



EDB GlobalConnect Partner Program Partner Brief

Postgres is more than just database technology. It's a movement built on a commitment to accelerate innovation. EDB has established itself as a leading technology company to help enterprises realize the potential and value of EDB Postgres AI in their businesses.

At EDB, we recognize and celebrate partners who show industry expertise and a proven track record. **Our program is designed to be simple – Partners are eligible for benefits to elevate their value and differentiation in the market and to increase their profitability.**



Invest

in Partners who are dedicated to representing and leading their DBMS offering with EDB Postgres AI solutions



Enable

Partners with the knowledge, resources and incentives to drive increased profitability and successfully sell EDB Postgres AI solutions



Reward

Partners who invest the time to learn about EDB Postgres AI solutions and actively engage in developing and closing new and existing customer opportunities

Top 3 Reasons to Partner with EDB



Market Leadership & Innovation

- Leading global provider of Postgres
- 1,500+ customers
- 70+ of Fortune 500
- Postgres community leadership
- #1 contributor to Postgres project
- 20+ years of innovation



Growth Opportunity & Profitability

- Capitalize on the rapidly growing Postgres market
- Benefit from additional revenue streams through upsell, cross-sell, services and consultancy revenue
- Offer in-demand products with generous margins and discount rewards



Best-in-Class Expertise & Support

- FREE Training and Enablement
- Sales & Marketing tools and resources to set you up for success, including joint marketing activity to build pipeline
- Access to wider EDB teams with extensive Postgres expertise

Program Requirements and Benefits

Our GlobalConnect Partner Program is designed to offer Partners the tools and resources to grow their business and develop their Postgres practice with EDB. As long as you fulfill the Program requirements, you will benefit from an exclusive mix of financial and non-financial rewards.



Program Requirements

Signed Partner Program Agreement	✓
Sales Training & Certification	✓
Technical Certification - Essential	✓
Technical Certification - Advanced	Optional
Agree Joint GTM Plan	✓
Agree Revenue Targets (New ARR)	✓

Want to learn more?

Email partner.inquiry@enterprisedb.com
 Visit enterprisedb.com/partners

NOTE: Only Partners who have signed the new EDB Partner Agreement effective June 16, 2024 are eligible for these Program Benefits. Partners are expected to work in collaboration with EDB to fulfill the Program Requirements.

General Benefits	
Co-Selling Materials	✓
Press Release	✓
Visibility on EDB Partner Finder	✓

Product & Solutions	
Technical Resource Library	✓
Access & Product Usage	✓
Access to EDB Solution Engineer	✓

Training & Enablement Benefits	
Free Access to Training Library	✓
Technical & Sales Webinars & Workshops	✓
Partner Portal	✓

Marketing Benefits	
Access to Marketing Campaigns & Content	✓
Joint Marketing Funds	✓
Partner Program Logo	✓

Sales Benefits	
Direct Access to EDB Account Managers	✓
Lead Allocation	✓
Priority Renewals	✓

About EDB Postgres AI

EnterpriseDB (EDB) provides a data and AI platform leveraging Postgres for transactional, analytical, and AI workloads across any cloud. Serving 1,500+ customers globally, EDB supports major industries and contributes to the PostgreSQL community. EDB ensures high availability, security, compliance, and observability, helping enterprises modernize and scale efficiently.