DISTRIBUTOR PARTNER PROGRAM GUIDE 2024

A compelling and robust partner program is needed to fuel EDB's next phase of growth

For Partners

A compelling program we want to be a part of that is easy to use that **facilitates growth**

For EDB

A comprehensive program built on a robust platform that all partners may leverage throughout [or during parts of] their journey that **facilitates growth**

Introduction

## Welcome to the EDB GlobalConnect Partner Program!

With PostgreSQL popularity continuing to rise worldwide, EDB looks forward to partnering with you to provide your customers and prospects with the products, services and support needed to boost innovation and accelerate business.

The partner program offered by EDB is the key to a successful relationship between you, your market, and EDB. The core element of the EDB go-to-market growth plan is our partners, and by using this guide, you and your EDB teams can work together to achieve mutual success.

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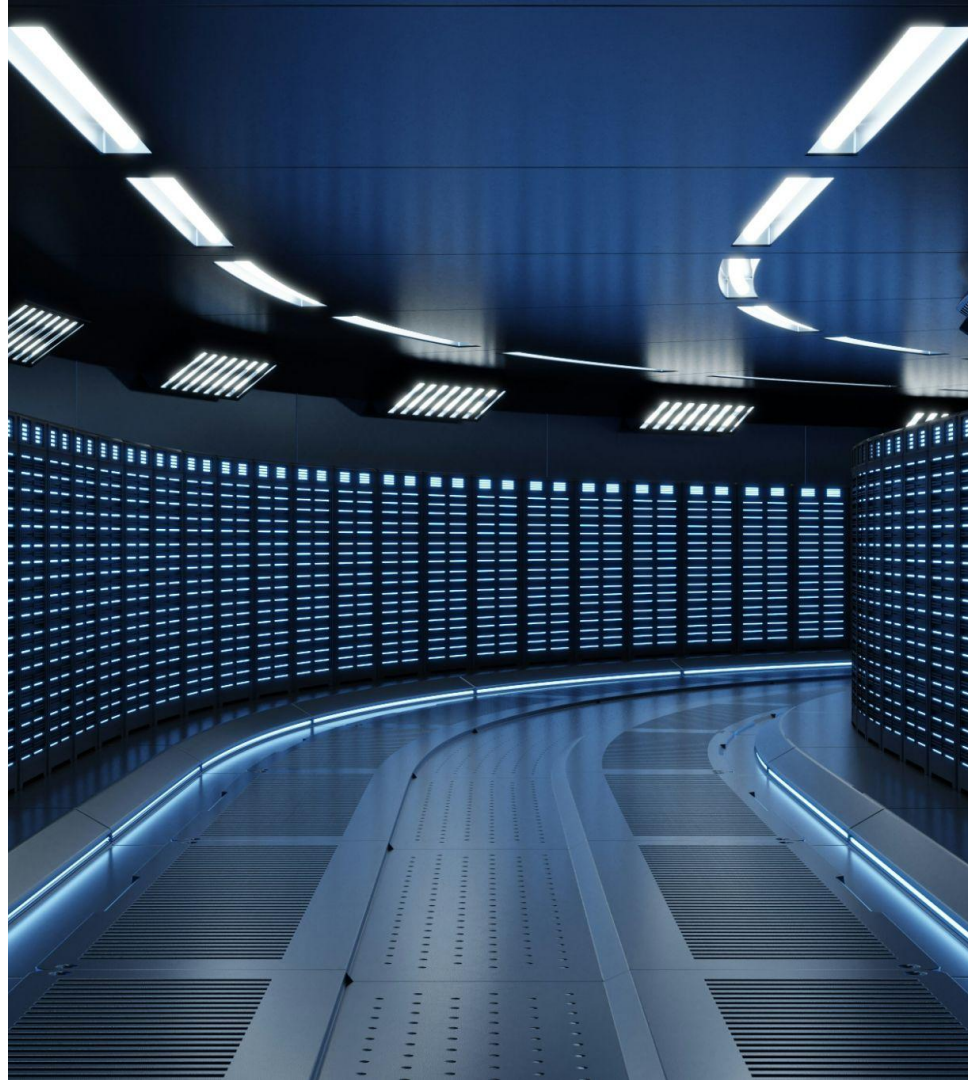
PROGRAM OVERVIEW

GlobalConnect

Partner Program Overview

EDB's GlobalConnect Partner Program is designed to offer you the tools and resources to grow your business and develop your PostgreSQL practice with EDB. The program provides opportunities to develop your expertise and increase your capability to sell and deliver EDB solutions.

Dedicated Sales & Marketing Team

Training & Certification

Secure Deal Registration

Profitable Programs

Sales Model and Program Membership

EDB business is processed through a two-tier distribution model. Partners must purchase from authorized distributors for the relevant Territory, or if consented to by EDB, may purchase from the EDB entity servicing the Territory. EnterpriseDB does not control authorized distributor pricing or discounts. The EDB price list and discounts are only suggested to authorized distributors, but apply to Partner purchases from EDB entities.

PROGRAM BENEFITS

Program Benefits

As an EDB Partner you will receive marketing, sales and training benefits specifically designed to help you with the marketing and selling of EDB products and services.

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	✔

Partner Discounts - Distributor

The EDB price list is located on EDB's Showpad portal and EDB discounts are available upon request from your Partner Account Representative (PAE).

EDB SUBSCRIPTION PLANS

EDB Postgres AI Cloud Service

Benefit	PostgreSQL	EDB Postgres Extended Server	EDB Postgres Advanced Server (EPAS)	EPAS with Distributed High Availability (PGD)	EDB Postgres Extended Server with PGD
Fully Managed Service	✔	✔	✔	✔	✔
24/7 Technical Support	✔	✔	✔	✔	✔
Available on CSPs	✔	✔	✔	✔	✔
Use of Cloud Account	✔	✔	✔	✔	✔
Open Source PostgreSQL	✔	✔	✔	✔	✔
Open Source Tools	✔	✔	✔	✔	✔
Automatic Backups	✔	✔	✔	✔	✔
Multiple High Availability Options	✔		✔		
EDB Tools		✔	✔	✔	✔
EDB Postgres Extensions		✔	✔	✔	✔
Distributed High Availability				✔	✔
Add-On	Remote DBA Services	Remote DBA Services	Remote DBA Services	Remote DBA Services	Remote DBA Services

Link to Details

Self-Managed Postgres Plans

Benefit	EDB Community 360 Plan	EDB Standard Plan	EDB Enterprise Plan
Open Source PostgreSQL	✔	✔	✔
CloudNativePG	✔	✔	✔
Open Source Tools	✔	✔	✔
EDB Postgres Extended Server		✔	✔
EDB Postgres for Kubernetes		✔	✔
EDB Tools		✔	✔
Transparent Data Encryption (TDE)		✔	✔
EDB Postgres Advanced Server (EPAS)			✔
Oracle Compatibility			✔
Bundled Support Options	Production | Premium	Basic | Production | Premium	Basic | Production | Premium
Add-Ons	Remote DBA Services Monitor Only	Remote DBA Services EDB Postgres Distributed	Remote DBA Services EDB Postgres Distributed

Link to Details

PROGRAM REQUIREMENTS & GTM

Program Requirements

As an EDB Partner we work together to agree our Joint GTM Strategy.

To fulfill the GTM motion, it is imperative to follow the requirements of the Partner Program. These are the key milestones that will determine the progression of GTM and form a smooth development towards achieving the Partnership objectives.

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

SUPPORT & SERVICES

EDB Support

About EDB Support

As valuable team members and pursuant to your agreement, Partners have access to EDB Support 24/7. EDB is committed to delivering high-quality Support that you and our mutual customers can depend on relative to their entitlements.

EDB authorized resellers are responsible for providing EDB Support to their customers (Levels 1 - 3) and shall be directly responsible for their Level 1 & 2 Support. EDB shall provide Level 3 Support to authorized resellers to enable them to provide Level 3 Support to their customers. You may assist authorized resellers with their EDB Support inquiries.

EDB Support (cont.)

About EDB Support

"Level 1 Support" means the tier of support for customers which applies to installation, configuration and licensing of the Products, such as the following tasks: verify that all necessary hardware and software requirements are fulfilled, assist in the execution of installation programs, perform licensing tasks to issue the correct number of licenses for an installation, provide assistance to install the database and other EnterpriseDB tools, provide the necessary support to achieve basic product functionality as described in the Documentation and general assistance that would be expected from a typical help desk.

"Level 2 Support" means the tier of support for customers, which applies to problems or questions related to the core functionality of the Products. Problems at this level are generally reproducible by a support engineer. Many solutions will be repeat solutions, possibly available in FAQ documents or a technical knowledgebase, such as the following tasks: determine if the reported problem described applies to the supported Product, attempt to duplicate the reported behavior, obtain source code or other application components developed by the Partner or the customer, if necessary and attempt to provide a fix or a workaround to the problem.

"Level 3 Partner Support" means the tier of support requiring the EnterpriseDB knowledge base.

Accessing EDB Support

Support Portal

Use the EDB Support Portal to optimize case creation, minimize response time, and provide instant visibility to your entire team.

Email

Support is always an email away. You can reach us at techsupport@enterprisedb.com.

Phone

Call our 24/7 Support lines.

+ 1-800-235-5891 (US Only)

+1-732-331-1320 (US)

+44-203-371-9820 (UK)

000-800-050-3922 (India Only)

Thank You!