



Treasure Data Partner Program



Program Aim

The Treasure Data Partner Program is designed to build an ecosystem of implementation and consulting professionals who can maximize the ROI of the end customer's data

We will identify and nurture the top performing partners through investment and recognition, and focus on continually increasing partner loyalty and top line revenue

Ultimately the program aims to establish Treasure Data and its partners as leaders in the fast-growing customer data platform (CDP) industry

Why Treasure Data

The opportunity for CDP-driven applications is large

\$3-6 Trillion

Projected economic value to be created by advanced analytics and artificial intelligence

Source: [McKinsey Global Institute: Visualizing the uses and potential impact of AI and Other Analytics, April 2018](#)



Recognized as the Best Customer Data Platform



Frost and Sullivan Best Practices CDP of the Year 2019



The only CDP in the Forrester Wave™ Customer Analytics Technologies

400+

Customers

170+

Data Connectors
Across 15 Technology Categories

Future-proof

Enterprise-level security
Continually evolving to support emerging technologies & data types

Scalable

2m records ingested per sec
130T records managed
600m rows queried daily

Global Footprint



Program Overview



Sales & Technical Training

- Enriched technical skill building materials
- Online training, including webinars
- Offline classes and Labs
- Access to demo environments
- Regular product updates



Sales & Marketing Support

- Joint marketing activities
- Co-production of white paper
- Provision of sales promotion tools
- Access to Market Development Funds
- Eligibility for Referral and VAR programs
- Support the creation of proposal materials
- Newsletter inclusion

Enablement



Certified Partner Support

- Display of certified partner logos on Treasure Data's website
- Partner specific release updates
- Dedicated Partner and Technical managers
- Invitation to the Customer Advisory Board
- Access to Technical Round Table

Promotion

Support



Partner Types

Service

In order to scale our business Treasure Data are seeking to partner with best-in-class Agencies, Systems Integrators and Consultancies that influence decisions, implement and manage our enterprise customer data platform to create lasting business value for our end customers.

Technology

Leading ISV's whose products are deeply integrated and/or built alongside Treasure Data to enable an optimal customer experience for end to end capabilities.

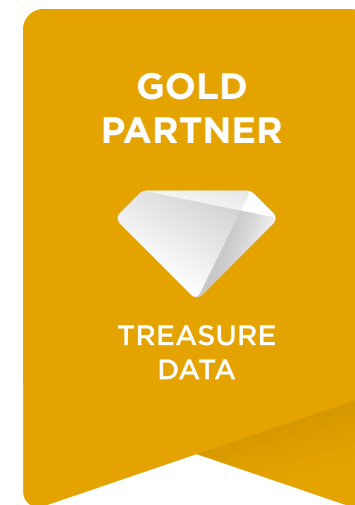
OR

Companies that provide data or work seamlessly with Treasure Data CDP by enriching ID resolution, behavioral or consumer data to drive superior customer value.

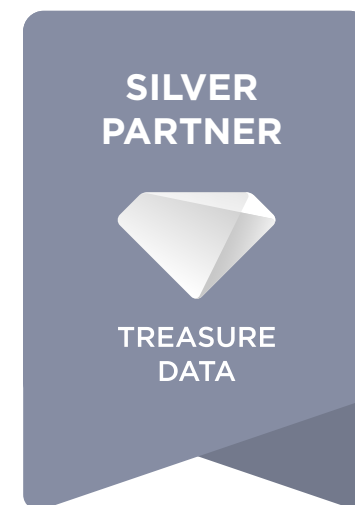
Program Tiers

Differentiating our Service partners

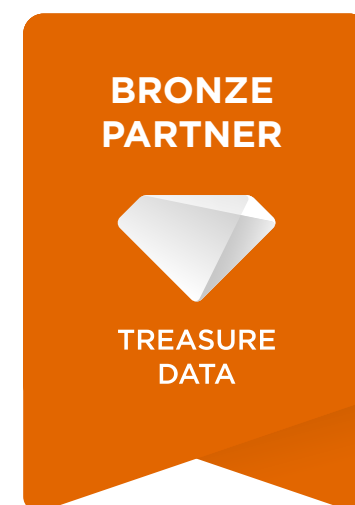
Certified partners help customers throughout the **buying, deployment** and **execution** stages of the CDP platform journey. They may provide **technical** or **industry expertise, implementation** and or **managed services** to the end customer.



Gold denotes our top tier partnership focusing on strategic business planning and joint proposition development for our enterprise customers.



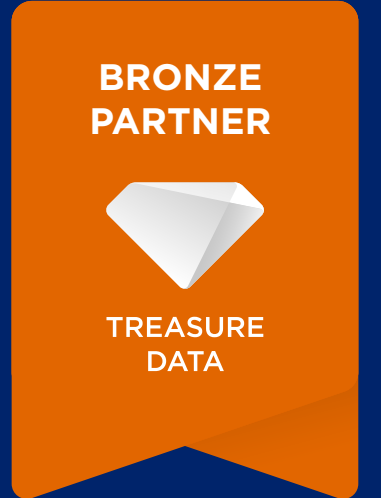
Silver is an advanced partnership tier level that focuses on technical enablement and joint business development.



Bronze is our base tier partnership level with straight forward entry requirements allowing us to get business moving as quickly as possible.

Bronze Tier

Program entry level



Tier Expectations:

- Commitment to TD business
- Professional Service capability
- Existing data/marketing capabilities

Typical characteristics include:

- Internal data capabilities
- Have delivered at least one data centric project
- Aspire to build an enterprise customer base
- Have experience of enterprise level engagements
- Can support in a niche growth vertical

Tier Requirements:

- Signed Mutual NDA
- Signed Partner Agreement
- Completion of sales training

Partnership fee: Free

Tier Benefits:

- Logo displayed on TD website
- Access to online training
- Eligible for TD referral incentives
- Access to TD sales materials
- Sales support via Partner Manager
- Participation in co-marketing activities

Silver Tier

In addition to Bronze

SILVER
PARTNER



TREASURE
DATA

Tier Expectations:

- GTM & Joint marketing capability
- Vertical alignment
- Enterprise client base/access

Typical characteristics include:

- Proven data capabilities within the business
- History of delivering data/martech projects
- Existing enterprise customers base
- Aligned with at least 1 key TD vertical

Entry Requirements:

- Completion of technical training
- 2+ joint customers
- 3+ Certified Engineers
- Internal case study / joint customer
- 1 public case study

Partnership fee:
\$5,000 /annum

Tier Benefits:

- Eligible for lead sharing (channel)
- Value Added Reseller eligibility
- On-demand sales/technical training
- Product roadmap updates
- \$10,000 yearly MDF allocation
- 30% sandbox discount

Gold Tier

In addition to Bronze & Silver



Tier Expectations:

- Enterprise customer base
- Dedicated marketing team
- Joint business planning

Typical characteristics include:

- Dedicated data practice within the business
- History of delivering data projects
- Existing enterprise customer base
- Aligned with 2+ key TD verticals

Entry Requirements:

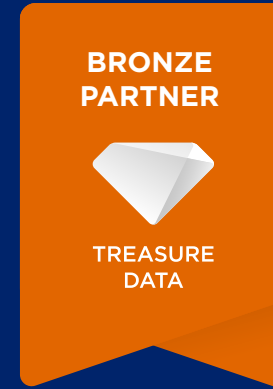
- Joint enterprise account
- 5+ joint customers
- 5+ Certified Engineers
- Internal case study / joint customer
- 2+ public case studies
- 1+ joint reference

Partnership fee:
\$10,000 / annum

Tier Benefits:

- Joint business planning
- Dedicated sales/partner support
- Instructor-led training
- Customer Advisory Board access
- Invitation to technical round table
- \$20,000 yearly MDF allocation
- 70% sandbox discount

Benefits Table



Logo displayed on TD website	✓	✓	✓
Access to online training	✓	✓	✓
Eligible for referral incentives	✓	✓	✓
Access to sales materials	✓	✓	✓
Sales support	Ad-hoc	Partner Manager	Account Executive
Lead sharing (Channel)		✓	✓
Reseller eligibility		✓	✓
Product roadmap updates		✓	✓
Instructor-led training		✓	✓
Annual MDF allocation		\$10,000	\$20,000
Sandbox discount		30%	70%
Technical round table			✓
Strategic business review			✓
Dedicated sales support			✓
CAB participation			✓
Tier cost	FREE	\$5,000	\$10,000

Certified Partner Journey



Partner Enablement

Sales and technical training

Treasure Data University

On-demand online training modules ...

100 Welcome to Treasure Data

200 Product Beginner

300 Product Intermediate**

400 Product Advanced**



Certified Sales Training

3h of Instructor-led Training (Virtual)

Focused on following elements:

- Positioning of Treasure Data CDP
- Treasure Data strategy
- How to qualify an opportunity
- Sharing how we pitch TD CDP

Relevant to:

- Pre-sales
- Sales Reps
- Sales Consultants
- Solutions Architects

Certified Technical Training:

2-day instructor-led training (Virtual)

Focused on following elements:

- Product & platform overview
- Implementation
- Integration
- Audience: Management/Segmentation
- Data: Activation/Analysis

Relevant to:

- Developers (JavaScript/SQL/Python)
- Data Analysts / Scientists
- Pre-Sales
- Solution Architects
- Marketing Operations

MDF Definition

Market Development Fund guidelines and usage

- For Partners with Gold or Silver tier, we will support you in planning, organizing and attending seminars and events for business development purposes.
- The event must be relevant to our joint business and attended for the purpose of promoting the Treasure Data CDP and/or our joint business proposition.
- MDF can be utilized for activity resulting in joint business for Treasure Data and the partner. (examples included alongside)
- If the acceptance of referrer or reseller fees are not permitted, these funds can be diverted into the MDF fund and be utilized for joint marketing purposes.

Co-Sponsored marketing events

Use of TD's
online hosting facilities

Support for attracting
customers through marketing

Joint webinars

Printed materials or novelties

Demonstration/panel co-production

Reseller Rights

Value Added Reseller (VAR) Agreement

- Reseller Rights are only available to Silver and Gold tier partners.
- Treasure Data emphasizes the “Value Added” aspect and the expectation is that the partner will not only resell the license but also implement and/or manage the platform on behalf of the customer post implementation.
- Given the complexity of the contractual obligations, reseller rights will be covered by a separate contract (VAR Contract).
- Reseller rights utilize a sliding % discount model against list price which can be taken as profit or split with the end customer and is defined on the revenue models slide.
- The partner will receive the reseller fee on each renewal event for as long as they own the license on behalf of the customer.



Revenue Models

Rewarding joint business

Referral fees

- All tiered partners are eligible for referral fees.
- Referral fees are paid as % of the first-year annual contract value (ACV) on closing of deal.
- This value of the referral fee is capped at \$25,000.

Reseller Discounts

- Reseller revenue can only be accessed by Silver or Gold partners that have signed the Treasure Data VAR agreement.
- The Reseller will receive an agreed-upon % discount based on the standard lowest list price at the time of sale.
- Resellers also have access to volume-based discounts as agreed in the VAR contract. This allows an additional discount % based on the amount of Monthly Recurring Revenue (MRR) being generated by the reseller.

Consultancy Partners

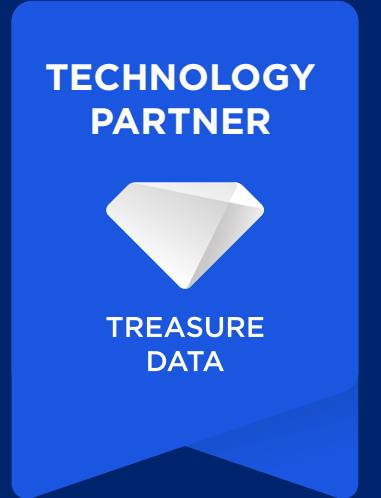
Thought and strategy leaders

- Consultancies play a critical role in shaping clients' customer data and digital transformation strategy. Often, this includes defining the CDP use case roadmap and recommending world-class technology vendors.
- We understand that being consultative by its very nature requires you to remain agnostic and therefore joining any type of affiliate program may not make sense.
- As a consultancy partner, rather than join the formal partner program and by mutual agreement, we can engage by keeping you updated of our latest product capabilities, developments and roadmaps, much like we do with analyst groups.



Technology Partners

Extensions to the Treasure Data platform



- Technology partners extend Treasure Data CDP capabilities to solve for broader and more complex customer challenges.
- Partners include consent management, identity graph, data onboarding, business intelligence and second/third party data enrichment.
- You will be part of the Treasure Data partner program but are not placed into tiers.
- Access to a wealth of partner program benefits:
 - Treasure Data online educational and training resources.
 - Technical sandbox environment for development purposes.
 - Joint marketing opportunities including webinars, white-papers and blogs.
 - Promotion on Treasure Data partner website.
 - Joint account planning for strategic sales opportunities.



Get started today

Our program is solely focussed on joint success.

Want to join us on this journey?

We want to hear from you!

Contact:

partner@treasure-data.com