

Denodo OEM Partner Program



CONTENTS

Program Overview	3
Why Partner With Denodo?	4
Engagement Models	5
Benefits & Requirements	7

Program Overview

Welcome to the OEM Partner Program for embedded and commercial partnerships. Whether you're looking to embed our technology into your products, provide new solutions, or expand into new markets, our OEM Partner Program provides the framework and support you need to succeed. Together, we can unlock new possibilities, drive innovation, and create lasting value for our customers.

By integrating a logical data warehouse solution into your offering, you can provide your customers with a comprehensive platform for accessing and analyzing data from diverse sources in real-time, enabling faster and more informed decision-making. This not only increases the value proposition of your product but also strengthens customer loyalty and satisfaction, ultimately driving competitive differentiation and revenue growth for your business.

By becoming an OEM partner, you'll gain access to a wide range of benefits designed to fuel your success. From access to our innovative product and technical support services to marketing resources and free certifications, our partner program is tailored to help you differentiate your offerings, expand your market reach, and drive revenue growth.

This comprehensive document is designed to provide you with all the information you need to understand and participate in our OEM Partner Program effectively. Whether you are a new partner or seeking to expand your existing partnership with Denodo, this guide will serve as your roadmap to success.

This program is right for your organization if you are looking to:



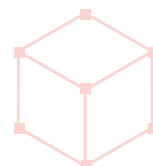
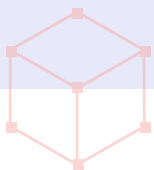
BRIDGE TECHNOLOGY GAPS
and stay at the forefront of technological advancement.



IMPROVE YOUR CUSTOMER EXPERIENCE
by integrating a logical data warehouse into your offering.



CREATE NEW REVENUE STREAMS
and data monetization.



Why Partner With Denodo?



BRIDGE TECHNOLOGY GAPS

- Accelerate time-to-market and introduce a seamlessly integrated solution to the market.
- Showcase a validated, reliable, secure, and high-performing product from a trusted technology leader in data management.
- Tap into tech industry expertise to develop a roadmap for your solution and overcome any challenges.



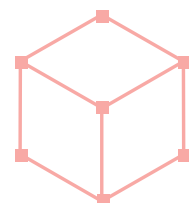
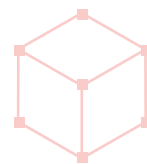
IMPROVE CUSTOMER EXPERIENCE

- Collaborate with Denodo in customizing a tailored solution for your customers.
- Deliver cutting-edge technology to your customers from a trusted industry leader, endorsed by industry analysts Gartner and Forrester.
- Redirect the time previously spent on data management and towards developing new capabilities and ensuring a competitive edge and alignment with customer demands.



CREATE NEW REVENUE STREAMS

- Increase profit margins and enhance overall solution ROI.
- Leverage Denodo's network of authorized partners and customers to identify new opportunities.



Engagement Models



ORIGINAL EQUIPMENT MANUFACTURERS (OEMs)

also referred to as ‘embedded’ or ‘commercial’ partners, tightly integrate the Denodo platform in whole or in part, into the OEMs commercially available products or services. These include intelligent applications, Data as a Service offerings, or AI applications and services. The solution is brought to market as a single offering from the OEM.

Denodo also offers programs for these additional Engagement Models, and the corresponding guidelines can be provided upon request:



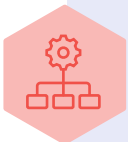
ADVISORY & CONSULTING PARTNERS

engage on a referral basis to assist customers in identifying how the Denodo Platform can meet their specific business challenges. They provide advice and guidance to end-users and customers on their selecting software business solutions. This could include strategic advice, industry insights, or recommendations to help the business make an informed decision. They may or may not elect, or be eligible, to receive the partner fees associated with the program, instead acting as a liaison in the end-user acquisition process.



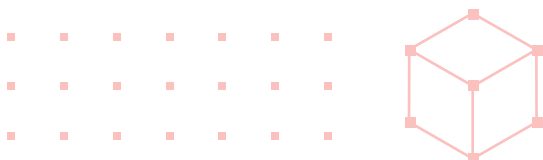
CLOUD SERVICE PROVIDERS (CSPs)

include Alibaba, Amazon Web Services (AWS), Microsoft Azure, Alibaba Group, Google Cloud Platform (GCP), and IBM Cloud amongst others. These providers offer a wide range of services, enabling businesses to leverage the benefits of cloud computing without the need for extensive in-house infrastructure. Denodo engages in co-sell opportunities with these partners.



INDEPENDENT SOFTWARE VENDORS (ISVs)

and software developers engage in a co-sell model with Denodo to develop, market, and sell software solutions created by incorporating the hardware and software from multiple platforms.





MANAGED SERVICE PROVIDERS (MSPs)

operate on a resell model with Denodo, purchasing licenses and then offering those licenses in either a single tenant or multi-tenant environment to the end-user. MSPs are responsible for managing and maintaining the infrastructure and applications of their end-users.



SYSTEM INTEGRATORS (SIs)

operate on a resell or co-sell model, focused on bringing together the Denodo Platform with other diverse software applications, hardware components, and technologies to create a cohesive, end-to-end system for the end-user. SIs represent by far the largest fraction of Denodo partners. Global Systems Integrators (GSIs) are larger organizations, operating in 2+ geographies.



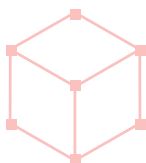
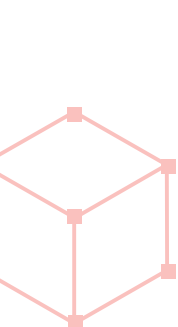
VALUE-ADDED DISTRIBUTORS (VADs)

engage with Denodo on a resell model, adding value to the distribution process beyond the basic logistics of delivering the Denodo Platform to the end-user. This includes technical expertise, product customization, training and education, marketing support, channel development, and licensing.



VALUE-ADDED RESELLERS (VARs)

drive incremental revenue and profit by providing their own consulting and integration services along with the margin from the resale of Denodo software licenses and subscriptions, with an option to provide Customer support. All VARs must meet the same high standards in the areas of product and solutions knowledge, sales and technical training, and integrity and commitment to customer success. Contract Resellers, on the other hand, engage only during the procurement process to streamline the sale already identified and driven by Denodo.



Benefits & Requirements

The Denodo Partner Program offers benefits and rewards based on your commitment to the partnership, value delivered to customers, and fulfillment of the program requirements.

BENEFITS

PARTNER PORTAL ACCESS The primary resource hub for our partner community, offering sales and technical toolkits, onboarding journeys, training/certification resources, and live/on-demand engagement sessions covering market trends, product differentiators, and best practices.	✓
ASSIGNED DENODO TEAM Dedicated team to manage the partnership to ensure there is support and expertise to facilitate success, accelerate growth, and drive innovation.	✓
PUBLIC DIRECTORY LISTING Eligible partners may list their logo in the Denodo Find a Partner Directory. Opportunities for press releases, events, or campaigns are also available to enhance and expand the partnership on a case-by-case basis.	✓
PARTNER-SPECIFIC PRICING A pricing structure designed to accommodate your unique needs and requirements, considering factors such as volume commitments, distribution channels, and value-added services. Our goal is to establish a mutually beneficial pricing strategy that drives growth for both parties.	✓
TRAINING AND CERTIFICATION Unlimited access to free on-demand training and certification, with a 50% discount on instructor-led training.	✓
PARTNER SERVER LICENSE Access to a Denodo Partner Server License for training, demos, testing, and showcasing solutions to customers. This license is intended for non-production use on partner systems.	✓
ACCESS TO SUPPORT Access to Support to help meet your business and operational needs to address any issues or challenges that arise during the integration process or after the solution has been deployed.	✓
TECHNICAL INTEGRATION SUPPORT Guidance to help you successfully incorporate the Denodo Platform into your product or solution, ensuring a smooth and efficient integration process and ultimately delivering value to end customers.	✓

REQUIREMENTS

Partner Agreement	✓
Designated Resource to Support Partnership	✓
'Product Ready' Trained and Certified	✓
Reference Architecture Diagram (to aid technical integration support)	✓

.....

Disclaimer: Denodo reserves the right to update and modify this guide from time to time at its sole discretion, and to evaluate partner membership status at any time. This Denodo OEM Partner Program Guide is incorporated by reference into, and all terms herein are subject, in all respects, to the Denodo Partner Agreement between Denodo and each partner.





Working together to make you **stronger**.

Don't take our word for it. [Click here](#) to see
what our partners have to say.



Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

Visit partners.denodo.com | Email partners@denodo.com

