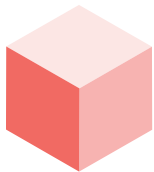


Denodo ISV Partner Program



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Program Overview

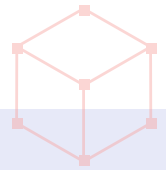


Welcome to the ISV Partner Program for software vendors and developers. Whether you're looking to develop industry-specific solutions, integrate with our platform, or want to join hands in a cosell relationship, you have opened the door to state-of-the-art technology, abundant resources, and collaborative assistance aimed at propelling your business forward and attaining joint success.

Partnering with Denodo offers you the opportunity to collaborate on joint co-sell technology solutions, develop Denodo integrations that undergo interoperability testing, and explore new go-to-market avenues through both new and existing customers. As an ISV partner, you'll enjoy an array of benefits, including technical guidance, co-marketing assistance, sales empowerment tools, and extensive collaboration for technical interoperability and integration to create joint solutions.

These guidelines serve as a cornerstone for our partnership, outlining the shared principles and expectations that will drive our collective success. Together, let's embark on a journey to unlock new opportunities, drive innovation, and shape the future of technology.

This program is right for your organization if you are looking to:



CREATE JOINT TECHNOLOGY SOLUTIONS

to foster a win-win-win scenario for you, Denodo, and our mutual customers.



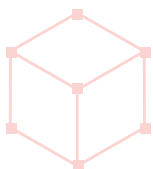
DEVELOP DENODO INTEGRATIONS

that undergo rigorous interoperability testing.

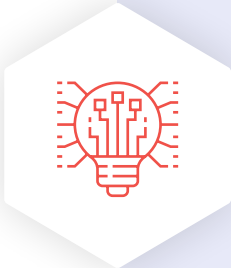
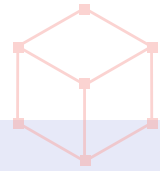


INNOVATE AND EXPLORE NEW GO-TO-MARKET STRATEGIES

with both new and existing customers.



Why Partner With Denodo?



CREATE JOINT CO-SELL TECHNOLOGY SOLUTIONS

- Rely on a unified partnership, ensuring seamless integration, ongoing support, and compatibility between our two solutions.
- Address customer's data management challenges more effectively, helping them achieve their business objectives with greater confidence.
- Gain access to new markets and industries, amplifying your product's visibility and reach.



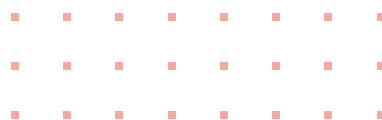
DEVELOP DENODO INTEGRATIONS

- Technical interoperability of our integrated solutions is backed by extensive load testing, rigorous quality assurance protocols, and thorough validation procedures.
- Comprehensive documentation, APIs, and development tools will streamline the integration process for you.
- Offer unique value propositions to customers, setting our solution apart from competitors and strengthening your competitive advantage.

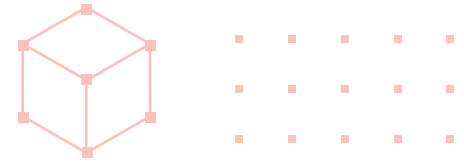


INNOVATE AND EXPLORE NEW GO-TO-MARKET OPPORTUNITIES

- Being associated with a reputable industry leader enhances the credibility and perceived value of your offering, attracting more attention from potential customers and partners.
- Leveraging our market presence allows you to tap into new customer segments and expand your reach significantly.
- Collaborative marketing campaigns, events, and promotional activities enable you to showcase your solutions to our customer base, driving demand and generating qualified leads.



Engagement Models



These Program Guidelines are for the following Engagement Model:



INDEPENDENT SOFTWARE VENDORS (ISVs)

and software developers engage in a co-build, co-sell and co-market model with Denodo to develop, market, and sell software solutions created by incorporating the hardware and software from multiple platforms.

Denodo also offers programs for these additional Engagement Models, and the corresponding guidelines can be provided upon request:



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 on their selecting software business solutions. This could include strategic advice, industry insights, or recommendations to help the business make an informed decision. They may or may not elect, or be eligible, to receive the partner fees associated with the program, instead acting as a liaison in the end-user acquisition process.



CLOUD SERVICE PROVIDERS (CSPs)

include Alibaba, Amazon Web Services (AWS), Microsoft Azure, Alibaba Group, Google Cloud Platform (GCP), and IBM Cloud amongst others. These providers 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.



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.



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.



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. SIs represent by far the largest fraction of Denodo partners. Global Systems Integrators (GSIs) are larger organizations, operating in 2+ geographies.



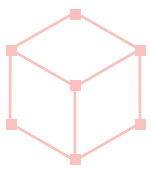
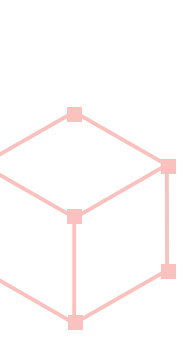
VALUE-ADDED DISTRIBUTORS (VADs)

engage with Denodo on a resell model, adding value to the distribution process beyond the basic logistics of delivering the Denodo Platform to the end-user. This includes technical expertise, product customization, training and education, marketing support, channel development, and licensing.



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.



Partner Onboarding Journey



EVALUATION AND SELECTION:

Initial contact to explore collaboration opportunities and assess factors such as market reach, technical proficiency, and alignment with company objectives.

1

PARTNERSHIP NEGOTIATION:

Discuss and finalize terms of the partnership agreement, including licensing, revenue sharing, and support services.

2

TECHNICAL INTEGRATION:

Share and create necessary documentation, architecture diagrams, and resources for integrating the Denodo Platform with your solution, coupled with on-demand training and certification to ensure smooth implementation.

3

TESTING AND VALIDATION:

Conduct thorough testing to ensure the integrated solution meets quality and performance standards.

4

MARKETING COLLABORATION:

Work together to develop marketing strategies and materials to effectively promote the integrated solution.

5

RELATIONSHIP MANAGEMENT:

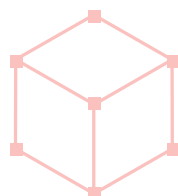
Maintain regular communication and support to foster a strong partnership and drive mutual success.

6

MEASURE SUCCESS:

Establish clear success metrics and regularly monitor performance against these metrics, to maximize the benefits of our partnership and drive sustainable growth and innovation.

7



Benefits & Requirements

BENEFITS

PROGRAM	PARTNER PORTAL ACCESS The primary resource hub for our partner community, offering sales and technical toolkits, onboarding journeys, training/certification, and live/on-demand engagement sessions covering market trends, product differentiators, and best practices.	✓
	ASSIGNED DENODO TEAM Dedicated team to manage the partnership to ensure there is support and expertise to facilitate success, accelerate growth, and drive innovation.	✓
MARKETING	FIND A PARTNER DIRECTORY LISTING Eligible partners may list their logo in the Denodo Find a Partner directory.	✓
	ACCESS TO END-USER MARKETING TOOLS Amplify your marketing efforts, reach new customers, and drive business growth through our self-service marketing tools. Opportunities for press releases, events, customer reference stories, reference architecture diagrams, or joint campaigns are also available to enhance and expand the partnership.	✓
SALES	EARN PARTNER FEES Partners can earn fees for partner-sourced opportunities according to the guidelines in their Denodo Technology Partner Agreement. Those who earn fees have the option to receive their remuneration as MDF for equivalent value.	✓
COMPETENCY	TRAINING AND CERTIFICATION Unlimited access to free on-demand training and certification, with a 50% discount on instructor-led training.	✓
TECHNICAL	PARTNER SERVER LICENSE Access to a Denodo Partner Server License for training, demos, testing, and showcasing solutions to customers. This license is intended for non-production use on partner systems.	✓
	ACCESS TO SUPPORT Access to Support to help meet your business and operational needs to address any issues or challenges that arise during the integration process or after the solution has been deployed.	✓
	TECHNICAL INTEGRATION SUPPORT Guidance to help you successfully integrate the Denodo Platform with your product or solution, ensuring a smooth and efficient integration process and ultimately delivering value to end customers.	✓

REQUIREMENTS

Partner Agreement	✓
Designated Resource to Support Partnership	✓
Joint Solution Brief	✓
'Product Ready' Trained and Certified	✓
Technical Validation	✓

Membership Period & Contract Renewal

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 and effective date will be formally communicated. Membership periods are concurrent to the calendar year for purposes of requirements. Benefits are not retroactive.

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 ISV 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.





Working together to make you **stronger**.

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



Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

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