

D E L P H I X

2018

Global Partner Program

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Partners are integral to Delphix's overall success in delivering a superior customer experience. Field engagement between Delphix and our partners is core to building long-term relationships to win customers and deliver value.

Delphix: The Leader in DataOps

Delphix is at the forefront of the Data Ops movement to eliminate data friction that inhibits the free flow of data and slows business. The Delphix Dynamic Data Platform allows data to be securely delivered to every stakeholder, across on-premise, cloud & hybrid environments, at the speed required to enable rapid development and delivery of applications and solutions. The data platform uniquely delivers easy, self-service access to data through personal virtualized data environments also known as *data pods*.

WITH DELPHIX, ENTERPRISE DATA IS NOW:



FAST

Data is provisioned where it is needed in minutes instead of hours, days, or months to enable IT transformation



SECURE

Sensitive data is secured in adherence with security policies to ensure regulatory compliance.



EVERYWHERE

Data is moved and managed seamlessly between source and target environments - whether on-premises, cloud, or hybrid - quickly and securely, plus, provisioned where required.

“Partners are the backbone of our business. Due to the recent technology announcements with Microsoft & AWS, it is even more important that we have strong partners with a business in cloud.”

Chris Cook
CEO, Delphix

“Delphix is a great company that has great people. But in order to scale and meet the growing needs of our customer base, we also need great partners. Those partners that invest in Delphix solutions and technology are part of my sales team. Together, we are stronger and can meet the growing needs of our customers.”

Tony Orlando
SVP WW Sales and Alliances,
Delphix

Delphix: The Value of Partnership

Delphix offers partners the best tools and support needed to jointly capture the opportunity in the fast growing market of DataOps. Through deal registration programs, joint marketing and account planning, Delphix strives to maximize our partners' and customers' success. We have a comprehensive worldwide program structured to support the different types and tiers of partners globally: Advisory, Consulting, ISV, Resellers, and Technology.

The program helps to strengthen our partnerships through collaborative agreements of value proposition, overall business objectives, technical value-add and a proactive approach to business planning and target revenue initiatives.

Delphix Partner Program Tiers

Delphix provides partners the ability to excel in a designated achievement level. The program uses a four-tier system to fit the needs of all partners and promote higher levels of participation. Partners may move to a higher level of partnership by meeting guidelines in a designated period of time. The partnership levels are:

TECHNOLOGY PARTNER

The Technology Partner tier allows partners that have integrations with Delphix to join the program. Partners at this level are required to meet minimum program guidelines to establish an ongoing relationship with Delphix. This level is by invitation only.

PROFESSIONAL PARTNER

The Professional Partner level is for partners that have committed partnerships with Delphix and are building a sustainable business around Delphix products and solutions. These partners are seen as thought leaders in their area of expertise within their region. Partners at this level can resell Delphix offerings.

ENTERPRISE PARTNER

The Enterprise Partner level is for partners who have horizontal solutions with Delphix in addition to establishing vertical expertise. Enterprise Partners complete joint business plans with Delphix and have established regional and national leadership connections with the sales teams. Additional benefits are added at this level over the Professional Partner level. Resell is a major motion of the Enterprise Partner.

ELITE PARTNER

The Elite Partner is the highest level within the Delphix Partner Program. Elite Partners are tightly partnered with Delphix in multiple geos and driving business in these geos. Elite Partners are considered global advisors with worldwide coverage. Partners at this level are assigned a named account manager with executive involvement. This level is by invitation only.

“Once companies using SAP install the Delphix Platform, they can increase the number of app projects they complete by a factor of 2 to 5, and reduce both project time & costs. This is perfect for a partner to capitalize on.”

Jed Yueh
Founder of Delphix

Enablement Benefits

DELPHIX PARTNER PORTAL

The Delphix Partner Portal offers partner program information, benefits, marketing content and kits, sales tools and training updates.

SALES AND TECHNICAL TRAINING

Delphix offers training for partners' sales and pre sales personnel on how to identify and structure an opportunity. Online training is available to all partners and be used to further technical skills. Additional customized training can be accessed at the Enterprise and Elite levels.

DELPHIX PRODUCT UPDATES

Every quarter Delphix will publish and distribute any product updates through the Delphix Partner Portal. This update will let partners know of recent product changes and opportunities to partner around new capabilities.

DELPHIX GLOBAL PARTNER NEWSLETTER

This newsletter comes out quarterly and discusses topics that are relevant to enhance the knowledge of our global partner community. These topics will typically include product overviews, sales training and product positioning.

DELPHIX PARTNER ADVISORY COUNCIL (DPAC)

Delphix will extend invitations for participation in the Delphix Partner Advisory Council. The DPAC is also an opportunity for partners to gain insight into Delphix's strategic direction. The council provides a forum for partners to give feedback on current Delphix offerings, as well as future roadmap and plans.

Marketing Benefits

DELPHIX WEBSITE

All signed partners will be listed on the Delphix website under their appropriate program level and category

DELPHIX PRODUCT COLLATERAL

Partners can access the Delphix Partner Portal for product content and marketing kits to use in marketing campaigns and sales calls.

JOINTLY BRANDED COLLATERAL

Delphix supports the development of joint collateral with partners at all levels. Typically, this is used for joint marketing activities, to promote a joint solution or a true go-to-market initiative that has been created for customers.

JOINTLY BRANDED CUSTOMER SUCCESS STORIES & CASE STUDIES

Delphix considers partner success stories or case studies as very important assets that help promote a product, solution or present a joint value proposition to customers. Delphix will determine the eligibility for branded success stories or case studies every quarter.

COMMUNICATING SUCCESS STORIES

Internal success stories are designed to promote partner wins to the Delphix sales organization. These communications help demonstrate a successful working relationship between Delphix, the partner and the customer. Partners may contact their Delphix Alliance Manager or Director for additional information on how to qualify.

The Delphix Global Partner Program is tailored to fit each partner type at the Technology, Professional, Enterprise & Elite achievement level. The following chart indicates the benefits & requirements needed.

REQUIREMENTS	TECHNOLOGY	PROFESSIONAL	ENTERPRISE	ELITE
Signed Delphix Partner Agreement	Yes	Yes	Yes	Yes
New ARR Target	\$0	\$250K	\$500K	\$1M
Dedicated Account Manager	No	No	Yes	Yes
Joint Business Plan & GTM Strategy	No	No	Yes	Yes
Access to Partner Portal	Yes	Yes	Yes	Yes
Invitation Only	Yes	No	No	Yes

Selling Benefits	TECHNOLOGY	PROFESSIONAL	ENTERPRISE	ELITE
Access to "demo" technology	No	Yes	Yes	Yes
Success Stories to Sales	Yes	No	Yes	Yes
Deal Registration	No	Yes	Yes	Yes
Jointly Branded Collateral & Case Studies	Yes	No	Yes	Yes
Renewals	No	No	Yes	Yes

Enablement & Marketing Benefits	TECHNOLOGY	PROFESSIONAL	ENTERPRISE	ELITE
Online Sales Training	Yes	Yes	Yes	Yes
Online Technical Training	Yes	Yes	Yes	Yes
Professional Services	No	No	Yes	Yes
Delphix Product Updates	Yes	No	Yes	Yes
Delphix Global Partner Newsletter	Yes	Yes	Yes	Yes
Delphix Partner Advisory Council Invitation Only	Yes	No	Yes	Yes
Marketing Tools & Collateral	Yes	No	Yes	Yes

“Positive, long-lasting change can only happen through the collective work of an ecosystem of partners dedicated to helping customers solve important data challenges.”

Rob Harper
VP WW Sales and Alliances,
Delphix

About Delphix

Delphix's mission is to free companies from data friction and accelerate innovation. Fortune 100 companies use the Delphix Dynamic Data Platform to connect, virtualize, secure and manage data in the cloud and in on-premise environments.

For more information, please visit delphix.com

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