

Partner Launchpad

Welcome to the Denodo Partner Sales and Marketing Launchpad! This document will help you build a strong foundation and set you on a course for success in marketing and sales with Denodo.

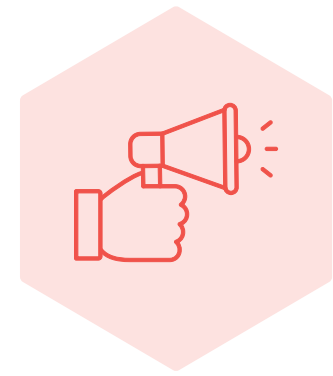
How to use this resource:

Fill in all of the open text fields, save the document, and send it back to us at partners@denodo.com. This launchpad will guide you through the steps for creating a custom asset that showcases your unique value proposition, helping you attract prospects, win customers, and accelerate your business.

In this launchpad, you will:



GET ESTABLISHED:
Define Your Unique Value Proposition



START PROMOTING:
Create Your Joint Publication with Denodo

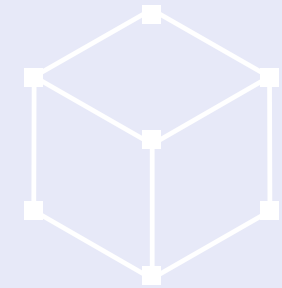
This launchpad is the start of a journey designed to amplify your success and fuel your ongoing growth. Collaboration is the engine that powers our mutual success.

Gain Access: Invite your sales and marketing professionals to sign up for the Denodo Partner Portal.

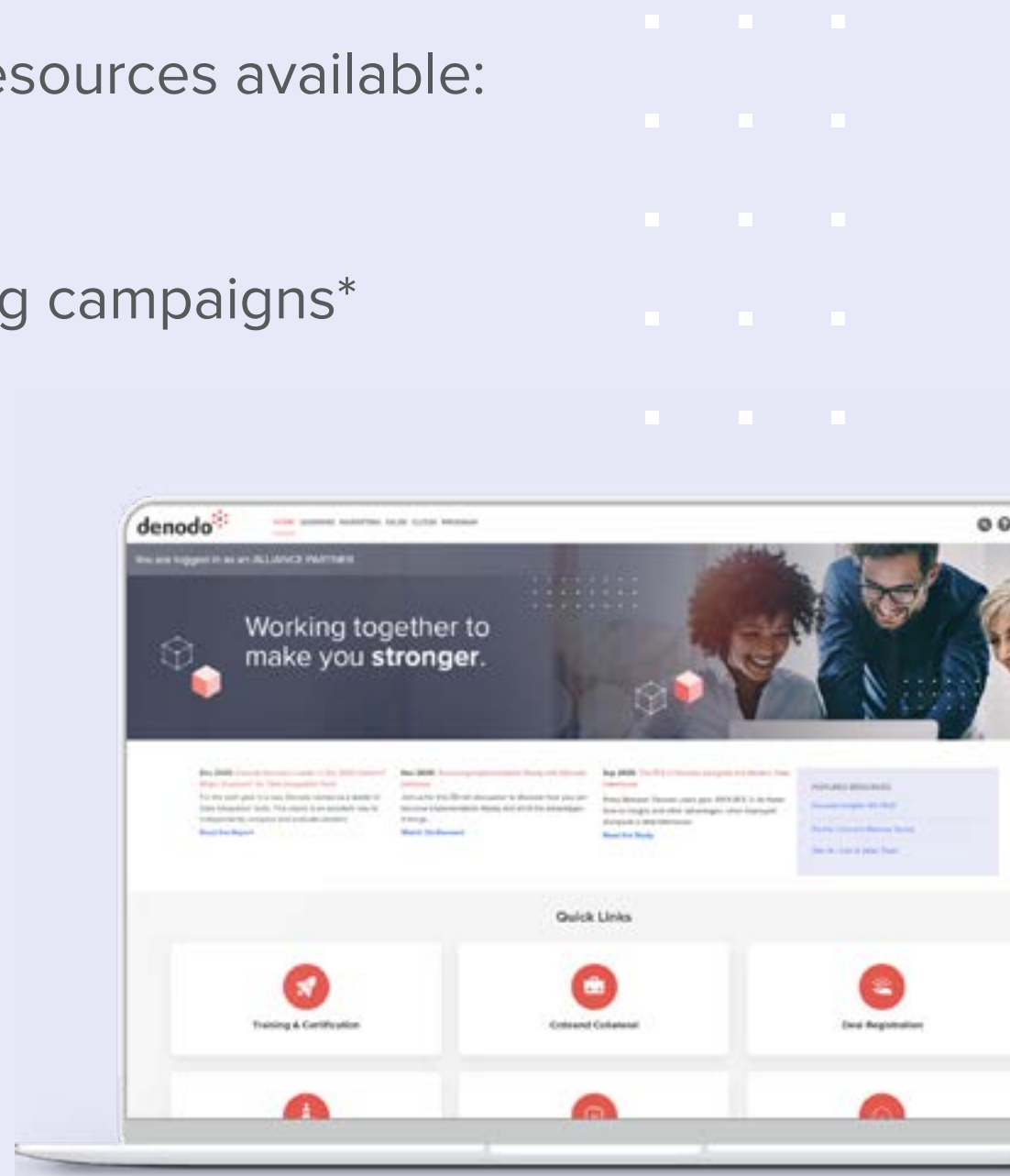
Familiarize your team with the resources available:

- Co-brandable assets*
- Self-service digital marketing campaigns*
- Joint microsites*
- Syndicate content*
- Training and Certification
- Deal Registration

> SIGN UP FOR ACCESS



*Available only to Foundation+ partners with a valid Partner Agreement.



Get Established: Define Your Unique Value Proposition



Let’s first define your unique value proposition to articulate what you offer to customers in partnership with Denodo.
To get started, please fill out the form below.

About Your Company: Headline and Introduction

Reflect on your unique offering and the benefits you bring to the table. Consider exactly how and why you are working with Denodo. Within that context, think of what you are doing to differentiate from competitors, the specific benefits you can provide, and how your offering integrates with Denodo.

With this information in mind, create a powerful headline and introduction to showcase your unique value and what you can offer to customers. If you have a key specialization or target industry, this is the section to introduce that messaging.

Headline (Approx 50 characters)

Introduction (Approx 600 characters)

What Business Challenges Do You Solve?

Consider 3 key challenges the industry is facing and why your offering is uniquely suited to meet these customer needs. State the challenges here. We recommend inserting this section as bullet points. Approx 1000 characters.

What is Your Solution?

How does your solution solve the business challenges outlined above? Consider 3 key benefits you bring to the table, and how you meet the customer's needs. i.e. What you can offer customers to help them solve their data-related issues. Approx 1000 characters.

How Do You Partner with Denodo?

Begin this section with “Through our partnership with Denodo... (9 words about what we do together).” Then, consider how your offering operates with the Denodo Platform, and how together with Denodo the solution is made better for customers. What are the specific benefits? Approx 1000 characters.

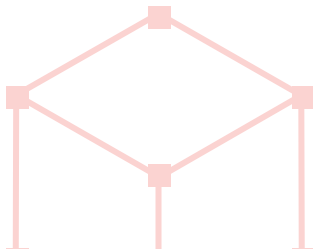
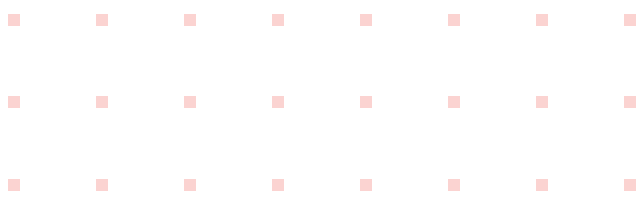
About You

Insert your official company boilerplate. This will need to be one paragraph to match the Denodo boilerplate and around 500 characters.

Add Your Website & Contact Information

Add your website here

Add your contact email address



Add a Quote

Insert a quote from someone from your organization highlighting your value proposition in partnership with Denodo.

Individual: Name, Title, Company (Approx 50 characters)

Quote (approx 700 characters)

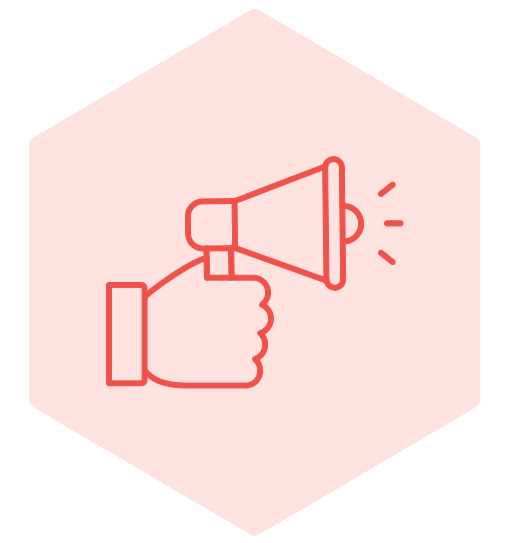
Customer Case Study (optional)

If you have a customer case study you’d like to include in your publication, please include the customer name and some general information here. Include what you did in working with this customer, key outcomes, and how this case study could be applied to other customers' circumstances.

Architecture Diagram (optional)

If you have an architecture diagram of how you work with Denodo, you can attach it to your submission. Our design team will work with you to recreate the diagram in the style of your publication.

Start Promoting: Create Your Joint Publication



Denodo facilitates the amplification of your unique value proposition via three easy options. You can utilize different options at different points in time, depending on your specific needs and program standing. Select the option below for which you are submitting this launchpad:

“Create Your Own” Solution Brief

Partner Profile (Lite Solution Brief)

Partner Solution Brief

Asset Type	Prerequisites	Objectives	Time to Create	Instructions to Get Started
“Create Your Own” Solution Brief	Available to all partners (Registered, Foundation, Silver, Gold, and Platinum)	<p>Semi-customized solution brief built autonomously from the template on the Denodo partner portal (add your logo and customized copy).</p> <p>This self-service option enables you to quickly create an asset to showcase your value proposition, solution offering, and products in a co-branded PDF. No design or photoshop skills required. Easily build a custom solution brief in a matter of minutes, catered to your specific need.</p>	15 minutes	<p>1. Navigate to the Denodo Partner Portal: Marketing > Co-brand Collateral page</p> <p>2. Using the details from this document, complete the “Create Your Own” Solution Brief</p> <p>3. Download and distribute</p>
Partner Profile (Lite Solution Brief)	Foundation+ partners with an active partner agreement	Work in collaboration with the Denodo copywriting and design experts to publish a lite version of a solution brief. This asset will be featured on your partner page on the Denodo website, can be shared via social media through Denodo channels, and enables you to distribute a professional representation of your partnership via pdf.	2-4 weeks	<p>1. Submit your completed launchpad to partners@denodo.com</p> <p>2. We will work hand-in-hand with you to review, publish, and promote the asset</p>
Partner Solution Brief	Foundation+ partners with an active partner agreement Case study with a Denodo customer Referenceable architecture diagram	Create a fully customized solution brief, including your unique value proposition, architecture diagram, and a customer case study.	3-5 weeks	<p>1. Submit your completed launchpad to partners@denodo.com</p> <p>2. Include a customer case study</p> <p>3. Include an architecture diagram</p> <p>4. We will work hand-in-hand with you to review, publish, and promote the asset</p>



Once complete, please return this form to the Denodo Partner Team at partners@denodo.com.

