

# EDB GlobalConnect Partner Program

## At-A-Glance | Partner Brief

PostgreSQL is more than just database technology. It's a movement built on a commitment to accelerate innovation. EDB has established itself as a leading technology company to help enterprises realize the potential and value of PostgreSQL in their businesses.

At EDB, we recognize and celebrate partners who show industry expertise and a proven track record. **Our program is designed to be simple—partners are eligible for benefits to elevate their value and differentiation in the market and to increase their profitability.**



### INVEST

in partners who are dedicated to representing and leading their DBMS offering with EDB solutions



### ENABLE

partners with the knowledge, resources and incentives to drive increased profitability and successfully sell EDB solutions



### REWARD

partners who invest the time to learn about EDB solutions and actively engage in developing and closing new and existing customer opportunities

## Top 3 reasons to partner with EDB

### Market Leadership & Innovation

1

- Leading global provider of Postgres
- 1500+ global customers. 70+ of F500
- PostgreSQL community leadership

### Growth Opportunity & Profitability

2

- Capitalize on the rapidly growing Postgres market
- Benefit from additional revenue streams through upsell, cross-sell, services and consultancy revenue
- Offer in-demand products with generous margins and discount rewards

### Best-in-Class Expertise & Support

3

- FREE Training and Enablement
- Sales & marketing tools and resources to set you up for success including joint marketing activity to build pipeline
- Access to support team with extensive Postgres expertise

# Program Requirements and Benefits

Our partner program is a multi-level program offering financial and non-financial rewards to dedicated partners. As a partner in the program, our commitments to you are clear; as your commitment grows, the program benefits increase to develop the partnership further.



Program Requirements			
Partner Program Agreement	✓	✓	✓
Partner Account Executive	***	✓	✓
Technical Certification - Essentials	***	2	2
Sales Staff Trained	2	3	5
Level 1 & Level 2 Support Training - Professional	***	1	2
Forecast	Quarterly	Monthly	Weekly
Business Plan	✓	✓	✓
Marketing Plan	***	Upon Request	✓
Renewals Target	***	✓	✓
Revenue Targets	✓	✓	✓
Program Benefits			
GENERAL BENEFITS			
Partner Newsletter & Webinars	✓	✓	✓
Partner Portal	✓	✓	✓
Press Release	✓	✓	✓
Visibility on EDB Partner Finder	✓	✓	✓
PRODUCTS & SOLUTIONS			
Technical Resource Library	✓	✓	✓
Not for Resale Products	✓	✓	✓
Access to Named Solutions Engineer (SE)	***	✓	✓
TRAINING BENEFITS			
Free Training	✓	✓	✓
Technical & Sales Webinars	✓	✓	✓
MARKETING BENEFITS			
Access to Marketing Campaigns & Content	✓	✓	✓
Joint Marketing Funds	***	Upon Request	✓
Partner Program Logo	✓	✓	✓
SALES BENEFITS			
Direct Access to EDB Account Mangers	***	✓	✓
Direct Sales Order Fulfillment	***	✓	✓
Deal Registration	✓	✓	✓
Lead Allocation	✓	✓	✓
Renewals	✓	✓	✓