

Upgrading to a Tech Partner | Developer Documentation

Upgrading to a Tech Partner

Updated: Nov 4, 2025

This document describes the requirements and steps you must to take to become a Tech Partner.

Product Journey

The product journey details the steps for Tech Providers to upgrade to become a Tech Partner on the Meta Developer Platform.

Becoming a Tech Partner allows you to have even more choices and control of WhatsApp messaging solutions. It also grants access to benefits such as:

Training and support Analytics reports Business customer matching opportunities



Context

Definitions

During this upgrade process, there are a couple of surfaces and definitions that you will come across:

Meta for Developers - The entry point for developer documentation and common tools and dashboards, including the [App Dashboard](#), the **WhatsApp** product panel within it, and the **Quickstart** panel. **Quickstart panel** - a panel within the **App Dashboard** > **WhatsApp** product panel. The Quickstart panel is where you can begin or resume a request for an upgrade. **Enterprise Center** - Enterprise Center is a new centralized platform that enables Meta to do business with external partners and vendors. **Supplier Connect** - Supplier Connect is an application on Enterprise Center that serves as a front to onboard external partners or third-party vendors

(suppliers). It is a secure, self-service portal that allows partners to view and modify data, as well as carry out different business transactions such as:

viewing purchase orderssubmitting invoicestracking payments**Meta Business Partners** - Meta Business Partners are companies Meta has vetted for their technical skills and services, and their unique ability to help businesses grow. Partners are part of a respected global community and get access to unique benefits, including:

TrainingSupportAnalytics reportsBusiness customer matching opportunities**Partner Portal** - The Partner Portal provides scalable solutions for collaboration with Business Messaging partners across pipeline management and Business Messaging Accelerate program. The portal is the main surface used by WhatsApp partners to create and progress deals and view the relevant metrics and incentives for their business.

Eligibility Requirements

To be eligible for an upgrade, you must:

have successfully completed all [Tech Provider Get Started](#) stepsgreater than or equal to 2,500 average daily messages (sent or received) on the WhatsApp Business Platform between your business and its users over the last 7 days or greater than or equal to 200 average daily calls (business-initiated or user-initiated) on the WhatsApp Business Platform between your business and its users over the last 7 days10 or more active business customers (have used your app to send at least 1 message in the last 30 days)maintain a business phone number [quality rating](#) of 90% or better

Getting Support

See [Support](#).

Step 1: Access the Upgrade Flow

In the [App Dashboard](#), navigate to **WhatsApp > Quickstart**, and in the **Become a Partner** section, click the **Take the next step** button.



Step 2: Initiate the Upgrade Process

On the **Onboarding** page, scroll to the bottom and click **Become a Partner**. This will reveal the 4 steps that are required to complete the upgrade to become a Tech Partner.



Keep in mind the following:

Please carefully fill out all business details because the information will be submitted and reviewed for approval. During a few of these steps, you will receive emails as shown in the steps below. If you do not see them, check your spam folder. This process will likely take a few weeks to complete to get through all of the approvals.

Step 3: Add the WhatsApp Specialty For Your Business

Return to the **Onboarding** page inside of Meta for Developers and navigate to the **Meta Business Partners** application step, then click the **Apply now** button to submit an application to become a Meta Business Partner and apply for the WhatsApp Specialty.

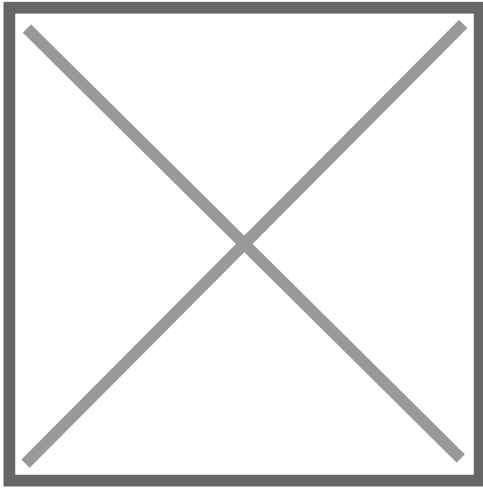


Step 4: Sign up for the Partner Portal

Navigate back to the Onboarding page in Meta for Developers and scroll down to the **Sign up for the Partner Portal** step. Click **Sign up** and on the Partner Portal login screen select the link to **Sign up**. Add your name and business ID and accept the agreement to create the account.



The Partner Portal is a resource to use as a partner to collaborate on deals with the Business Messaging team as well as access resources such as marketing and sales material.



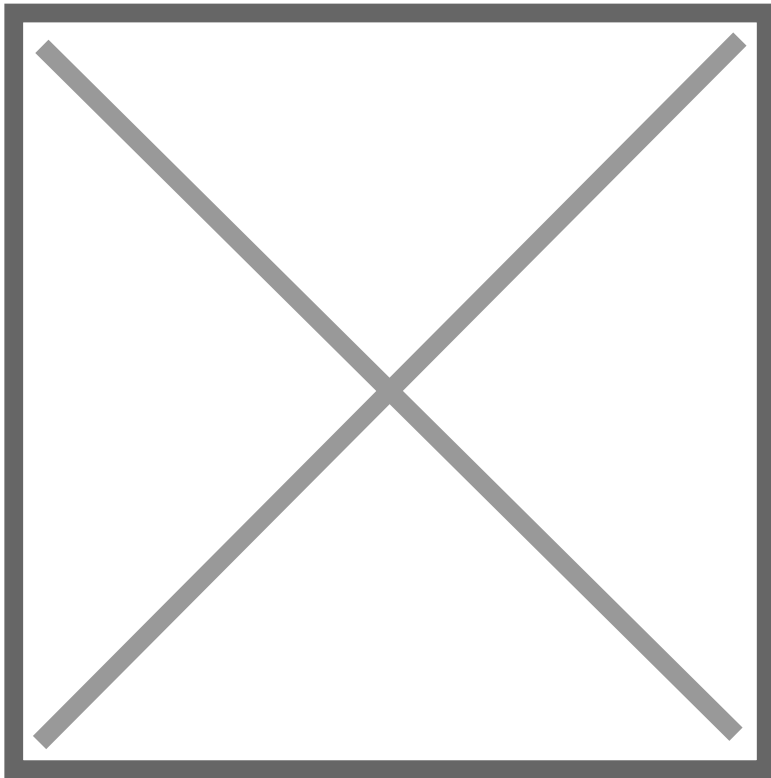
Once you have created an account, you will receive an email with a link to get started and add your account password.



Step 5: Enroll in the Accelerate Program

The final step is to enroll in the **Business Messaging Accelerate Program** and accept the agreement. On the **Onboarding** page in Meta for Developers, scroll down to the last step to **Enroll in the Accelerate Program** and click the button to **Complete enrollment**.

Inside of the Partner Portal, look for the **Business Messaging Accelerate** card and click to view and sign. You will be able to download the agreements if needed.



When you return to the **Onboarding** page in Meta for Developers, if all steps are complete, you are officially a Tech Partner!



Revision #2

Created 2026-04-01 15:25:18 UTC by New Admin

Updated 2026-04-06 17:51:39 UTC by New Admin