learning Management Systems to provide a complete repertoire of educational and editorial tools to their clients. There are a few ways to go about this integration.

Our tools can be incorporated into an existing framework via learning tools interoperability or modern RESTful Application Program Interface. Our partners also have the choice of allowing our development team to deploy internal or deploying themselves. By allowing for versatility in the integration process, we make it easy for our partners to boost the number of tools on offer.

One of our current partner program members, Camayak, is a technology vendor focused on content workflow. They've integrated our software, and according to Camayak's Roman Heindorff, this integration means that "universities can now streamline their content approval process while leveraging the power of Turnitin's technology automatically within their workflow. This saves time and also turns duplication-checking into a visually active part of the editing process,".

If you're looking to provide even greater value to those who utilize your services, becoming a partner is a fantastic step. You can do so by joining our partner program and adding Turnitin to your current editorial or educational offerings.

2. Content Partnerships

Members of our content partner program gain access to Turnitin's plagiarism checking tool for use in their own publication process. Additionally, partners have their content added to Turnitin's unique database, guarding them from the possibility of being plagiarized. This allows for greater ease of mind and streamlines the editorial process.

Some of our current content partners include the companies Crossref and Elsevier. By allowing them access to our similarity checking software, we make it easier for them to organize and catalogue academic research.

If you're looking to streamline the process of authenticating content, joining our partner program is a fantastic way to do so. We simplify plagiarism checking so you can channel your energy into your company's mission.

3. Commercial Partnerships

We create commercial partnerships with the primary goal of helping our partners reach their goals. We do this by supporting our partners technically, marginally, and with their comarketing. There are three types: reseller, referral, and independent software vendor.

Resellers provide Turnitin tools to their customer base. Upon selling, they receive a commission from us. Similarly, referral partners recommend our services when they feel they are appropriate for their clients. In this scenario, Turnitin still handles the entirety of the sales process with our referral partners.

Within independent software vendor partnerships, the sales process is owned entirely by the partner. They offer our services directly, allowing them to tailor their approach as they see fit while also benefiting from our unique software and an expanded product range.

We pride ourselves on partnering with companies that share our values. As Commercial Director of our partner Edu labs, Claudia Cardenas states, "we share a mutual purpose: being a partner to our customers and helping them to accomplish their eLearning goals."

If you want to help your customers accomplish their goals while boosting your income, join our referral or reseller program and add value to your business and your customers.

Our Benefits Are The Key To Differentiating Your Business

With over 20 years of experience, we've developed the best learning and integrity software on the market. We've learned how to integrate this software in numerous ways, meaning you can painlessly adapt our tools to your needs. Just as important, our partners can tailor our solutions to meet the needs of their customers.

Whether you need the plagiarism assurance of Turnitin Originality and Similarity, the journal scanning of iThenticate, or the grading and teaching abilities of Gradescope and Revision Assistant, we are happy to provide the tools that help our partners thrive. Onboarding is easy, and we offer on demand-training to ensure partners benefit immediately.

With our flexible business model, we can forge authentic technical, content, and commercial partnerships, ensuring we adapt to [best serve our partners](). With the help of our products, you can provide value to your customers that will make you stand out against the competition while also furthering the values of integrity and authenticity.

Conclusion

Here at Turnitin, we believe our partners' success is our success. By forging strategic partnerships, companies are able to shape the market and provide unique value to their customers. This is precisely what we aim to do with our partner programs. We provide our partners with the best solutions on the market, allowing them to leverage these tools to grow optimally.

If you're interested in joining our partner program, [get in touch with our team to learn more]().