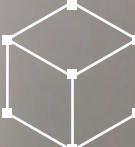


# Denodo Partner Program



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# HOW TO USE THIS GUIDE

The purpose of this guide is to help partners successfully navigate the Denodo Partner Program and outline the remuneration benefits, requirements, and obligations, so you can decide what is right for you.

The Denodo Partner Program is designed to drive and influence new business and facilitate services with high customer satisfaction. Partners are provided with tools and resources to develop their data management practice and deliver high-quality implementation and advisory services.

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

1. Co-sell the Denodo Platform as part of your solution offering.
2. Expand your services business by providing advisory services and/or assisting customers to implement data management solutions.



# Partnering Principles

The Denodo Partner Program is designed to enable partners to better serve evolving needs in the data management space by leveraging training, certification, sales, and marketing benefits. It provides partners with access to resources that help them find new customers, increase service revenues, and differentiate themselves, while also earning partner rewards from Denodo.

Partners play an indispensable role in driving customer adoption and we achieve this through the following partner principles:



## GROWTH STRATEGY

Denodo is a growing company, and expanding our business with our partner network is a crucial part of our near and long-term strategy. Our growth strategy revolves around extending our market presence through strategic alliances and nurturing collaborative partnerships to fuel sustainable business expansion.



## MARKET RELEVANCE

Denodo's leadership, innovation, and relevancy in the modern data landscape, coupled with a logical data management approach, gives our partners a unique opportunity in the marketplace.



## ECOSYSTEM DIVERSITY

With partners in every corner of the world, from Brazil to India and Italy to South Africa, Denodo is committed to developing a truly comprehensive global partner ecosystem. Our program delivers benefits to a broad set of partner types, including data boutique consultants to GSIs and value-added resellers to technology partners.



## PARTNER EXCELLENCE

Our focus is firmly on quality, not quantity. We don't sign up thousands of partners, instead, we build long-term, trust-based relationships with select companies in each geography and market. Your complementary services add value to our customers through consulting, building joint solutions, solutions architecture design, and implementation.



## SERVICES OPPORTUNITY

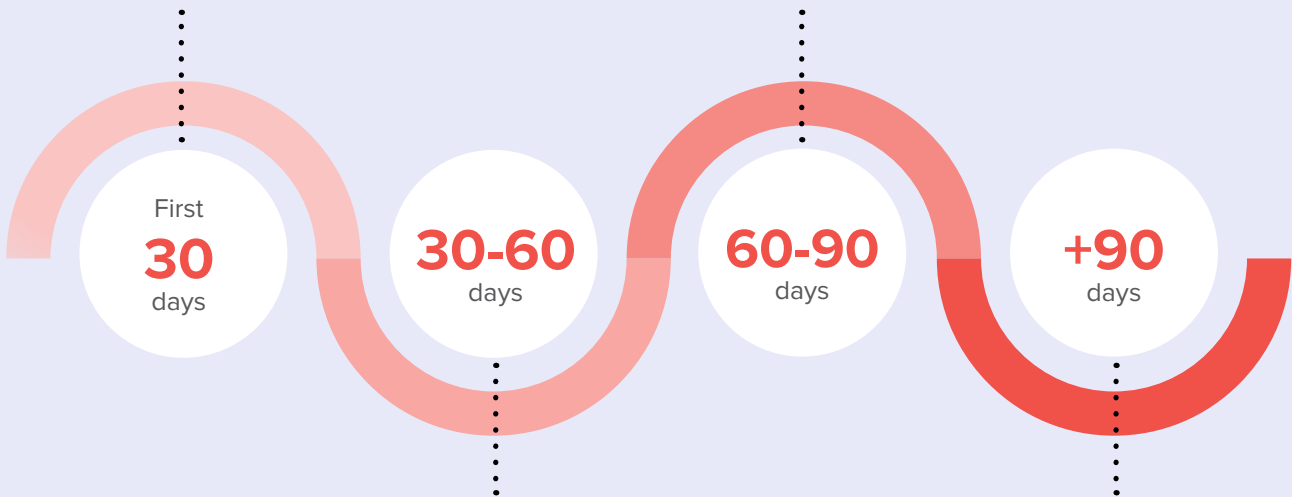
We have more than 15 years' experience partnering with system integrators and solutions consultants who have built highly profitable services practices around the Denodo Platform. We drive services business to our certified partners who deliver implementation, integration, and consulting services for Denodo customers. We work with these partners to help increase market share, build new customer relationships, and enhance customer experience.

# Partner Onboarding Journey

- Prospective partners interested in program membership are required to submit the Application form.
- Upon approval, Denodo will grant the applicant limited access to the Denodo Partner Portal as a Registered user.
- Foundation partners are granted full access to the Denodo Partner Portal with expanded benefits, including partner-sourcing fees.
- You are expected to complete the following additional Competency requirement, which provides eligibility for increased partner fees:

**APPLY NOW**

- Product Ready
- Demo Ready



- Registered users should complete the following minimum Competency requirements:
  - Business Sales Ready
  - Technical Sales Ready
- Upon achievement of these milestones, Denodo will discuss your interest and qualifications, and if mutually beneficial, invite you into full membership of the Denodo Partner Program at the Foundation tier.
- Upon achievement of your Competency + Sales requirements, you will be promoted to Silver tier. Silver partners receive increased commensurate benefits such as Rebates and Market Development Funds (MDF).
- As you scale the program to Gold and Platinum, you will be offered the following additional training and certification to continue building your center of excellence and become a preferred partner for services engagement:
  - PoC Ready
  - Implementation Ready

# Program Framework

## PARTNER TYPES

These Program Guidelines are for the following partners:



### 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. Global Systems Integrators (GSIs) are larger organizations, operating in 2+ geographies.



### 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.

Denodo also offers programs for the following partners, and the corresponding guidelines are available 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 to select business solutions. This could include strategic advice, industry insights, or recommendations to help the business make an informed decision. Advisory and Consulting Partners bring opportunities, such as potential customers or business use cases to Denodo. They may or may not elect, or be eligible, to receive partner fees associated with the program, instead acting as a liaison in the end-user acquisition process.



### CLOUD SERVICE PROVIDERS (CSPs)

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.



#### **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. The solution is brought to market as a single offering from the OEM.



#### **VALUE-ADDED DISTRIBUTORS (VADs)**

engage with Denodo on a two-tier 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.

## TIERS

The goal of Denodo tiering is to position partners based on their demonstrated ability to identify opportunities, influence sales, and implement the Denodo Platform with experienced and certified resources. Tiering requirements correspond with activities that enable partners to build their potential and practice around data integration solutions. To ensure partners are appropriately tiered, partners are required to achieve specific milestones as outlined in the [Partner Requirements](#).

### REGISTERED

Users that have been granted access to the [Denodo Partner Portal](#), without signing a Denodo Partner Agreement. Registered users enjoy limited benefits, including free training and certification. Not eligible for partner fees.

### FOUNDATION

Partner accounts that have been granted full access to the Denodo Partner Portal upon completion of the minimum training requirements and acceptance of the Denodo Partner Agreement. They are eligible for partner fees and additional benefits such as the Denodo Partner Server License.

### SILVER

Partner accounts that have completed their training and certification requirements enabling them to generate new business and influence opportunities. They have access to a robust set of benefits and are eligible to earn partner fees, rebates, and MDF.

### GOLD

Partner accounts that have demonstrated domain expertise in the Denodo Platform with several successful implementations delivered through well-trained resources, either within a country or across regional boundaries. They have secured joint reference customers and are eligible for partner fees, rebates, and MDF. Gold partners are actively recommended by Denodo to our customers.

### PLATINUM

Partner accounts that have made significant investment in building a center of excellence around the Denodo Platform and are highly successful in driving new partner-sourced customer logos. They receive commensurate technical, sales, and marketing support from Denodo and enjoy increased benefits such as partner fees, rebates, MDF, access to VIP marketing/events, and increased visibility on our partner directory. Preferred partner for services engagement.



# Requirements & Benefits

REQUIREMENTS	Registered	Foundation	Silver	Gold	Platinum
<b>Program*</b>					
Agreement Type	Partner Portal Terms of Use	Partner Agreement	Partner Agreement	Partner Agreement	Partner Agreement
<b>Sales**</b>					
New Partner-Sourced Customer Logos				1	2
Partner-Sourced ACV Bookings (new and expansion)			\$75,000	\$300,000	\$750,000
<b>Competency***</b>					
Business Sales Ready		1	1	2	4
Technical Sales Ready		1	1	2	4
Product Ready			1	2	4
Demo Ready			1	2	4
<b>Marketing****</b>					
Lead Generation Event/Campaign			✓	✓	✓

If GSIs wish to be authorized at the global level, they are required to meet the tier requirements in a minimum of 1 country for each of the 4 regions (APAC, EMEA, LATAM, NA).

**\* Program:** Requires that Registered users have accessed the Denodo Partner Portal in the last 12 months in order to maintain program membership.

**\*\* Sales:** Partners must register each opportunity for the license sale of the Denodo Platform using the online Deal Registration Form on the Denodo Partner Portal. Denodo will rely on this information to approve and assign fees for [Deal Registration and Approval](#).

**\*\*\* Competency:** Competency requirements indicate the required number of certified individuals. Partners are required to be Technical Sales Ready, Product Ready, and Demo Ready to be eligible for [Technical Value-Add](#) fees as part of their [Partner Remuneration](#). The [Training and Certification Guide](#) explains how to reach these milestones, with details on training discounts, recognition, and resources. For recognition within the Denodo Partner Program, only the two most recent versions of the Denodo Platform are considered.

**\*\*\*\* Marketing:** Denodo provides a marketing automation platform via the Denodo Partner Portal, which may be leveraged to co-brand and launch emails, microsites, content syndication, and collateral to help meet marketing requirements. The Denodo partner marketing team serve as advisors to campaigns. Partners may also request Denodo Business Development Representative (BDR) support for following up on partner leads to convert to opportunities.

BENEFITS	Registered	Foundation	Silver	Gold	Platinum
<b>Engagement</b>					
Assigned channel manager			✓	✓	✓
Partner awards			✓	✓	✓
Executive meetings + VIP dinners at partner summit					✓
<b>Sales</b>					
Earn partner fees		✓	✓	✓	✓
Rebates & awards			✓	✓	✓
Assigned pre-sales engineer			✓	✓	✓
Assigned post-sales planning advisor			✓	✓	✓
<b>Training and Certification</b>					
Partner portal access	✓	✓	✓	✓	✓
Free on-demand training & certification	✓	✓	✓	✓	✓
<b>Licensing &amp; Support</b>					
Partner server license		✓	✓	✓	✓
Access to Denodo Basic Support as outlined on page 4 of the <a href="#">Denodo Software Maintenance &amp; Support Service Guide</a>		✓	✓	✓	✓
Find a Partner directory listing		✓	✓	✓	✓
Preferred partner for services engagement				✓	✓
<b>Marketing</b>					
Co-brandable campaigns-in-a-box		✓	✓	✓	✓
Co-funding & speakers for joint campaigns			✓	✓	✓

# Incentives

## REMUNERATION MODEL

ROLE	ELEGIBLE PERCENTAGE
Partner-Sourcing <ul style="list-style-type: none"> <li>■ Opportunity sourced by partner</li> <li>■ Additional if opportunity is a new customer logo to Denodo</li> </ul>	<ul style="list-style-type: none"> <li>■ a%</li> <li>■ b%</li> </ul>
Technical Value-Add	c%
Business Value-Add	d%
Resell (on partner paperwork)	e%
<b>Total partner fee per eligible opportunity</b>	<b>a+b+c+d+e</b>

The above remuneration model is for illustrative purposes only, and applicable to Systems Integrators and Value-Add Resellers. Partner fees may be split among more than one partner depending on Role and are based on Deal Registration and Approval terms. Check the [Glossary](#) for definitions related to Roles.

## REBATES

Rebates incentivize partners to achieve annual targets of new customer wins and/or ACV of new customers.

PARTNER-SOURCED NEW CUSTOMER LOGOS	ACV OF NEW CUSTOMERS	ELEGIBLE PERCENTAGE
2	0	f%
2	\$1M	f <sup>+</sup> %
3	0	
2-3	\$2M	f <sup>++</sup> %
4	0	

\*Rebate amount is calculated based on partner's prepaid revenue for the year.

## MDF

MDF helps eligible partners jump-start revenue growth. Partners can set aside investments, based on a business plan, to subsidize (or pay for) customer success, services, training, marketing, or other approved programs that accelerate their Denodo data management practice.

### EARNED MDF

MDF can be earned from revenue sales performance in the following ways:

1. **Rebates:** Partners that achieve Rebates are eligible to receive their remuneration as MDF. Denodo provides an incentive by offering a 50% multiplier when a partner chooses to take the rebate as MDF instead of cash, as per the Denodo Partner Agreement. For example, if you earn \$10,000 as a rebate, you will be credited \$15,000 if you take it as MDF.
2. **In lieu of partner fees:** Partners may receive eligible partner fees on specific transactions as MDF for equivalent value.

### ELIGIBILITY

Partners wishing to use MDF must meet the following basic criteria:

- Be an active/engaged partner on a valid Denodo Partner Agreement.
- Be the recipient of Earned MDF as a result of revenue sales performance.

### INITIATIVES

MDF can be used to pay for or subsidize:

- **Services and/or Customer Success:** Denodo expert service packages to embed/resell/blend in partners' services proposals to end customers. They may also use it to supplement the free partner training and purchase additional Denodo advisory and best practice services to help the partner build their practice capabilities on data virtualization. This ensures customer success and effective knowledge transfer to our partners for critical engagements.
- **Training:** Supplement free Denodo on-demand training with additional Denodo training programs, which are discounted but not free as listed on [Denodo Education](#).
- **Marketing:** Approved marketing activity related to Denodo, such as awareness and partner lead generation activities that further promote data virtualization and/or Denodo. These may include partner-led campaigns, joint campaigns, or participation in Denodo-led programs or events. Creative ideas are welcome.

Denodo may also approve other programs that accelerate your Denodo data management practice and expand new/existing customers.



# Membership Period & Contract Renewal

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Program membership is subject to an annual review and renewal on a calendar year basis. During the renewal process, the partner’s achievements during the year relative to the [Tier Requirements](#) are reviewed. Determination for program renewal, tier changes, and effective date will be formally communicated. Tiers may be earned upon achievement of tier requirements within the calendar year. Downgrades occur end-of-year only.

Membership periods are concurrent to the calendar year for purposes of requirements. Benefits are not retroactive.

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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 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.



# Glossary

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## ACV

The “ACV” or Annual Contract Value with respect to any Booking is equal to the recurring revenue components of the customer contract corresponding to such Booking, calculated annually. ACV includes revenue arising from license subscription fees and any maintenance and support services bundled with the license subscription fee, but specifically excludes revenue arising from the performance of any services that are not bundled with the license subscription fee.

## Booking

A “Booking” has occurred when (1) there is a signed customer agreement for the delivery of Denodo software, (2) the customer contract is non-cancelable and has a term of at least 12 months (or, in the case of an expansion, has a remaining term of at least 12 months), (3) the fees to be paid by the customer under the contract are fixed or determinable and (4) collection of such fees is probable (in the determination of Denodo’s finance department).

## Business Value-Add

Requires the partner to go beyond identifying an opportunity, increasing the strategic value of the deal. This is demonstrated by the partner driving executive-level meetings that result in strategic adoption of the Denodo Platform. Strategic adoption of the Denodo Platform is defined as multi-year or 8+ cores.

## No Remuneration Policy

Certain partners may opt for a ‘No Remuneration Policy’. In such cases, even though they may register opportunities and provide value-add, there is no direct or indirect remuneration to partners under this model. Mutual requirements and benefits are designed to promote the transfer of solution knowledge and expertise to benefit consultants and end customers, and for general market awareness.

## Deal Registration and Approval

Deal Registration is a feature of the Denodo Partner Program in which partners can submit Partner-Sourced opportunities via the web-based Deal Registration form on the Denodo Partner Portal. Before submitting the opportunity, partners must have met with the end customer, identified the use case, and qualified the project as an opportunity for Denodo. If the Deal Registration is approved, partners are eligible to receive Partner-Sourced fees and are granted 9 months to close the sale. After this time, the partner may lose eligibility for their Partner-Sourced fee.

## Partner-Sourced

An opportunity is considered “Partner-Sourced” when the partner identifies a sales opportunity for a new Denodo product sale that was previously unknown to Denodo, registers such opportunity in the Denodo Partner Portal, obtains Denodo approval, arranges initial and follow-up meetings with key business and technical decision-makers, and provides positive recommendation of Denodo to the customer above the competition in support of co-selling Denodo.

## Qualified Revenue

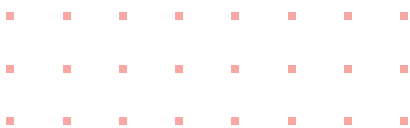
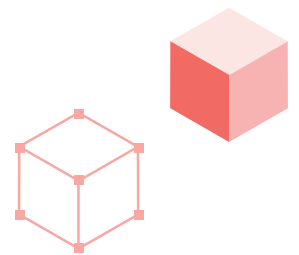
Includes net software license fee (less any applicable fees, discounts, rebates, refunds, taxes, and offsets) and excludes any fees attributable to training or other professional services. Maintenance, support, and D-PASS services are bundled in order to calculate the net software subscription license fee.

## Resell

Requires the partner to prepare and submit proposals, manage the negotiation and procurement process with the customer, finalize the sale on partner-invoiced order (adhering to pricing and discounting guidelines), and collect and remit sales proceeds to Denodo. The partner will also assist in getting Denodo's end user license agreement (EULA) signed by the customer.

## Technical Value-Add

Requires the partner to be Technical Sales Ready, Product Ready and Demo Ready as per the [Training & Certification Requirements](#). In addition, the partner should provide Denodo Certified individuals in the opportunity who will complete RFI/RFP documents, perform demos and technical presentations on Denodo, and conduct a proof-of-concept (PoC) per customer requirements.





# 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](https://partners.denodo.com) | Email [partners@denodo.com](mailto:partners@denodo.com)

