

PARTNER TO LEAD THE WAY IN BIG DATA

Partners are key to Attivio's go to market strategy and the company is structured to fully support partner initiatives. In the past year channel revenues made up nearly 50% of the company's new sales. Increasingly, subject matter expertise is critical for the development and implementation of analytic driven solutions. Attivio's partners leverage their areas of subject matter expertise and develop business outcome focused solutions that utilize Attivio's software. Our mutual customers benefit from this combination of technology and domain expertise.

Attivio offers four partnership categories with corresponding levels of support, resources, and commitment: Resellers, Consulting Services Partners, Technology Partners, and OEMs

Resellers

As a reseller, you sell, design and deploy Attivio-based big data and analytics solutions. Your team is made up of architects and engineers trained to implement Attivio products and solutions for your clients.

Resellers have great cross sell and upsell opportunities, with competitive margin and joint lead generation. You'll have access to a range of sales and marketing material, in addition to technical training through Attivio University Online courseware training.

Consulting Services Partners

Rapid time to value on big data projects can be a major differentiator. By combining your technical expertise in big data, business intelligence, data integration, and enterprise information management with Attivio's products and solutions, you provide your customers with immediate visibility into all their data.

As an Attivio Consulting Services Partner you can register your deals and earn referral fees. Access to the Partner Portal provides sales and marketing materials and joint marketing activities help you market your expertise in Big Data and Attivio technologies. Consulting Partners also have access to Attivio University online courseware training.

Technology Partners

Our Technology Partners develop and sell products that complement Attivio's offerings. We partner with some of the largest, fast-growing technology vendors in the big data market. Together we collaborate on mutual customer opportunities and support clients and partners as they implement joint solutions.

Attivio Technology Partners have access to deal registration and joint marketing activities such as advertising, tradeshows, webcasts. You also have the opportunity to participate in joint customer or prospect executive briefings. Technology Partners also receive full access to Attivio University online courseware training.

OEM Partners

The build vs. buy debate is ongoing, but one thing we know for sure is that when our OEM partners embed the Attivio platform into their Big Data applications, product development and time-to-market are greatly accelerated. With a proven track record as an OEM provider, we understand that enablement and support are keys to a successful partnership.

As an OEM Partner, you receive a dedicated engineering resource and partner manager. You'll participate in joint marketing activities and have access to Attivio University for technical training.

Partner Program Benefits

Partner Program Benefits	Reseller Partner		Technology Partner	Consulting Services Partner	OEM
	Premier	Associate			
Business Planning and Strategy					
Business Planning	•	•	•		•
Quarterly Business Review	•		•		•
Executive sponsorship	•		•		•
Incentives					
Resell Margin (discount off Attivio's then-current list price)	30%	25%			
Deal registration	•	•		•	
Referral fees	Up to 10%	Up to 10%		Up to 10%	
Marketing Resources					
Access to the Partner Portal for product, sales, and marketing materials	•	•	•	•	•
Marketing campaign materials/templates	•	•	•	•	
Attivio authorized/certified logo and branding materials	•	•	•	•	•
Co-Branded Collateral *	•		•		
Participation in "Invitation Only" events	•		•		Discretionary
Market Development Funds Eligibility *	•				Discretionary
Joint-promotional marketing activities such as tradeshow, advertising, seminars, webcasts, etc.	•		•		•
Sponsorship opportunities at Customer Conference	•	•	•	•	•
Exposure in Attivio success stories and press releases	•	•	•	•	•
Customer eNewsletter	•	•	•	•	•
Partner Logo on Attivio's website	•	•	•	•	•
Partner Profile on Attivio's website	•		•		•
Sales Resources					
Leads provided from Attivio-generated marketing programs	•				
Assistance Building (Proof of Value) POVs	•	•		•	
Joint Executive Briefing Sessions with Prospects and Customers	•		•		
Dedicated Partner Engineering Resource	•				•
Professional Services					
SOW Review (fee based) discount off Attivio PS Standard Rates	15%	10%		15%	
Best-Practices Partner Workshops	•				•
Communications					
Assigned Partner Account Manager	•			•	•
Access to Attivio Learning Management System	•	•	•	•	•
Technical Enablement					
Attivio University On-line courseware training					
- Solution Design Training held via WebEx meeting online	•	•	•	•	•
- Integrator Training held via WebEx meeting online	•	•	•	•	•
Access to Attivio Technical Support via Jira	•	•	•	•	•
On-line repository of technical tools and free access to technical community, Attivio Answers	•	•	•	•	•

* Benefit applied at the discretion of Attivio ** Fees or sponsorship may apply/be required

What our Partners Have to Say



"In the life sciences industry, leveraging a complete view of clinical trial information is critical. Attivio helps us transform R&D productivity, better predict experimental success and expedite analysis of trial information for our customers."

Karen Madden,
President, Informatics



"Attivio's Semantic Data Catalog helps our customers understand all the information stored in Hadoop, with the right security and governance. Together we help organizations more effectively break down information silos and unify the information stored in legacy data platforms."

Matthew Morgan,
VP Product Marketing & Alliances at Hortonworks.



"Attivio provides an important complement to Cloudera Enterprise, with the ability to quickly find and unify data. Together we help organizations get more value from their information, by offering agile data management solutions that power ad hoc analytics."

Tim Stevens,
VP Corporate and Business Development