



MemSQL Partner Program Guide

April 2018

Introduction

As the world changes—and it's changing faster than ever—you need to be adapting to it. You need to be anticipating problems before they occur. You need to be able to shift direction as fast as the trends do. And you need to know, in the moment, that you're shifting in the right direction. The businesses that shape the future will be the ones capable of this. They will make every moment work for them.

Help us bring real-time to the real-world.

MemSQL Partner Program is designed to give you the support and resources you need to build complementary technology solutions and services to offer real-time analytics solutions. Our goal is to enable you to distinguish your business, drive partner advancement and build a successful partnership with MemSQL. Together, we'll deliver better business outcomes to customers and expand your market reach to connect with new prospects.

The MemSQL Partner Program Guide is a great resource to partnering with MemSQL. In this guide, you will find a comprehensive overview of the MemSQL Partner Program, descriptions of the program's benefits and requirements for attaining each partnership level. These program guidelines are a critical part of the formal agreement between MemSQL and the partner.

Program Overview

MemSQL partner program is targeted for partners who are part of the data management and analytics ecosystem:

- Technology Partners
- OEM Partners
- System Integrations (SIs) / Consulting Partners
- Value added resellers (VARs)

MemSQL Partner Program aligns with your business needs:

Technology partners – Software, Hardware, or Cloud partners seeking to integrate their platform or application with MemSQL Enterprise.

- Member: entry-level partnership
- Premier: validated technical integration partners

OEM partners – MemSQL OEM partners embed MemSQL Enterprise into their application.

- Member: entry-level partnership
- Premier: advanced with mutual commitment

System Integrators (Sis) / Consulting partners – MemSQL SI/Consulting partners play a critical role to mutual customers and prospects in developing, implementing solutions and services to deliver scalable real-time data platforms for their clients.

- Member: entry-level partnership
- Premier: advanced with mutual commitment

Value Added Resellers (VARs) – MemSQL authorized VARs combine deep data management expertise with solution selling.

- Member: entry-level partnership
- Premier: advanced with mutual commitment

Partner Program Benefits

Benefits	Member Partner	Premier Partner
General		
Business Development Lead	✓	✓
Marketing		
MemSQL Partner Newsletter	✓	✓
Partner Directory logo/listing on memsql.com/partners		✓
Press Release Support		✓
Customer facing joint webinars, blogs, event participation		✓
Social media collaboration		✓
Joint Solution Brief		✓
		✓
Sales		
Participate in Partner Opportunity Registration	✓	✓
Participate in Referral fee on sold subscription	✓	✓
Access to Sales enablement material and tools	✓	✓
Quarterly Business Reviews (QBRs)		✓
Reseller / OEM discounts		✓
Participate in co-selling		✓

Technical and Training		
Quarterly MemSQL Product Technology Briefings		✓
Training Discount	✓	✓
Partner Engineering Support		✓

Partner Program Requirements

Partnership Levels	Technology Partner	Systems Integrator, Consulting Partner	Value Added Reseller (VAR)	OEM Partner
Member Partner				
Complete Partner Application	✓	✓	✓	✓
Agree to Terms and Conditions of MemSQL Partner Program Agreement	✓	✓	✓	✓
Named Business and Technical Contacts	✓	✓	✓	✓
Premier Partner				
Approved MemSQL Partner Member	✓	✓	✓	✓
3 or more trained and certified MemSQL consultants		✓	✓	✓
MemSQL validated software, hardware, or cloud integration	✓			✓

Field Sales Training Participation		✓	✓	
Customer Success Story Submission	✓	✓	✓	✓
Minimum of 4 closed deals annually		✓	✓	✓
GTM on targeted solution or use case design win		✓		✓
Signed Reseller or OEM/Embedded agreement			✓	✓
Embed MemSQL Enterprise				✓

Apply now to join MemSQL Partner Program

- Go to www.memsql.com/partners to fill out the application: MemSQL will review and, if accepted, send you confirmation.
- Agree to MemSQL Partner Program agreement.

MemSQL Partner Program Frequently Asked Questions (FAQs)

Q: I have a potential customer opportunity that might be a good fit for MemSQL – who can I contact to discuss further?

A: Please fill out MemSQL Opportunity Registration form at www.memsql.com/dealreg/ representative will be in touch with you within 24-48 business hours.

Q: As a Systems Integrator / Consulting / Reseller company, I want to build a MemSQL practice – what is the best way to get started?

A: Best way to start a partnership with MemSQL is to identify specific customers / prospects in your territory that may be a good fit for MemSQL data platform. Based on a qualified opportunity, MemSQL will work with you together in positioning a joint solution to meet customer needs. This is an excellent way to start a partnership as you are able to work with MemSQL on actual customer opportunities, learn how to position MemSQL products from our Account Executive / Sales Engineer in a live sales cycle, and get a close view on how we are able to deliver business value. Furthermore, partners who have employees trained and certified on MemSQL is another great way to qualify and build credibility within your customer base to build pipeline.

Q: How can I become a MemSQL authorized reseller?

A: MemSQL has a partner program targeted at Value-Added Reseller (VARs) to enable qualified resellers to re-sell MemSQL. Please review our Partner Program guide for details on benefits and requirements. Furthermore, a mutually executed reseller agreement is required to become an authorized MemSQL reseller. Best way to start reseller partnership discussion with MemSQL is by identifying a specific qualified customer opportunity to jointly pursue together.

Q: Does MemSQL have a Referral Fee program?

A: Yes. MemSQL has a generous referral fee program available to our partners.

Q: How can I become a MemSQL OEM partner?

A: MemSQL has a partner program targeted at OEM/Embedded partners. Please review our Partner Program guide for details on benefits and requirements. Furthermore, a mutually executed OEM/embedded agreement is required to become an authorized MemSQL OEM. Please fill out Partner application form at <link> and we will be in touch with you within 24-48 business hours.

Q: Where can I find information regarding MemSQL pricing?

A: MemSQL does not publish pricing publicly. If you have a specific customer opportunity, please submit details at www.memsql.com/dealreg/ or contact partners@memsql.com

Q: What pricing discounts do reseller / OEM partners receive?

A: As a benefit to Premier reseller and OEM partners, MemSQL does offer pricing discounts off list-price. However, specifics are not published publicly.

Q: Where can I find information on MemSQL training and certification?

A: MemSQL is currently building out a robust training and certification program. If you are interested in our training schedule, please contact us at partners@memsql.com

Q: Does MemSQL offer training discounts to its partners?

A: Yes. Partners receive 10% discount for all training. We have an option to deliver instructor-led training on-site (US) or virtual. Send your training inquires to partners@memsql.com with more details regarding your specific request.

Q: Does MemSQL have a deal registration program for its reseller partners?

A: Yes. If you have a specific customer opportunity to discuss, please fill out the Opportunity registration form at www.memsql.com/dealreg/ or send inquires to partners@memsql.com

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