denodo

# Partner Training & Certification Guide

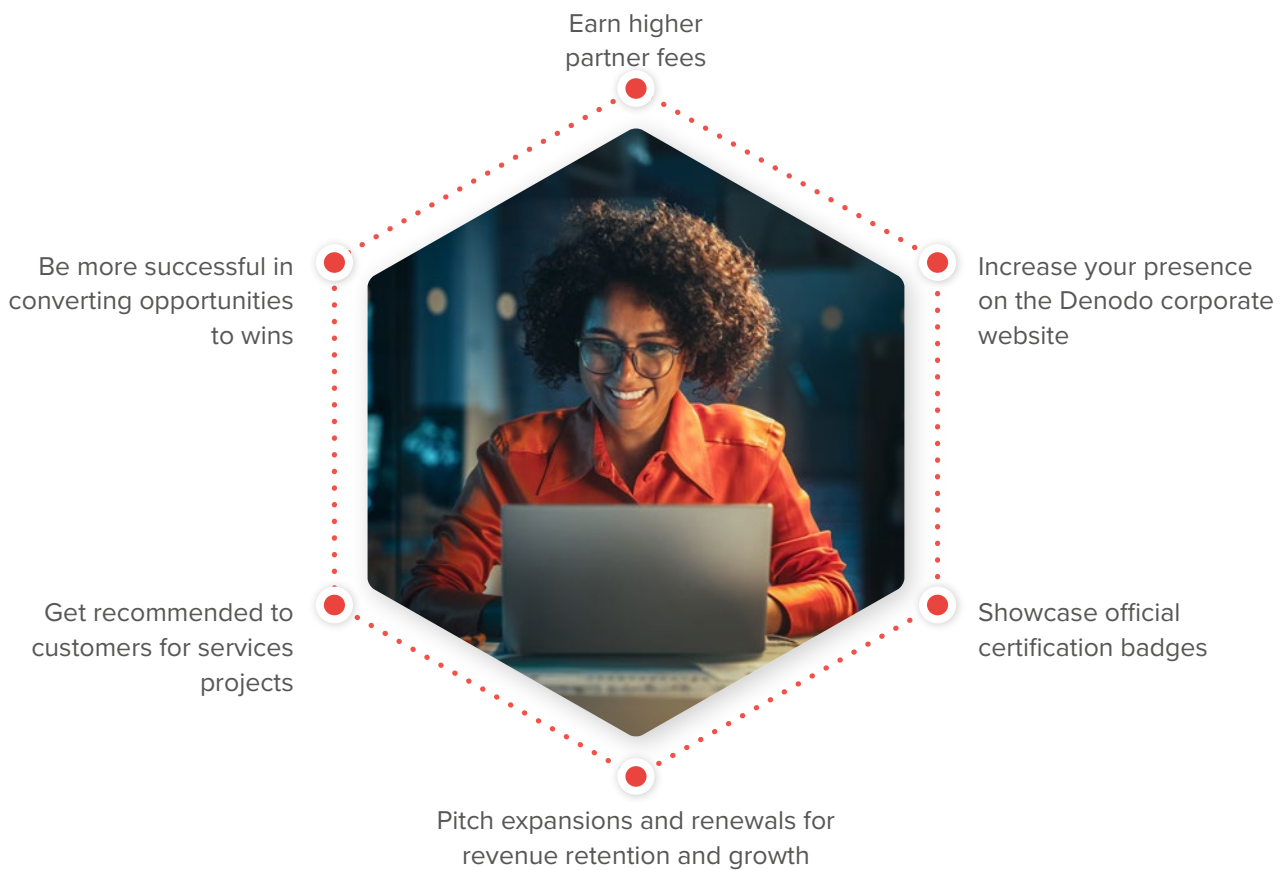October 2024

# CONTENTS

# Unlock Your Team's Potential

The Denodo Partner Training & Certification program delivers world-class curriculum with professional certification to position, develop, showcase, and deploy the Denodo Platform. Through our training, you may choose from Business, Technical, Product, Demo, Proof-of-Concept (PoC), and Implementation Ready courses of study, providing unparalleled opportunities to elevate your team's skills and maximize value to customers.

Completion of Denodo training and certification empowers you to:



Earn higher partner fees

Be more successful in converting opportunities to wins

Increase your presence on the Denodo corporate website

Get recommended to customers for services projects

Showcase official certification badges

Pitch expansions and renewals for revenue retention and growth

This guide provides the key to unlock your expertise with Denodo, empower the professionals in your team, and drive client results.

# Access Training & Certification

TRAINING DISCOUNTS

## Free
Unlimited on-demand training and certification for all partners

## 50%
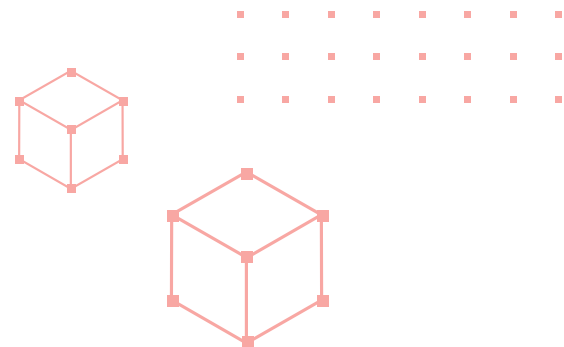Discount on live, instructor-led training for all Foundation, Silver, Gold, Platinum partners

## 25%
Discount on live, instructor-led training for all Registered partners



**ACCESS TO FREE PARTNER TRAINING, CERTIFICATION, AND DISCOUNTS CAN BE FOUND ON THE DENODO PARTNER PORTAL.**

To access the training & certification resources from this guide, please make sure you are logged into the Denodo Partner Portal at this time.

# Readiness Phases & Milestones

The Denodo Partner Program contains six distinct Readiness Phases serving as milestones to validate your expertise and strengthen your credibility in the industry.

Reaching specific Readiness Phases allows you to ascend in the program, receive richer benefits, and differentiate yourself amongst your peers.

## 30-60 DAYS

**BUSINESS SALES READY**
Trained to position Denodo using sales playbooks, solution-building strategies, and toolkits supported by real-world use cases

**01**

**02**

**MILESTONE**
Program Entry as Foundation Partner
Eligible for Partner Fees
Denodo Certified Architect Associate

**TECHNICAL SALES READY**
Certified to compare and recommend data virtualization for logical and physical data architectures, use patterns in analytics, digital transformation, and cloud modernization.

## 60-90 DAYS

**PRODUCT READY**
Accomplished in the concepts for designing, developing, and deploying the Denodo Platform

**03**

**MILESTONE**
Denodo Certified Developer Associate

**04**

**MILESTONE**
Increased Partner Fees
Technical Value-Add Eligible

**DEMO READY**
Adept in performing quick data virtualization capability overviews, competitive comparisons, and customized solution demonstrations on the Denodo Platform to correctly align with prospects' needs.

## 90+ DAYS

**POC READY**
Validated by Denodo in the best practices and methodologies to deliver comprehensive overviews and PoCs of the Denodo Platform

**05**

**MILESTONE**
Denodo Certified Administrator Associate

**06**

**MILESTONE**
Recommended for Service Projects
Denodo Certified Developer Professional
Denodo Certified Administrator Professional

**IMPLEMENTATION READY**
Expert in the implementation of Denodo use cases with Denodo oversight and advisory support

# BUSINESS SALES READY [PROGRAM ENTRY REQUIREMENT]

Upon completion of this phase, you should be able to:

- Earn higher partner fees
- Be more successful in converting opportunities to wins
- Greater visibility in the **Find a Partner** directory
- Get recommended to customers for services projects
- Showcase official certification badges
- Pitch expansions and renewals for repeat opportunities and revenue
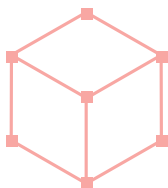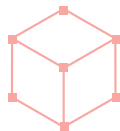
## TRAINING

**Fundamentals of Selling Denodo**

## SUPPLEMENTARY RESOURCES

- **Business Sales Toolkit**
  - Online sales tutorials
  - Corporate messaging & slides
  - Customer case studies
  - ROI tools

## TIME TO COMPLETE

- 5 hours for completion of on-demand training
- Additional time as needed to review supplementary resources

# TECHNICAL SALES READY [PROGRAM ENTRY REQUIREMENT]

Upon completion of this phase, you should be able to:

- Conduct deep technical presentations on data virtualization
- Explain reference architectures for logical data fabric and data marketplace and compare other approaches (replication, consolidation, etc)

- Explain data virtualization use patterns (logical architectures such as logical data warehouse, data services, data lakes, cloud modernization, etc)
- Discuss sizing and deployment models including hybrid/multi-cloud

## TRAINING

**Logical Data Management for Architect**

## CERTIFICATION

- **Denodo Platform 8.0 Certified Architect Associate**
  - This exam consists of 35 multiple-choice questions
  - A passing score is 72%
  - **Download Exam Guide**

## SUPPLEMENTARY RESOURCES

- **Technical Sales Toolkit**
  - Technical FAQs and checklists
  - Solution architecture for use cases
  - Technical handbooks & manuals
  - Architectural diagrams

- **Denodo Community - Architect Resources**
  - Denodo Reference Architecture
  - Solutions and Use Cases
  - Learning Path for Architects

## TIME TO COMPLETE

- 8 hours for training course

- 1 hour for Certified Architect Associate Exam

- Additional time as needed to review supplementary resources

## PRODUCT READY

Upon completion of this phase, you should be able to:

- Understand the concepts for designing, developing, and deploying real projects with the Denodo Platform
- Maximize the performance of the queries executed on the Denodo Platform

- Define the vision of project management with the Denodo Platform and the roles involved in the project
- Discuss advanced configurations in Denodo views

### TRAINING

Implementing my First Logical Data Integration

Beyond Query Optimizer: A Journey into Query Optimization Excellence

Denodo Project Management

Building API Services with Denodo

Advanced Features of Denodo Views

Connecting to Denodo from my Application

Mechanisms for Persisting Data in Denodo

### CERTIFICATION

- Denodo Platform 8.0 Certified Developer Associate
  - This exam consists of 50 multiple-choice questions
  - A passing score is 72%
  - Download Exam Guide

### SUPPLEMENTARY RESOURCES

- Denodo Community - Developer Resources
  - Connect, Combine, and Push
  - Performance Optimization
  - Learning Path for Developers

### TIME TO COMPLETE

- 20 Hours
- 1.5 hours for Certified Developer Associate Exam
- Additional time as needed to review enablement resourcese

**Note:** It is strongly recommended to complete the Business Sales Ready, followed by the Technical Sales Ready, prior to attempting the Product Ready phase.

# DEMO READY

Upon completion of this phase, you should be able to:

- Execute standard demos highlighting data virtualization capabilities and differentiation
- Develop bespoke demos highlighting the value of Denodo for customer-specific needs

- Handle technical Q&A

## TRAINING

**Delivering an Effective Demo**

## ASSESSMENT

- Delivering an Effective Demo - Assessment

## SUPPLEMENTARY RESOURCES

- **Demo Toolkit**
  - Pre-recorded demo
  - Virtual machine demo
  - Checklists/videos to deliver an effective demo

## PREREQUISITES

- **Product Ready Training**

## TIME TO COMPLETE

- 2.5 hours for on-demand training courses
- 1 hour for Denodo Demo Professional Assessment
- Additional time as needed to review supplementary resources, prepare demo, etc.

**Note:** It is strongly recommended to complete both Technical Sales Ready and Product Ready training/ certification in sequence, before attempting Demo Ready.

# PoC READY

Upon completion of this phase, you should be able to:

- Execute all pre-POC tasks
- Conduct PoC and defend results against success criteria
- Complete a data virtualization implementation across the full project lifecycle
- Optimize performance, service levels and customer satisfaction

## TRAINING

- **Denodo Platform Installation (9)**
- **Denodo Configuration and Maintenance**
- **Denodo Security Deep-Dive**
- **Task Scheduling with Denodo**
- **Denodo Monitoring and Auditing**
- **Concepts for Architecting a Denodo Deployment**

## CERTIFICATION

- **Denodo Platform 8.0 Certified Administrator Associate**
  - This exam consists of 40 multiple-choice questions
  - A passing score is 72%
  - **Download Exam Guide**

## SUPPLEMENTARY RESOURCES

- **PoC Toolkit**
  - Templates/requirements to get started with a PoC
  - Methodology to implement a PoC
  - Checklists/videos to deliver a winning PoC
  - Checklists/videos on delivery best practices and 'housekeeping'
  - Sizing tools

- **Denodo Community - Administrator Resources**
  - Infrastructure Implementation
  - Security Architecture
  - Operational Best Practices
  - Learning Path for Administrators

## PREREQUISITES

- **Product Ready Training**

## TIME TO COMPLETE

- 14 hours for training courses

- 1.5 hours for Certified Administrator Associate Exam

- Additional time as needed for real-life field experience to plan/deliver a:

- Pilot or PoC with a Denodo sales engineer.
- SOW or project implementation with a Denodo technical services and/or Denodo customer success manager.

# IMPLEMENTATION READY

Upon completion of this phase, you should be able to:

- Successfully implement a Denodo use case with Denodo oversight and advisory support.
- Have an advanced understanding of designing, developing, and deploying real projects with the Denodo Platform

- Install, manage, and maintain your Denodo deployments

Two Pathways to Implementation Ready:

## CERTIFICATION PATHWAY

**Denodo Platform 8.0 Certified Developer Professional**
- This exam consists of 70 multiple-choice questions
- A passing score is 75%
- **Download Exam Guide**

**Denodo Platform 8.0 Certified Administrator Professional**
- This exam consists of 70 multiple-choice questions
- A passing score is 75%
- **Download Exam Guide**

*Certifications for Implementation Ready are intended to be completed collectively by members of the partner organization and do not need to be completed by a single individual.

## EXPERIENCE-BASED PATHWAY

- One (1) Successful Implementation with a Positive Customer Satisfaction Survey Response*

*within the last two (2) years; positive implementation and customer feedback to be determined by the Denodo Partner Team after production launch of the Denodo Platform in the customer environment.

## ADDITIONAL REQUIREMENTS

- Technical Sales Ready [program requirement]
- Denodo Proposal Review for a Registered Opportunity (Available in the Denodo Partner Portal)

## SUPPLEMENTARY RESOURCES

- **Implementation Toolkit**
  - Data Virtualization Delivery Best Practices with Denodo
  - Data Virtualization Housekeeping

## PREREQUISITES

- Product Ready Training & Certification
- PoC Ready Training & Certification
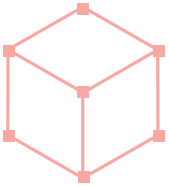
## TIME TO COMPLETE

- Prerequisite Readiness Phases (Certification Pathway)
  - Product Ready: 22 hours
  - PoC Ready: 16 hours
- 2 hours for Certified Developer Professional Exam

- 2 hours for Certified Administrator Professional Exam
- Additional time as needed for preparation and approval of:
  - Denodo Proposal Review
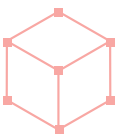
# Recognition & Credentials

Recognition is granted upon successful completion of training or certification.

| | TRAINING COURSE | ASSOCIATE CERTIFICATION | PROFESSIONAL CERTIFICATION |
|---|---|---|---|
| **Denodo Certificate** | ✓ | ✓ | ✓ |
| **Denodo Badge** | | ✓ | ✓ |
| **Denodo Registry** | ✓ | ✓ | ✓ |

## DENODO CERTIFIED ASSOCIATE BADGES

denodo
DENODO PLATFORM 8.0
**CERTIFIED ARCHITECT**
ASSOCIATE

denodo
DENODO PLATFORM 8.0
**CERTIFIED DEVELOPER**
ASSOCIATE

denodo
DENODO PLATFORM 8.0
**CERTIFIED ADMINISTRATOR**
ASSOCIATE

## DENODO CERTIFIED PROFESSIONAL BADGES

denodo
DENODO PLATFORM 8.0
**CERTIFIED ARCHITECT**
PROFESSIONAL

denodo
DENODO PLATFORM 8.0
**CERTIFIED DEVELOPER**
PROFESSIONAL

denodo
DENODO PLATFORM 8.0
**CERTIFIED ADMINISTRATOR**
PROFESSIONAL

**Denodo Professional Certification Registry** - the Denodo Professional Certification Registry is a public, online registry of individuals who have earned a Denodo certification. It is used by partners and customers to verify, validate and showcase the training and certification credentials of individuals.

By registering, you consent to public search results confirming the status of your Denodo Certification through the use of your email on the Denodo Professional Certification Registry. Users who register authorize the sharing of their information with the Primary Support Contact listed on their account, including username, a complete list of registrations, and related training and certification progress and outcomes.

# FAQs

### WHY GET CERTIFIED?
Becoming Denodo Certified earns you recognition for your skills and experience with the Denodo Platform. This will open the door to increased services revenue opportunities, differentiate yourself as a data virtualization professional, enhance your credibility with peers and customers, and enable you to optimize the Denodo Platform so you can do your best work for customers.

### HOW MUCH DOES THE TRAINING COST?
On-demand training is free for Denodo Partners. You can register for recommended Training & Certification (aligned with the Readiness Phases) directly from the **Denodo Partner Portal**. If you wish to complete common courses outside of the Readiness Phases, you may do so using the Promo Codes outlined in this **Step-by-Step Guide**.

### CAN I COMPLETE THE TRAINING COURSES OUT-OF-SEQUENCE?
We strongly recommend completing courses in the recommended sequence to help ensure you are adequately prepared and gain relevant prerequisite knowledge. You may be blocked from taking out-of-sequence courses.

### AM I EXPECTED TO COMPLETE ALL PHASES IN THE PARTNER TRAINING & CERTIFICATION GUIDE?
No. Individuals may complete one or more phases relevant to their role, but in sequence. However, a Partner company is expected to complete all phases in order to be successful across all stages of the customer-engagement lifecycle within the first year of partner program membership.

### WHAT IS THE IMPACT IF CERTIFIED EMPLOYEES LEAVE OUR ORGANIZATION?
If a certified employee leaves the organization, Denodo will allow you (the Partner company) to become recertified within a 6 month period. Failure to recertify within this time period could lead to a reduction in tier level and/or partner fees.

### WHAT IF I DON'T PASS THE CERTIFICATION EXAM?
If you do not pass on the first attempt, you must wait two weeks after the last failed attempt to take the exam again. You may take the exam up to three times in one year from the date of your first attempt.

### I COMPLETED TRAINING/CERTIFICATION ON A PREVIOUS VERSION OF THE DENODO PLATFORM. HOW DO I KNOW IF MY TRAINING/CERTIFICATION IS STILL VALID AND COMPLIANT WITH DENODO PARTNER PROGRAM REQUIREMENTS?
For recognition within the Denodo Partner Program, only the two most recent versions of the Denodo Platform are considered.

### THERE IS A SURVEY TOWARDS THE END OF THE COURSE. IS THAT MANDATORY?
Yes. The survey is mandatory to achieve course completion.

### UPON SUCCESSFULLY COMPLETING A COURSE/EXAM, HOW LONG WILL IT TAKE TO RECEIVE MY CERTIFICATE/BADGE?
You will receive your certificate/badge within 30 days of successful course/exam completion.

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**FOR A FULL LIST OF TRAINING FAQS, VISIT:**
Denodo On-Demand Training FAQ

**FOR A FULL LIST OF CERTIFICATION FAQS, VISIT:**
Denodo Certification FAQ

# Resources

| | |
|---|---|
| **DENODO ANALYST REPORTS** | **Denodo Analyst Reports** provide independent evaluations that recognize and position Denodo as a leader in the market. These reports are published by technology and market research companies that provide independent comparisons on data integration vendors. The Denodo Platform has consistently been positioned as a leader by Gartner, Forrester and BARC. |
| **DENODO CLOUD** | **Denodo Cloud** is a set of Denodo solutions to quickly deploy the Denodo Platform on leading public cloud platforms including Amazon Web Services (AWS) Cloud, Microsoft Azure, and Google Cloud Platform (GCP). From there, you can gain access to test drives and free trials on AWS, Azure and GCP. You can also use these platforms to start a paid cloud subscription. |
| **DENODO COMMUNITY** | The **Denodo Community** is a technical support and learning hub. It provides you with the tools to learn about the Denodo Platform, Denodo Express, and data management. You have unlimited access to all the assets on the Denodo Community including knowledgebase, manuals, videos, tutorials, drivers, and Q&A. |
| **DENODO DATAFEST** | **Denodo Datafest** is our annual user conference that brings together data enthusiasts across the globe. The conference highlights trends in machine learning, hybrid/multi cloud, data science, logical data fabric and more. This in-person event is hosted in the Americas, EMEA, and APAC, and streamed live for on-demand viewing. |
| **DENODO EXPRESS** | **Denodo Express** is a complete, free, data virtualization tool that allows you to explore the power of the Denodo Platform. Denodo Express comes with online community-based support, tutorials, and videos. Denodo Express is available on a 1 year, free, renewable license, and can be downloaded from the Denodo Community. |
| **DENODO PARTNER CONNECT WEBINAR SERIES** | The **Denodo Partner Connect Webinar Series** is a monthly series tailored exclusively to empower Denodo partners with the in-depth knowledge and real-time expert advice required to stand as industry leaders in data management, data virtualization, and data integration with Denodo. Topic-based sessions are recorded and made available for on-demand replay. |
| **DENODO PARTNER PORTAL** | The **Denodo Partner Portal** is a dynamic, secure platform that is available to Denodo-approved partners. It can be used as a self-service learning platform to download content such as sales templates, presales materials, sales slide decks, lead nurturing content, etc. Plus, you can leverage its dynamic functionality to take your partnership to the next level and engage in online business plans, execute marketing campaigns, co-brand collateral, and more. |
| **DENODO RESOURCE CENTER** | The **Denodo Resource Center** is an extensive library of data virtualization resources aimed at helping you to understand how data virtualization can help your clients. Content and assets can be filtered by solution, industry or role. Assets are available in a variety of formats such as brochures, case studies, demos, e-books, podcasts, webinars, whitepapers and more. |
| **DATA MANAGEMENT BLOG** | The **Data Management Blog** is a Denodo-sponsored blog platform that focuses on modern data management practices and data management trends. It features posts on strategic uses of modern data management techniques, trending markets, common myths about data management, disruptive technologies, how to increase your ROI on data projects, and more. Blog posts are contributed from leading industry experts, analysts and partners. |

Although we seek to make partners independently capable, you may seek and receive Denodo support as needed through all Training & Certification phases. For expert guidance or assistance, please contact **partners@denodo.com**.

# Glossary

### TRAINING
An official Denodo course available from the Denodo website under Denodo On-Demand Training. These courses are specifically designed to help our customers and partners build leading-edge data solutions that address data integration and information management needs.

### CERTIFICATION
Certifications are official exams or assessments designed to evaluate your knowledge and expertise of the Denodo Platform. Certifications measure product competency across the following roles: Architect, Developer, Administrator. As a minimum requirement, individuals must successfully complete all pre-requisite training courses before attempting a certification exam. Denodo also recommends practical experience (eg: demos, PoCs, projects) to complement your learning and prepare you for certification.

### SUPPLEMENTARY RESOURCES
Supplementary Resources are additional platforms, learning activity and material (outside of Denodo training courses) to learn about data virtualization and modern data management practices. These can be delivered in any of the following mediums and can span sales content, technical content or both:
- On-demand (webinars, toolkits, partner portal, Denodo Community, Data Management blog).
- Virtual/physical events (public or partner-specific live webinars, bootcamps, workshops, Denodo Datafest).
- Partner support through email or support site.
- Jointly working on customer projects.

### PARTNER READINESS PHASES
The Partner Readiness Phases referenced in this guide are: (i) business sales ready (ii) technical sales ready (iii) product ready (iv) demo ready (v) PoC ready (vi) implementation ready. These phases help you to understand the most relevant training depending on the stage of customer engagement. Each phase includes a suggested mix of training, certification and supplementary resources.

# Working together to make you **stronger**.

Don't take our word for it. <span style="color:red">Click here</span> to see what our partners have to say.

## denodo

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