



DENODO PARTNER PROGRAM

It's More than a Partnership

The Denodo Partner Program is a comprehensive, modular and value-based membership program. Based on their competencies and business objectives, partners elect to participate in one or more of the following engagement models:

| Alliance Partner

Consultants, Systems Integrators and Solution Providers become members as Alliance Partners if they are interested in building a services practice around Denodo and receiving referral benefits, but do not plan on reselling Denodo licenses.

| Technology and OEM Partner

Our collaboration with technology and cloud partners ranges from testing for technical interoperability to developing joint solutions to OEM relationships.

| Value Added Reseller

VARs drive incremental revenue and profit by providing their own consulting and integration services along with the margin from resale of Denodo software licenses and subscriptions.

| Independent Advisor

Companies and individuals that provide strategic advisory services and do not wish to receive any monetary referral benefits from Denodo, but wish to leverage the program for mutual knowledge enrichment that helps deliver solutions expertise to benefit end clients.

THE LEADER IN DATA VIRTUALIZATION

Denodo provides agile, high performance data integration and data abstraction across the broadest range of enterprise, cloud, big data and unstructured data sources, and real-time data services at half the cost of traditional approaches.

Denodo Offices & Partners
Headquartered in Palo Alto, CA with a global presence throughout North America, EMEA, APAC, and Latin America.

Customers
1000+ Enterprise customers, including many F500 and G2000 companies across every major industry.

Financials
Backed by \$4B+ private equity firm; 50% annual growth; profitable.

PROGRAM BENEFITS

Financial

- ✓ Referral/co-sell benefits for partner-identified and assisted sales.
- ✓ Banking of soft credits that can be used for marketing and training activities.
- ✓ Eligibility to enroll in reseller program and receive reseller margin and program incentives.

Engagement & Relationship

- ✓ Assigned Partner & Channel Sales Manager.
- ✓ Invitation to the annual partner summit.
- ✓ Access to the Product Advisory Council and Denodo roadmap preview.

Learning & Education

- ✓ On-boarding plan for quick enablement.
- ✓ Access to free training and certification.
- ✓ Live, monthly enablement sessions for sales and services delivery.

Technical Support

- ✓ Access to Denodo demo environments for the Denodo Platform.
- ✓ Access to implementation mentorship and support through the Denodo Community.
- ✓ Access to Denodo licenses and products for testing and learning.

Sales & Pre-Sales Education

- ✓ Sales assistance for qualified opportunities.
- ✓ Sales coaching and presales workshops.
- ✓ Assigned presales engineer.

Promotion & Marketing

- ✓ Joint marketing activities.
- ✓ Ability to easily co-brand marketing and campaign material.
- ✓ Access to Denodo customer references.

PROGRAM ENROLLMENT

01

Prospective partners interested in program membership are required to first submit the Application Form.

02

Denodo will grant the applicant Foundation Tier access to the Denodo Partner Portal. Foundation Tier partners may still register opportunities for partner-sourced fees only.

03

Upon access to the Denodo Partner Portal you are requested to complete the minimum training requirement (DV Champion & Architect) to become eligible for full membership.

04

Denodo will discuss your interest and qualifications for a particular Engagement Model, and if mutually beneficial, invite you into full membership of the Denodo Partner Program. This is achieved by both parties signing the Denodo Partner Agreement.

05

Upon completion of the Denodo Partner Agreement a partner is granted membership to the program for the specified Engagement Model, and commensurate expanded benefits with full access to the Denodo Partner Portal.

06

New partners are expected to complete Silver Tier training requirements within 4 months and other requirements during the first year.

To discuss an opportunity and explore how you can tailor a partnership that is aligned with your business goals, contact the Denodo Partner Team.

