

# Action Partner Program

## Accelerate Your Business with the Actian Partner Program

Actian’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 Actian 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








Sales

	ACTIAN Referral Partner	ACTIAN Silver Partner	ACTIAN Gold Partner	ACTIAN Authorized Distributor
Executive Sponsor			Yes	Yes
Dedicated Account Team		Yes	Yes	Yes
Joint Sales		Yes	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	Yes
Marketing Program Support		Yes	Yes	Yes
Co-Branded Marketing		Yes	Yes	Yes
Joint Marketing Events		Yes	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



	ACTIAN Referral Partner	ACTIAN Silver Partner	ACTIAN Gold Partner	ACTIAN Authorized Distributor
Deal Registration	Yes	Yes	Yes	Yes
Minimum Annual Revenue Targets	Yes	Yes	Yes	Yes
Professional Services Staff	Optional	Yes	Yes	Optional
Joint Business Planning	Optional	Yes	Yes	Yes
Business Reviews and Forecasting	Yes	Yes	Yes	Yes
Marketing Performance Reporting	Yes	Yes	Yes	Yes
Signed Business Partner Contract	Yes	Yes	Yes	Yes
Actian Logo on Partner Website	Yes	Yes	Yes	Yes

## 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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