



Partner Program Guide

Partnering for Success

DATASTAX DELIVERS

DataStax delivers the only active everywhere hybrid cloud database built on Apache Cassandra™: DataStax Enterprise and DataStax Distribution of Apache Cassandra, a production-certified, 100% open source compatible distribution of Cassandra with expert support. The foundation for contextual, always-on, real-time, distributed applications at scale, DataStax makes it easy for enterprises to seamlessly build and deploy modern hybrid cloud applications. DataStax also offers DataStax Managed Services, a fully managed, white-glove service with guaranteed uptime, end-to-end security, and 24x7x365 lights-out management provided by experts at handling enterprise applications at cloud scale.

More than 400 of the world's leading brands like Capital One, Cisco, Comcast, Delta Airlines, eBay, Macy's, McDonald's, Safeway, Sony, and Walmart use DataStax to build modern applications that can work across any cloud. For more information, visit www.DataStax.com and follow us on Twitter [@DataStax](https://twitter.com/DataStax).

DATASTAX PARTNER PROGRAM OVERVIEW

The DataStax Partner Network is comprised of the best partners in the industry who represent, sell, implement, service, and support DataStax.

- ✓ DataStax drives the majority of revenue through subscriptions; this creates an enormous amount of opportunities for our partners
- ✓ By joining the DataStax Partner Network, you gain access to sales, marketing, and technical resources that will help you accelerate key partner opportunities and engagements.

Steps to Success

DataStax is committed to fostering joint success by enabling our partners to profitably accelerate the cloud journeys of customers in every industry and sector.

Getting started with DataStax is easy. Our program is focused around three elements needed for your success:

Learn — Gain sales and pre-sales expertise to help with opportunity identification and resell, as well as a variety of technical certifications to suit the requirements of your customers.

Market — Create awareness and generate demand with marketing services, resources, and programs

Sell — Capture opportunities and get rewarded for your sales and referrals

PARTNER CATEGORIES

The DataStax Partner Network is comprised of the following partner categories:

PARTNER CATEGORIES	VALUE-ADD	COMMERCIAL MODEL
Consulting & Services Systems Integrators, Solutions Providers	Accelerate DataStax sales and delivery through services delivery and solutions	<ul style="list-style-type: none"> ➊ Refer ➋ Resell
Services Delivery Boutique Consultancies, Training Firms, Professional Services Providers	Accelerate DataStax customer success through implementation, training, and expertise	<ul style="list-style-type: none"> ➊ Services Subcontracting
OEM ISVs, Manufacturers, Application Providers	Embed or integrate DataStax into a partner product for delivery as a combined product to an end customer	<ul style="list-style-type: none"> ➊ OEM
Cloud Infrastructure as a Service (IaaS), Platform as a Service (PaaS)	Optimize infrastructure and platform as a deployment / solution vehicle	<ul style="list-style-type: none"> ➊ Refer ➋ Resell
Commercial SW Applications, BI/Reporting, Application Frameworks, Development Tools, ETL/Data Integration, Security, Servers, Storage, Network Partners	Augment DataStax with complementary technologies with certified DataStax certification or deliver DataStax on hardware solutions	<ul style="list-style-type: none"> ➊ Refer ➋ Resell

Commercial Model Definitions

The DataStax Partner Network is comprised of the following partner categories:

Refer

Sharing your connections and helping us all to be successful, our referral model means that you can be rewarded even if you do not transact the opportunity. We are committed to ensuring that you receive reward in this important part of our partnership.

Resell

With your experience in connecting both product and end users, the resell model combines our product and your transactional and delivery know-how to add value to a sale.

Service Subcontracting

Assisting DataStax to make our customers successful through formal training programs, implementation, and service delivery projects is paramount. Serving to extend the DataStax bench strength and help DataStax augment its service delivery and training staff through a subcontract mechanism is the critical aspect to service delivery partners.

OEM

Developing a solution sale is crucial in the OEM model. By using your valuable product set combined with the DataStax product, an end-to-end solution is built to deepen the reach you have with your end users.

PARTNER PROGRAM REQUIREMENTS

Program requirements are intended to preserve the integrity of the DataStax Partner Network. Acceptance into the DataStax Partner Network is based on partner viability, presence in the market, joint value proposition, solution fit, customer need, and level of partner commitment.

The DataStax Partner Program is composed of two partnership levels: Alliance and Premier.

Partners enter the DataStax Partner Network as an Alliance partner, and then move into the Premier level after the relationship has matured. Premier partners have gone the extra mile to align with our core values of enablement, advocacy, and technology best practice. A Premier partner receives enhanced benefits. The requirements for admittance to the Premier level are at the discretion of DataStax and serve as an indication of the level of commitment that would be required.

PARTNER CATEGORY REQUIREMENTS	ALLIANCE	PREMIER ¹
Consulting & Services		
Executed DSPN agreement	✓	✓
Onboarding session ²	✓	✓
Promote DataStax partnership (as agreed) – e.g. webinars, newsletters, partner directory	✓	✓
Promote DataStax Enterprise and DataStax Distribution of Apache Cassandra	✓	✓
Certified technical staff (Training & Consulting Delivery)		✓
Trained sales staff and technical pre-sales staff	✓	✓
Joint business plan ³		✓
Services Delivery		
Executed DSPN and master services agreement	✓	✓
Onboarding session ²	✓	✓
Promote DataStax partnership	✓	✓
Certified technical staff (Training & Consulting Delivery)	✓	✓
Trained sales staff and technical pre-sales staff		✓
Joint business plan		✓
OEM		
Executed DSPN agreement	✓	✓
Onboarding session ²	Optional	Optional
Embed DataStax Enterprise or DataStax Distribution of Apache Cassandra	✓	✓
Trained developers	✓	✓
Trained support staff	✓	✓
Quarterly business review and quarterly audit/royalty reports		✓
Cloud		
Executed DSPN agreement	✓	✓
Onboarding session ²	✓	✓
Promote DataStax partnership (as agreed) – e.g. webinars, newsletters, partner directory	✓	✓
Product integration & deployment best practices	✓	✓
Reference architecture		✓
Customer reference / case study		✓
Technology		
Executed DSPN agreement	✓	✓
Solution integration & validation	✓	✓
Certification of integrated solution grand by DataStax	✓	✓
Reference DataStax and solution on external website	✓	✓
Solution architecture blueprint	Partner-led	✓
Solution configuration guide	Partner-led	✓
Relevant figures of merit from test results	Partner-led	✓
Customer-ready solution overview presentation	✓	✓
Solution pre-sales technical training package		✓

¹Premier level entitlement is granted by invitation only

²From time of acceptance into the DataStax Partner Network, partners have sixty (60) days to attend an Onboarding Session to gain a better understanding of our technology, industry, and market position.

³Joint periodic business plans focused on marketing and sales outcomes are required to help ensure alignment around opportunities and resources. This includes joint promotion of our partnership (e.g. joint press releases, industry analyst briefings, joint solution demonstration, joint customer case studies)

PARTNER BENEFITS

To protect partner investment in DataStax, only registered program partners who have completed the onboarding session have full access to the following program benefits:

CATEGORY BENEFITS	ALLIANCE	PREMIER ¹
Sales		
Sales tools and resources	✓	✓
Joint account planning		✓
Sales referral program	✓	✓
Sales reseller program	✓	✓
Online sales training	✓	✓
Onsite sales training (instructor-led)		✓
Strategic business development plan		✓
Marketing		
Marketing collateral and resources	✓	✓
Joint press releases		✓
DataStax logo usage	✓	✓
Joint uses cases / success story	Optional	✓
Partner directory listing ⁴	✓	✓
Joint customer webinars	Optional	✓
Market development funds (MDF)		By invitation
Joint marketing campaign planning		By invitation
Technical		
Online technical training ⁵	✓	✓
Onsite technical training (instructor-led) ⁵		✓
Solution self-certification program ⁵	✓	
Solution certification collaboration and support ⁵		✓
Product planning participation ⁵		✓

⁴Partners must complete prerequisites before their respective company logo and summary is included in the Partner Directory on the DataStax website.

Prerequisites sorted by partner category are listed in the table below.

⁵Only available to technical partners after completing program requirements.

PARTNER DIRECTORY PREREQUISITES

PARTNER CATEGORY	PREREQUISITE
Consulting & Services	Attend partner onboarding session
Services Delivery	Service delivery certification completed
Cloud	<ul style="list-style-type: none"> 1 Attend partner onboarding session 2 Partner platform validation completion 3 1+ opportunities identified
Technology	<ul style="list-style-type: none"> 1 Attend partner onboarding session 2 Completed battlecard 3 Depending on integration requirements <ul style="list-style-type: none"> • Approved integration validation OR • 1+ opportunities identified

ABOUT DATASTAX

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