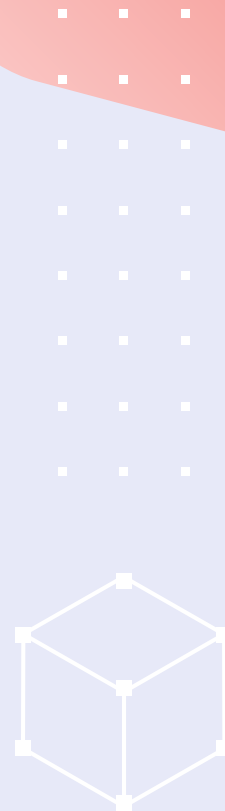


Partner Guide

Partner Training & Certification Guide



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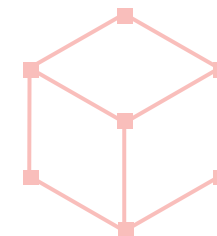


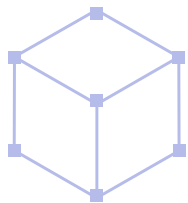


Welcome to the Denodo Partner Training & Certification Program

Elevate your team's potential with Denodo's premier curriculum of professional courses and certification, designed to enhance your skills and maximize customer value, including:

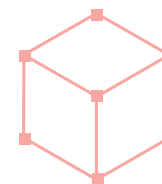
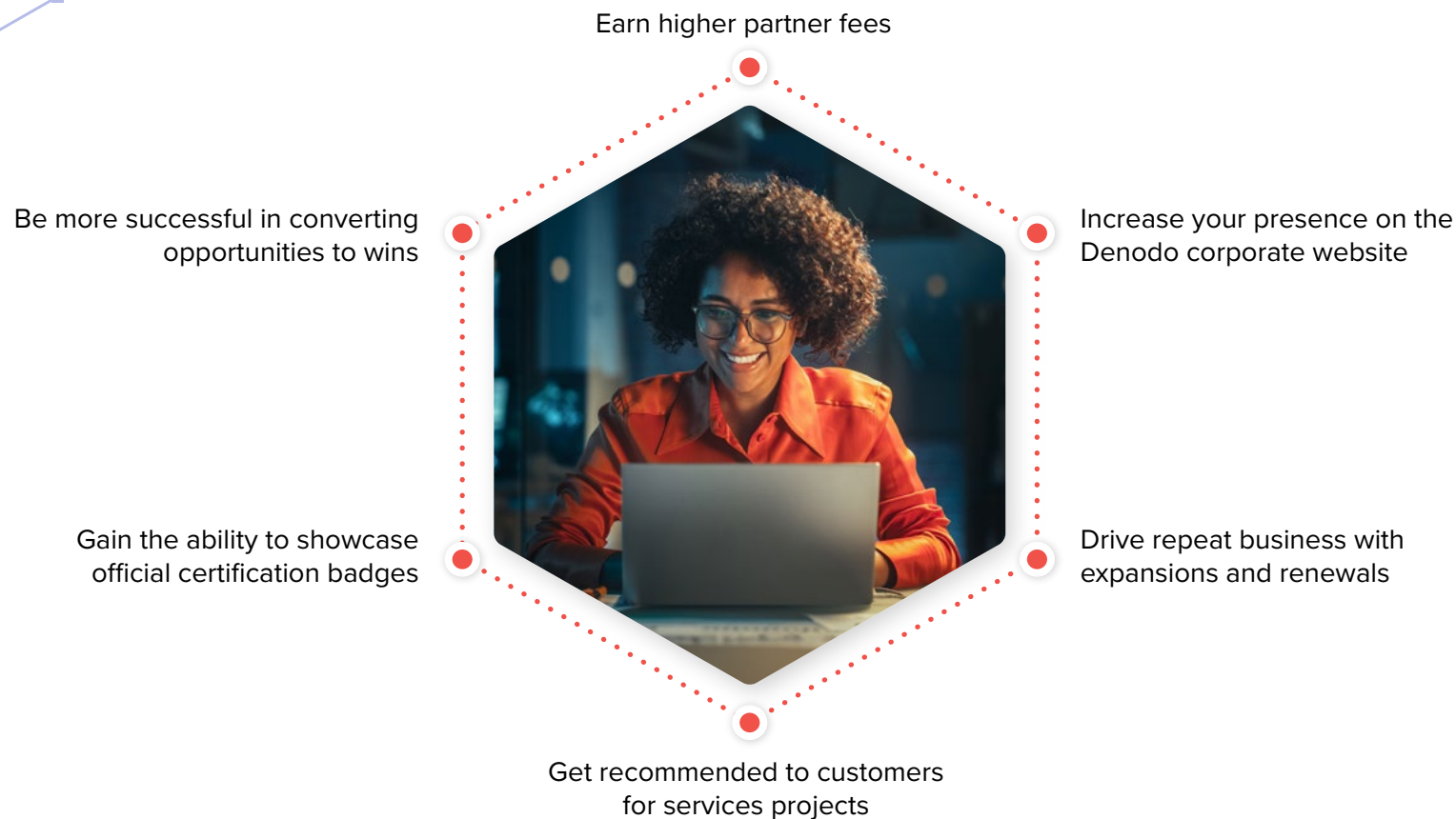
- ✓ Business Sales
- ✓ Technical Sales
- ✓ Product Training
- ✓ Demo Preparation
- ✓ Proof-of-Concept (PoC) Development
- ✓ Implementation Expertise





WHY COMPLETE DENODO TRAINING & CERTIFICATION?

By completing Denodo training & certification, you will:



YOUR PATH TO EXPERTISE

This guide provides the keys to unlock your expertise with Denodo, empower the professionals in your team, and drive client results. Whether you're a seasoned Denodo Partner, or new to the program, this guide will help you navigate the educational resources available to you.

Accessing Courses & Exams

Free

Unlimited Training
& Certification

Enjoy complimentary, on-demand training and certification for all partners (Registered, Foundation, Silver, Gold, and Platinum).



Access to complimentary training, certification, and discounts can be found on the [Denodo Partner Portal](#).

01

Log into the partner portal

02

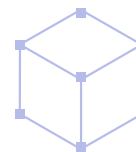
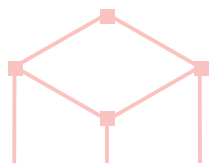
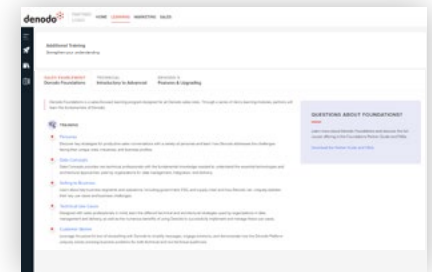
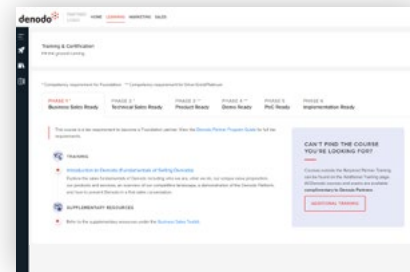
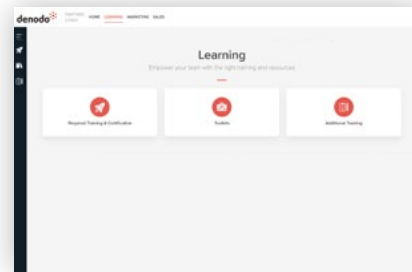
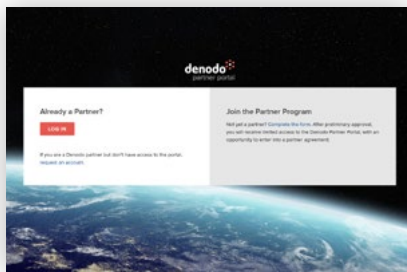
Navigate to the Learning page

03

Required Training & Certification:
Complete courses and exams included in the Partner Readiness Phases

04

Additional Training:
Explore all other courses in the Denodo catalog



Readiness Phases, Requirements & Milestones

The Denodo Partner Program consists of six distinct Readiness Phases serving as milestones to validate your expertise and strengthen your credibility in the industry. Reaching key Readiness Phases allows you to ascend in the program, receive richer benefits, and differentiate yourself amongst your peers.

01

BUSINESS SALES READY

(2.5 hours)

Understanding of who we are and what we offer, our market position, products and services, competitive landscape, and guidance on confidently presenting Denodo in sales conversations.

MILESTONE:

- ✓ Program Entry as Foundation Partner
- ✓ Increased Partner Fees
- ✓ Architect Associate Certification

03

PRODUCT READY

(25.5 hours)

Accomplished in the concepts for designing, developing, and deploying the Denodo Platform.

MILESTONE:

- ✓ Eligibility for Silver Partner Status
- ✓ Developer Associate Certification

05

POC READY

(22.5 hours)

Validated by Denodo in the best practices and methodologies to deliver comprehensive pilots or PoCs of the Denodo Platform.

MILESTONE:

- ✓ Administrator Associate Certification

02

TECHNICAL SALES READY

(13.5 hours)

Certified to present, compare, and recommend data management solutions, architectural patterns, and best practices for performance optimization, data services governance, scalability, and operation.

MILESTONE:

- ✓ Program Entry as Foundation Partner
- ✓ Increased Partner Fees
- ✓ Architect Associate Certification

04

DEMO READY

(5 hours)

Hands-on skills for delivering a professional demo with expert feedback from Denodo.

MILESTONE:

- ✓ Eligibility for Silver Partner Status

06

IMPLEMENTATION READY

(times vary for certification vs. experience-based pathway)

Expert in the implementation of Denodo use cases with Denodo oversight and advisory support.

MILESTONE:

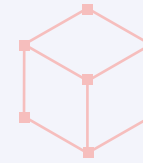
- ✓ Recommended for Denodo Service Projects
- ✓ Developer Professional Certification
- ✓ Administrator Professional Certification

01

BUSINESS SALES READY

Business Sales Ready explores the fundamentals of Denodo, including:

- Who we are and what we do
- Our unique value proposition
- Our products and services
- An overview of our competitive landscape
- A demonstration of the Denodo Platform
- How to present Denodo in a first sales conversation



TRAINING	SUPPLEMENTARY RESOURCES	⌚ TIME TO COMPLETE
■ Introduction to Denodo (1.5 hours) ■ Positioning Denodo (1 hour)	Business Sales Toolkit ■ Battlecards and messaging ■ Corporate slides ■ Customer success stories ■ Partner sales guides ■ ROI tools	■ 2.5 hours for on-demand training ■ Additional time as needed to review supplementary resources



Recommended Additional Training: [Customer Stories](#)

Did you know? Effective storytelling can lead to a 30% increase in conversion rates.

In this course, students will build a compelling library of Denodo customer stories that can be used at every stage of the sales process, to engage, persuade and inspire. Students will also learn how to craft and deliver those customer stories effectively, highlighting Denodo's value in real world scenarios.

TECHNICAL SALES READY

Technical Sales Ready covers architectural patterns and best practices for using the Denodo Platform. Students will learn how to architect a logical data management infrastructure to manage the different data workloads with the performance and reliability demanded by the consuming business applications.

Topics include:

- The role and position of the Denodo Platform within a broader information architecture
- Best practices for performance optimization
- Data services governance
- Scalability and operation
- Presenting the technical aspects of the Denodo Platform
- Explaining data management use patterns
- Discussing sizing and deployment models



TRAINING	CERTIFICATION	SUPPLEMENTARY RESOURCES	⌚ TIME TO COMPLETE
Logical Data Management for Architects (12 hours)	Denodo Platform 9 Certified Architect Associate ■ 35 multiple-choice questions ■ Passing score 72% ■ Download Exam Guide	Technical Sales Toolkit ■ Technical FAQs and checklists ■ Technical handbooks and manuals ■ Architectural diagrams Denodo Community - Architect Resources ■ Denodo Reference Architecture ■ Solutions and Use Cases ■ Learning Path for Architects	■ 12 hours for on-demand training ■ 1.5 hours for exam ■ Additional time as needed to review supplementary resources

Optional Upgrade: Professional Certification

Denodo Platform 9 Certified Architect Associates are invited to further their expertise with the: **Denodo Platform 9 Certified Architect Professional** level certification. These are intended for qualified data architects who have demonstrated expertise in logical data management deployments and are ready to successfully accomplish new projects.

PRODUCT READY

Product Ready provides the concepts and fundamentals for designing, developing, and deploying intelligent data delivery solutions with the Denodo Platform.

Topics include:

- Concepts, terminology and skills needed to develop your first data integration project using the Denodo Platform
- Best practices for implementing projects with the Denodo Platform
- Denodo Optimizer to maximize performance of queries sent by consumers
- Connecting from your application to the Denodo Platform for consuming data
- Define the vision of project management with the Denodo Platform and the roles involved in the project
- Discuss advanced configurations in the Denodo Platform views



TRAINING	CERTIFICATION	SUPPLEMENTARY RESOURCES	⌚ TIME TO COMPLETE
■ Implementing my First Logical Data Integration (6 hours) ■ Beyond Query Optimizer: A Journey into Query Optimization Excellence (6 hours) ■ Data Modeling with Denodo (2 hours) ■ Building API Services with Denodo (2 hours) ■ Advanced Features of Denodo Views (2 hours) ■ Data Discovery with Denodo Data Marketplace (2 hours) ■ Connecting to Denodo from My Application (2 hours) ■ Mechanisms for Persisting Data in Denodo (2 hours)	Denodo Platform 9 Certified Developer Associate ■ 40 multiple choice questions ■ Passing score 72% ■ Download Exam Guide	Denodo Community - Developer Resources ■ Connect, Combine, and Publish ■ Performance Optimization ■ Learning Path for Developers	■ 24 hours for on-demand training ■ 1.5 hours for exam ■ Additional time as needed to review enablement resources

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



Optional Certification: [AI SDK Certified Developer Associate](#)

The Denodo AI SDK Certified Developer Associate enables organizations using the Denodo AI SDK to identify highly qualified staff with the skills to accelerate the development of robust AI solutions by accessing and combining data across multiple sources, enabling teams to focus on innovation rather than integration.

04

DEMO READY

Demo Ready dives deep into the practical, hands-on skills for delivering an effective Demo on the Denodo Platform. In this phase, learners receive guidance on setup, delivery, and personalized feedback on their delivery of a demo.

Topics include:

- Setting up a demo
- How to demo the Denodo Platform
- Top FAQs and question handling
- Best practices for delivering a demo



Prerequisites: Product Ready Training (Developer certification not required)

TRAINING	ASSESSMENT	SUPPLEMENTARY RESOURCES	⌚ TIME TO COMPLETE
Delivering an Effective Demo - On-demand	Delivering an Effective Demo - Assessment ■ During this 1:1 session with a member of the Denodo Partner Channel Sales Engineering Team you will have the opportunity to ask questions, practice your skills, improve your delivery, and perfect your pitch ■ Demo Assessment Guide	Demo Toolkit ■ Pre-recorded demo ■ Virtual machine demo ■ Checklists/videos to deliver an effective demo	■ 2.5 hours for on-demand training ■ 1.5 hours for demo preparation ■ 1 hour for Demo Assessment ■ Additional time as needed to review supplementary resources, prepare a demo, etc.



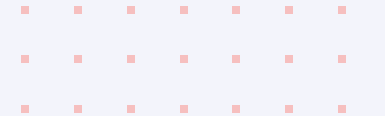
05

POC READY

PoC Ready covers the concepts needed to install, manage, and maintain Denodo Platform deployments.

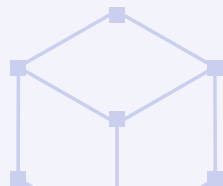
Topics include:

- Execution of all pre-PoC tasks
- Conducting a PoC and defending results against successful criteria
- Completing a Denodo Platform implementation across the full project lifecycle
- Optimizing performance, service levels, and customer satisfaction



Prerequisites: Product Ready Training

TRAINING	CERTIFICATION	SUPPLEMENTARY RESOURCES	TIME TO COMPLETE
■ Denodo Platform Installation (2 hours) ■ Denodo Project Management (2 hours) ■ Denodo Configuration and Maintenance (4 hours) ■ Denodo Security Deep-Dive (4 hours) ■ Task Scheduling with Denodo (2 hours) ■ Denodo Monitoring and Auditing (2 hours) ■ Concepts for Architecting a Denodo Deployment (3 hours) ■ Denodo Data Marketplace for Administrators (2 hours)	Denodo Platform 9 Certified Administrator Associate ■ 40 multiple choice questions ■ Passing score 72% ■ Download Exam Guide	PoC Toolkit ■ Templates/requirements to get started with a PoC ■ Methodology to implement a PoC ■ Checklists/videos to deliver a winning PoC ■ Sizing tools ■ RFI tools Denodo Community Administrator Resources ■ Infrastructure Implementation ■ Security Architecture ■ Operational Best Practices ■ Learning Path for Administrators	■ 21 hours for on-demand training ■ 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

Implementation Ready prepares learners to successfully implement a Denodo use case with Denodo oversight and support.

Topics include:

- Designing, developing, and deploying intelligent data delivery solutions with the Denodo Platform
- Install, manage, and maintain your Denodo deployments

Two Pathways to Implementation Ready:



1. CERTIFICATION PATHWAY



Prerequisites: Product Ready and PoC Ready Training

CERTIFICATION*

ADDITIONAL REQUIREMENTS

Denodo Platform 9 Certified Developer Professional

- 60 multiple choice questions
- Passing score 75%
- [Download Exam Guide](#)
- [Practice questions](#)

- [Technical Sales Ready](#)
- [Denodo Proposal Review for a Registered Opportunity](#)

Denodo Platform 9 Certified Administrator Professional

- 60 multiple choice questions
- Passing score 75%
- [Download Exam Guide](#)
- [Practice questions](#)



TIME TO COMPLETE

- Prerequisite Readiness Phases (Certification Pathway)
 - Product Ready Training: 24 hours
 - PoC Ready Training: 21 hours
- 2 hours for Certified Developer Professional Exam
- 2 hours for Certified Administrator Professional Exam
- Additional time as needed for preparation and approval of a Denodo Proposal Review

*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.

2. EXPERIENCE-BASED PATHWAY

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

*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.

SUPPLEMENTARY RESOURCES

Implementation Toolkit

- Data Virtualization Delivery Best Practices with Denodo
- Data Virtualization Housekeeping

Certificates & Credentials

Recognition is granted upon successful completion of training or certification. These are directly aligned with respective Architect, Developer, and Administrator roles.

	TRAINING COURSE	ASSOCIATE CERTIFICATION	PROFESSIONAL CERTIFICATION
Denodo Certificate	✓	✓	✓
Denodo Badge		✓	✓
Denodo Registry	✓	✓	✓

DENODO CERTIFIED ASSOCIATE BADGES



DENODO CERTIFIED PROFESSIONAL BADGES



[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.

Recognition of Previous Training & Certification



Looking to update your training and certification? We've got you covered!

The Denodo Partner Program recognizes partner training and certification on the two most recent versions of the Denodo Platform (i.e. Denodo Platform 9 and Denodo Platform 8). Partners are encouraged to update their credentials to the most recent version to maintain position and benefits within the program.

UPDATING DENODO PLATFORM 8 TRAINING & CERTIFICATION

Prior Training/Certification (Denodo 8)	Bridging Materials for Denodo 9 Certification	Target Certification (Readiness Phase)
■ Data Virtualization Architect 8 Training ■ Denodo Platform 8 Certified Architect Associate	Denodo Platform New Features (course)	Denodo Platform 9 Certified Architect Associate (Technical Sales Ready)
■ Denodo Platform 8 Training for Developers ■ Denodo Platform 8 Training for Administrators ■ Denodo Platform 8 Certified Developer ■ Denodo Platform 8 Certified Administrator Associate	Ready to Work with Denodo 9 (read article) Denodo Platform New Features (course)	Denodo Platform 9 Certified Developer Associate (Product Ready) Denodo Platform 9 Certified Administrator Associate (PoC Ready)
■ Denodo Platform 8 Certified Architect Associate/Professional ■ Denodo Platform 8 Certified Developer Associate/Professional ■ Denodo Platform 8 Certified Administrator Associate/Professional	Ready to Work with Denodo 9 (read article) Denodo Platform New Features (course) Denodo Embedded MPP based on Presto (course)	Denodo Platform 9 Certified Architect Professional Denodo Platform 9 Certified Developer Professional (Implementation Ready) Denodo Platform 9 Certified Administrator Professional

UPDATING DENODO PLATFORM 7 TRAINING & CERTIFICATION

Partners who have completed training and certification on Denodo Platform 7 or older versions will be required to take the full sequence of the latest version of training and certification in order to update their credentials. Please register for the latest versions through the [Denodo Partner Portal](#).

FAQs

Q. Why get certified?

- A.** 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.

Q. How much does the training cost?

- A.** On-demand training is free for Denodo Partners. You can register for all courses and exams directly from the [Denodo Partner Portal](#).

Q. Can I complete the training courses out-of-sequence?

- A.** We strongly recommend completing courses in the recommended sequence to help ensure you are adequately prepared and gained relevant prerequisite knowledge. You may be blocked from taking out-of-sequence courses.

Q. Am I expected to complete all phases in the Partner Training & Certification Guide?

- A.** No. Individuals may complete one or more phases relevant to their role. 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.

Q. How can I access instructor-led training?

- A.** Foundation, Silver, Gold, and Platinum partners have access to a 50% discount on live, instructor-led training. Registered Partners receive a 25% discount on live, instructor-led training. To access your discount, contact the [Denodo Partner Team](#) for a discount code to be applied at checkout.

Q. What is the impact if certified employees leave our organization?

- A.** 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.

Q. What if I don't pass the certification exam?

- A.** If you do not pass on the first attempt, you must wait 3 days 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.

Q. 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 the requirements of the Denodo Partner Program?

A. Every release of the Denodo Platform contains new features and capabilities. Given this, the Denodo Partner Program recognizes partner training and certification on the current and most recent preceding version of the Denodo Platform only (i.e. Denodo Platform 8 and Denodo Platform 9). Partners who have training prior to this, are encouraged to update their credentials to maintain their position and benefits within the program. You can update your certification to the most recent version by following the guidelines in the [Recognition of Training & Certification on Previous Versions of the Denodo Platform](#) section.

Q. There is a survey towards the end of the course. Is that mandatory?

A. Yes. The survey is mandatory to achieve course completion.

Q. I've completed training and certification, how do I get my certificate/badge?

A. You will receive your certificate/badge by email at the beginning of the month directly following successful completion of a course or exam. Your completed courses and exams can also be shared via the [Denodo Professional Certification Registry](#). Please allow a few days for the newly completed course to be displayed in the registry.

Q. Can we perform implementations if we are not Implementation Ready with Denodo?

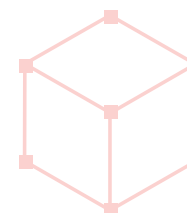
A. Implementation Ready is not required to deliver implementations with a customer. If you have the skills, knowledge, and relationship with the customer to successfully deliver an implementation, you may do so. However, Denodo provides guidance and recommendations to our customers and prospects, and we would only recommend (or endorse) those partners that have achieved Implementation Ready status.

Q. How can I access Denodo courses in languages other than English?

A. The on-demand version of Denodo courses from this guide support the following subtitles: English, Japanese, Chinese, Spanish, Italian, French, German, Portuguese, Korean, Arabic, Russian, Thai, and Vietnamese.

MORE TRAINING FAQS:
[Denodo On-Demand Training FAQ](#)

MORE CERTIFICATION FAQS:
[Denodo Certification FAQ](#)



Resources

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 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.

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 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 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.

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 with Denodo. Topic-based sessions are recorded and made available for on-demand replay.

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.

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.

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.

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 resources, Denodo website, Data Virtualization 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.

Roles (and Role-Based Training)

The Denodo Roles referenced in this guide are Architect, Developer and Administrator.

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.

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.

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For expert guidance in your training and certification journey, please contact partners@denodo.com.



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 | Email partners@denodo.com

