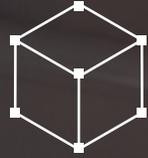


denodo 

Partner Guide



# Denodo Partner Program



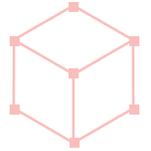
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## YOUR GUIDE TO A SUCCESSFUL PARTNERSHIP

# Welcome to the Denodo Partner Program!



This guide will help you navigate our program, including partner types, benefits, qualifications, and obligations so that you can make the best decision for your organization.

The objective of the Denodo Partner Program is to drive new business and facilitate services with high customer satisfaction. Our mission is to provide partners with the tools and resources needed to develop a robust data management practice for delivering top-notch implementation and advisory services.

The program is right for your organization if you want to:

1. Co-sell the Denodo Platform as part of your solutions.
2. Expand your services by offering advisory and implementation support for data management solutions.

# Partnering Principles

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The Denodo Partner Program empowers partners to excel in the evolving data management industry through comprehensive training, certification, sales, and marketing benefits. It offers resources to help partners attract new customers, boost service revenues, and stand out in the market, while also earning rewards from Denodo.

Partners play a crucial role in driving customer adoption, as guided by these principles:



## GROWTH STRATEGY:

Denodo's expansion relies on strategic alliances and collaborative partnerships to extend market presence and drive sustainable growth.



## MARKET RELEVANCE:

Denodo's leadership and innovation in data management provide partners with unique market opportunities.



## ECOSYSTEM DIVERSITY:

With a global partner network, Denodo supports a wide range of partners from boutique consultants to global systems integrators.



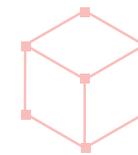
## PARTNER EXCELLENCE:

Focusing on quality over quantity, Denodo builds long-term, trust-based relationships with select partners, enhancing customer value through consulting, innovation, and joint solutions.



## SERVICES OPPORTUNITIES:

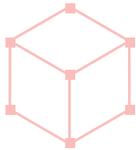
With 25 years of experience, Denodo collaborates with system integrators and consultants to deliver profitable services, increase market share, and improve customer experiences.



# Partner Onboarding Journey

## FIRST 30 DAYS Activate

- As a prospective partner interested in program membership you are required to submit the application form.
- Upon approval, Denodo will grant you limited access to the Denodo Partner Portal as a Registered user.



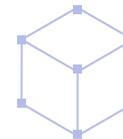
## 30-60 DAYS Provision

- 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.



## 60-90 DAYS Build

- Foundation partners are granted full access to the Denodo Partner Portal with expanded benefits.
- You are expected to complete the following additional competency requirements, which provides eligibility for increased partner fees and tier escalation to Silver:
  - Product Ready
  - Demo Ready



## 90+ DAYS Grow & Expand

- Upon achievement of Sales and enhanced Competency requirements, you will scale to Gold and Platinum, with increased benefits and higher partner fees.
- You will be offered the following additional support and training to align and expand your growing center of excellence:
  - POC Ready
  - Implementation Ready
- You will become a preferred partner for services engagement with Denodo

The Denodo Partner Portal is the central point for your journey with Denodo. On completing the partner application, prospective partners are granted limited access to the Denodo Partner Portal as a Registered user. This enables you to complete the minimum training requirements, utilize select sales and marketing resources in the Partner Portal, and advance in the program.

[APPLY NOW](#)



# Program Framework

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## PARTNER TYPES

These Program Guidelines are applicable to the following types of 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 engages in programs and partnerships that are tailored to the following partners:

### 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 and participates in their program.



### 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.



### INDEPENDENT SOFTWARE VENDORS (ISVs)

Software developers that 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.



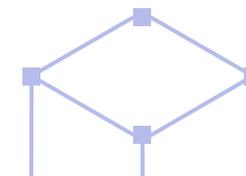
### VALUE-ADDED DISTRIBUTORS (VADs)

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 reseller. This includes technical expertise, product customization, training and education, marketing support, channel development, and licensing.



### 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.



## PARTNER TIERS

Escalating through tiers gives partners greater earning potential by unlocking higher rewards, increased incentives, and enhanced opportunities at each level. As partners advance, they gain access to more resources and support, enabling them to boost their revenue potential. Tiering requirements correspond with activities that enable partners to build their potential and practice around data management 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. Registered users receive basic partner fees.



### FOUNDATION

Partners that, upon completion of the minimum training and certification requirements, have been granted full access to the Denodo Partner Portal. They are eligible for expanded partner fees and additional benefits such as the Denodo Partner Server License and full sales and marketing resources through the portal.



### SILVER

Partners 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 greater partner fees.



### GOLD

Partners that have demonstrated domain expertise in the Denodo Platform with a growing center of excellence and 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 higher partner fees. Gold partners are actively recommended by Denodo to our customers.



### PLATINUM

Partners 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 VIP marketing/ events and increased visibility on our partner directory. Platinum partners are awarded the highest partner fees and preferential referral for services engagement.



### GLOBAL

This is an exclusive designation reserved for select Global System Integrators (GSIs). It represents a distinguished level within our program, reflecting the depth, strength, and strategic importance of our global relationships with our most dedicated GSI partners. It is awarded solely at Denodo's discretion and used for all external facing materials. For the administration of all partner fees, benefits and requirements, GSIs will still receive the standard tiering structure at the macro-regional level.

# Requirements & Benefits

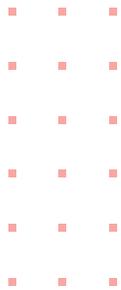
## PROGRAM REQUIREMENTS

REQUIREMENTS	REGISTERED	FOUNDATION	SILVER	GOLD	PLATINUM
<b>PROGRAM*</b>					
Agreement Type	Partner Portal Terms of Use	Partner Agreement			
<b>SALES**</b>					
New Partner-Sourced Customer Logos				2	4
OR					
Partner-Sourced ACV Bookings (new and expansion)				\$500,000	\$1,000,000
<b>COMPETENCY***</b>					
Business Sales Ready		1	1	2	4
Technical Sales Ready		1	1	2	4
Product/Demo Ready †			1	2	4
<b>MARKETING****</b>					
Lead Generation Event or Campaign			✓	✓	✓

- Partners must fulfill the above requirements in each macro region, ensuring that Sales, Competency, and Marketing activities are region-specific. Once one affiliate in a macro-region achieves a tier, all other affiliates within the same macro-region will be upgraded to the same tier.
- Denodo macro-regions are defined as follows: (i) APAC (ii) EMEA/LATAM (iii) 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 specify the number of individuals in each macro-region that must complete each Readiness Phase. The [Partner Training & Certification Guide](#) explains how to reach these milestones.

For recognition within the Denodo Partner Program, only the two most recent versions of the Denodo Platform are considered.

† Product/Demo Ready - Completions are cumulative. If one individual holds both Product and Demo Ready, n=2.

**\*\*\*\* MARKETING:**

Denodo provides a marketing automation platform via the Denodo Partner Portal, which may be leveraged to meet marketing requirements.

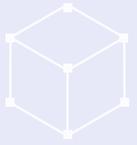
For recognition within the Denodo Partner Program, only marketing campaigns from the previous 12 months that produce new leads are considered.

Partners may also request Denodo BDR support for following up on partner leads to convert to opportunities.



## PROGRAM BENEFITS

BENEFITS	REGISTERED	FOUNDATION	SILVER	GOLD	PLATINUM
<b>PROGRAM</b>					
Assigned channel manager			✓	✓	✓
Partner awards		✓	✓	✓	✓
Partner server license		✓	✓	✓	✓
Preferred partner for services engagement				✓	✓+
Executive meetings + VIP dinners at partner summit					✓
<b>SALES</b>					
Earn partner fees	✓	✓+	✓++	✓+++	✓++++
Assigned pre-sales engineer			✓	✓	✓
Assigned post-sales planning advisor			✓	✓	✓
<b>COMPETENCY</b>					
Free on-demand training & certification	✓	✓	✓	✓	✓
Access to Denodo Partner Portal	Limited	✓	✓	✓	✓
Access to Denodo Support Site		✓	✓	✓	✓
<b>MARKETING</b>					
Cobrandable campaigns-in-a-box	Limited	✓	✓	✓	✓
Cofunding & speakers for joint campaigns			✓	✓	✓
Find a Partner directory listing		✓	✓	✓	✓



## PARTNER FEE INCENTIVES

Our partner fees are structured to reward your demonstrated competency and performance, reflected in your progression through the program tiers.

Partner Role	REGISTERED	FOUNDATION	SILVER	GOLD	PLATINUM
Sourced New Business	✓	✓ +	✓ ++	✓ +++	✓ ++++
Sourced Expansion	✓	✓ +	✓ ++	✓ +++	✓ ++++
Influence	-	✓	✓ +	✓ ++	✓ +++
Renewal	-	✓	✓ +	✓ ++	✓ +++

**Note:**

- The Partner Fee table above applies solely to Alliance Partners. Value-Added Resellers (VARs) operate under a cumulative, non-tier remuneration model, which is determined by their specific role in the opportunity.
- The Partner Opportunity Engagement classifications are independent of each other and partners will be rewarded/paid for either Sourced New Business or Sourced Expansion or Influence or Renewal.
- Renewal fees are based on 1-year, 2-year, or 3-year terms, with greater rewards for longer renewal periods.
- The tier level assigned to the opportunity will be based on the current partner tier at the time the final quote is issued by Denodo and that tier will be applied to the full duration of the order.
- Full criteria and definitions for Partner Opportunity Engagement classifications are available in the [Glossary](#).



# 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 [Program 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 on an annual basis. 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).

## Competency Requirement

This refers to the specific skills, qualifications, or certifications that a partner must obtain or demonstrate to qualify/maintain their tier status within the Denodo Partner Program. These requirements ensure partners have the necessary expertise to effectively sell, support, and implement the Denodo Platform. Meeting competency requirements ensures that partners are well-equipped to sell the Denodo Platform, provide implementation services, and drive value to customers to deliver consistent and successful outcomes. [View Competency Requirements](#).

## CPPO

“Channel Partner Private Offer” (CPPO) is Denodo’s preferred transaction model. Partners transacting in this model will receive their applicable benefits from Denodo and can leverage the value of the CSP marketplaces to their customers. A partner must complete the private offer process and be certified by the CSP to execute the transaction.

## Deal Registration and Approval

Deal Registration is a feature of the Denodo Partner Program in which partners are enabled to 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 starting from the date the Opportunity reaches the [Sales Qualified Opportunity \(SQO\)](#) milestone (20% stage). After this time, the partner may lose eligibility for their Partner-Sourced fee.

## Influence

This refers to the ability of a partner to shape, guide, or impact the decision-making process, customer preferences, or the outcome of an opportunity. An opportunity is considered Influenced when a Denodo-certified partner provides a technical lead for demos, POCs, RFIs (or other technical-related activity); educates/advises prospects during the buying process; assists in the decision-making process; helps shape the customer’s purchasing decision; and completes the [Resell](#) process. Partners must provide and demonstrate ongoing support throughout the entire business and technical lifecycle of the sale. Deal Registration is not required.

### **Marketing Requirement**

This refers to the specific marketing activities or initiatives that a partner must execute to qualify/maintain their tier status within the Denodo Partner Program. This helps ensure the partner is actively promoting data management in a way that aligns with the Denodo brand and supports mutual growth. By fulfilling marketing requirements, partners help build brand awareness and generate demand, while also receiving support and resources in return to maximize their marketing efforts. [View Marketing Requirements.](#)

### **New Division**

Identifies opportunities associated with new divisions or business units within an existing customer. A New Division is part of a business that sells its own products/services and typically operates with autonomous planning. It may operate under the same legal entity or a separate one, often aligned by product/service lines.

### **New Logo**

New Logo refers to a customer that has not been a paying customer of Denodo within the previous (12 months). A customer that has previously used Denodo's products only under an evaluation, proof of concept or similar agreement, shall not be considered a previous paying customer for the purpose of this definition.

### **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.

### **Partner-Sourced New Business**

An opportunity is considered 'Partner-Sourced New Business' 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; provides positive recommendation of Denodo to the customer above the competition in support of co-selling Denodo; and completes the [Resell](#) process.

### **Partner-Sourced Expansion**

A 'Partner-Sourced Expansion' refers to an opportunity identified by a partner (previously unknown to Denodo) within an existing customer. To be eligible for Partner-Sourced Expansion fees, the partner must complete [Deal Registration and Approval](#); be actively involved in the sales process to drive the [Upsell](#) (including setup of meetings with key decision makers); be the original sourcing partner or have the Expansion qualify as a [New Logo](#) or [New Division](#); and complete the [Resell](#).

Partners can qualify for Expansion deals in one of two ways:

- **Core-based pricing deals** where the expansion results in either: (i) a product upgrade; or (ii) an increase in core count
- **Consumption-based pricing deals** where the Expansion results in either: (i) a tier upgrade; or (ii) the prepaid purchase of midterm credits, cores, or solution managers.

### **Post-Sales Service Provider**

Requires the partner to provide support and services to customers following the sale of the Denodo Platform. This may involve customer assistance, product maintenance, troubleshooting, training, upgrades, and overall product health to improve the customer experience and ensure satisfaction. If the partner has "Attachment C: Partner Provided Customer Support" in their Denodo Partner Agreement, the specific responsibilities are detailed in that addendum. In cases where the partner has a direct contract with the Customer, the terms of engagement are agreed upon between the Partner and the Customer.

**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 success services are bundled in order to calculate the net software subscription license fee. Refer to your Denodo Partner Agreement for the criterion used to calculate Qualified Revenue for both core-based pricing and consumption-based pricing.

**Renewal**

Requires the partner to monitor customer satisfaction; assess the customer's evolving needs and product usage to identify potential value or upgrades; reach out in advance to schedule a renewal conversation; present renewal options highlighting new benefits, updates, or pricing adjustments; and complete the [Resell](#) process. Deal Registration is not required.

**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 or via [CPPO](#) (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.

**Sales Qualified Opportunity**

A Sales Qualified Opportunity (SQO) is a sales opportunity that has been vetted and deemed ready for engagement by the Denodo Sales Team. SQOs have a 20% probability of closing, indicating that it has passed specific BANT criteria and is now considered a strong potential sale.

**Sales Requirement**

This refers to the specific sales target/criteria that a partner must meet to maintain or elevate their tier status, earn rewards, or qualify for certain benefits within the Denodo Partner Program. Sales Requirements are tied to program benefits such as higher partner fees, access to exclusive resources, marketing support, or eligibility for performance-based rewards. [View Sales Requirements](#).

**Upsell**

This refers to an increase in ACV due to a commercial scope expansion, such as added capacity, product upgrade, or removal of restrictions. CPI-driven price increases do not qualify as Upsell.



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

Don't take our word for it. [Click here](#) to see what our partners have to say.



**Denodo is a leader in data management.** The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.

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

