

Action Partner Program

Accelerate Your Business with the Action Partner Program







Action's unique combination of data management, integration and analytics solutions, deep customer and industry experience and cutting-edge engineering is perfectly suited to help partners become essential players in their customers' digital transformations.

Participation in the Action Partner Program offers industry leading solutions and competitive pricing, an all-inclusive set of sales tools and marketing resources and a comprehensive support package, to help you grow your business.

Program Benefits

	Referral Partner	Silver Partner	Gold Partner	Authorized Distributor	
Sales	Executive Sponsor		Yes	Yes	
	Dedicated Account Team		Yes	Yes	
	Joint Sales		Yes	Yes	
	Sales Incentives		By Proposal	By Proposal	By Proposal
	Contracted Discounts		Yes	Yes	Yes
	Lead Referral	Yes	Yes	Yes	Yes
	Deal Registration		Yes	Yes	Yes
Marketing	Partner Level Logo		Yes	Yes	
	Marketing Program Support		Yes	Yes	
	Co-Branded Marketing		Yes	Yes	
	Joint Marketing Events		Yes	Yes	
	Access to Marketing Funds (MDF)		By Proposal	By Proposal	By Proposal
	Participation on Partner Website		Yes	Yes	Yes
	Access to Marketing Materials	Yes	Yes	Yes	Yes
	Partner Newsletter	Yes	Yes	Yes	Yes
	Partner Portal Access		Yes	Yes	Yes
	Display in Partner Locator			Yes	Yes
	Joint Press Release/Partner Spotlight			Yes	Yes
	Video Case Study			Yes	Yes
Dedicated Marketing Manager			Yes	Yes	
Support	Eligible for Seat on Roadmap Council			Yes	Yes
	Eligible for Customer Support		Yes	Yes	Yes
	Access to Partner Support Portal		Yes	Yes	Yes
	Technical Certification Training*		Yes	Yes	Yes
	24/7 Tech Support	Yes	Yes	Yes	Yes
	Online Sales Training	Yes	Yes	Yes	Yes
	Quarterly Partner Cast	Yes	Yes	Yes	Yes

Program Requirements

				
 Sales	Deal Registration	Yes	Yes	Yes
	Minimum Annual Revenue Targets	Yes	Yes	Yes
	Professional Services Staff	Optional	Yes	Optional
	Joint Business Planning	Optional	Yes	Yes
	Business Reviews and Forecasting	Yes	Yes	Yes
	Marketing Performance Reporting	Yes	Yes	Yes
	Signed Business Partner Contract	Yes	Yes	Yes
	Actian Logo on Partner Website	Yes	Yes	Yes
 Support	Certified Sales	1	2	1
	Certified Sales Engineer	1	2	2
	Certified Services Engineer	Optional	1	1
	Certified Trainer		Optional	Optional

Our mission

To deliver data management, integration and analytics solutions to power the next shift in computing around hybrid data

We know data

20+ year pedigree in Data Management, Integration & Analytics

We are successful, proven and diversified

Over 10,000 customers. Independent entity owned by HCL Technologies & Sumeru Equity Partners

We are global

Offices in 15+ Countries, 7x24 multinational support, Cloud, SME and Enterprise solutions with Enterprise-class and OEM business model support

We innovate

World's fastest cloud data warehouse, world's first native hybrid transactional and analytics database, industry leading embedded IoT database, dozens of industry patents and more

Interested in partnering with Actian?

Sign up at <https://www.actian.com/lp/become-a-partner/> or [contact us](#) to discuss our joint future.



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