

EDB recognizes that our partners are a critical source of our tremendous growth and position as a leader in the PostgreSQL space. With PostgreSQL popularity continuing to rise worldwide, we are deeply committed to helping our partners increase revenue by providing your customers and prospects with the products, services and support needed to boost innovation and accelerate business.



Why Customers Choose EDB

Organizations everywhere experience a daily struggle with technology to do more and go faster, while trying to control costs. EDB supercharges PostgreSQL to help overcome these challenges.

EDB Postgres Solution Use Cases



Migrate from legacy databases

Develop new applications that are more scalable and secure



Build new applications

Develop new applications that are more scalable and secure



Education

Enable teams to understand the full potential of PostgreSQL

Top 3 Reasons to Partner with EDB

1

Market Leadership & Innovation

- Recognized by Gartner Magic Quadrant for 7 years in a row
- Over 4,900 lifetime customers including 26% of Fortune 500
- 91% customer satisfaction rating

2

Growth Opportunity & Profitability

- Capitalize on the rapidly growing Postgres market
- Offer in-demand products with generous margins and discount rewards
- Sales and marketing resources to set you up for success

3

World-Class Partner Program

- Training and Enablement Programs
- Secure deal registrations protect your opportunities
- Joint marketing activity to build pipeline

Program Requirements and Benefits

The **GlobalConnect Partner Program** is a multi-tier program that offers many financial and non-financial rewards to dedicated partners.



Program Requirements			
	Silver	Gold	Platinum
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			
Marketing Materials	✓	✓	✓
Partner Newsletter & Webinars	✓	✓	✓
Partner Portal	✓	✓	✓
Press Release	✓	✓	✓
Visibility on EDB Partner Finder	✓	✓	✓
PRODUCTS & SOLUTIONS			
Technical Resource Library	✓	✓	✓
Not for Resale Products	✓	✓	✓
Access to named EDB 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 Managers	***	✓	✓
Direct Sales Order Fulfillment	***	✓	✓
Deal Registration	✓	✓	✓
Lead Allocation	✓	✓	✓
Renewals	✓	✓	✓