

*The go to market booster program built
to accelerate your Aerospike business*



Turbocharge Your Real-time Data Business

AEROSPIKE
ACCELERATE
PARTNER PROGRAM

- Team with the leader in the mission critical Real-Time Data Management market
- Engage Aerospike team of data and digital transition experts
- Develop joint go to market campaigns to drive greater results
- Leverage Aerospike's ecosystem of data management leaders

We built the *Aerospike Accelerate* partner program to help partners like you uncover more opportunities, win more deals, and grow your real-time data management business fast!

Accelerate is built on the three pillars of a successful go to market approach: technology, sales, and marketing.

Accelerate: Technology

Enablement
Aerospike Academy
Solutions Lab
Migration Factory
Advisory
TAM

Accelerate: Sales

Quarterly Business Reviews
Account Planning
Territory Planning
Lead Development

Accelerate: Marketing

GTM Workshop
Joint Campaigns
Communications
Collateral
Partner Portal

Open to all Aerospike partners, *Accelerate* drives your success by enabling you to **build** your technical offering or practice, **sell** to your strengths, and **grow** a solid customer base



Speed your ramp to revenue by leveraging the *Accelerate* mission-critical sales, marketing and technology resources to:

- Develop your own pool of technical experts
- Execute joint sales plans with Aerospike resources
- Drive successful customer acquisitions faster
- Network within the Aerospike Partner Ecosystem

Aerospike Accelerate takes you beyond the on-boarding process with on-going content and support to keep your momentum going strong. You'll get access to exclusive content, including a partner portal, business development webinars and newsletters, and more, all available both live and on-demand.

Build • Sell • Grow

AEROSPIKE

Delivering Partner Value

Leverage the strength of the Aerospike ecosystem to:

- Accelerate your revenue growth
- Speed your time to market
- Drive faster, more effective customer acquisitions
- Expand your ecosystem of digital transformation sellers, experts and partners

WHO BENEFITS?

Partners looking to go to market with Aerospike to address complex, high volume, Real-Time Data Platform needs for:

- Digital transformation
- Application modernization
- Fraud management
- Customer engagement
- Risk/compliance management
- IoT
- Policy control
- Mainframe augmentation/offloading
- ... and more

THE COMPANY YOU KEEP

Join our fast-growing ecosystem of partner companies dedicated to addressing large-scale, enterprise-level digital transformations and data management



WHO SHOULD PARTICIPATE?

The technical, sales and marketing resources impacting your business' go to market success, including:

- Executive sponsors
- Offering / practice leaders
- Sales leaders
- Technology architects
- Technical support leaders
- Marketing leaders
- Key internal influencers
- And others strategic to your success

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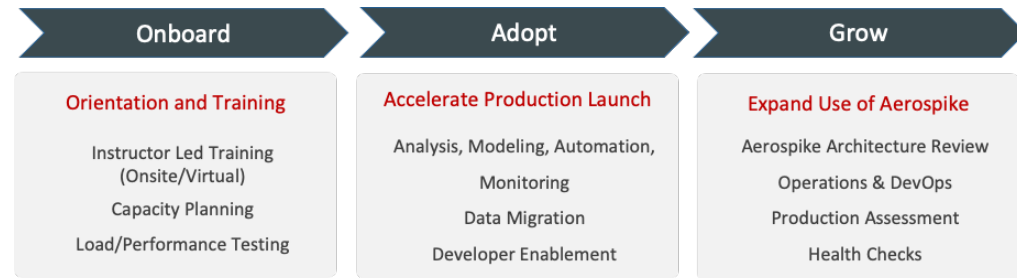
ACCELERATE: Technology



Build Your Core of Real-Time Data Experts

Aerospike offers partners a wide range of professional services that will enable you to build your team's expertise and accelerate your customers' time to value for high-scale applications. You'll engage the Professional Services team in a prescriptive approach to identify and reduce areas of risk, facilitate rapid implementation, and ensure your customers' expectations are met.

The **Aerospike Accelerate** partner program provides complete ramp-to-revenue support; getting you trained, launched and ready to grow your business



Accelerate time to value with tailored services

Leverage the suite
Aerospike Professional
Services to offer your
clients a flexible and
scalable model to address
the specific needs of their
mission-critical enterprise
deployments



Solutions Lab

Services to develop customer-focused software solutions to accelerate implementation and address customer-specific needs such as application development and deployment; data, schema and app migration; developer enablement; and DevOps.



Technical Account Management

Dedicated technical resource to assist with planning, development, deployment, operations, and support escalation. The TAM will engage your teams to help align the technical architecture to the needs of the business.



Migration Factory

Accelerating end-to-end data migrations by developing a transformation and migration plan with a comprehensive data strategy to ensure the right data is identified and securely loaded into Aerospike.



Advisory Services

Planning for scaling operations including risk assessment, metrics and thresholds, automation and monitoring, operational runbooks, disaster recovery scenarios and infrastructure performance.

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ACCELERATE: Sales



Empower Your Sales Force to Win Data Deals

Enable your sales team with
Aerospike's deep industry
knowledge, expertise and
resources to establish and grow
your Real-Time Data management
customer base



Opportunity Registration

Identify deals you are working to
get pre-sales support, subject
matter experts and other
targeted resources
to win your deal



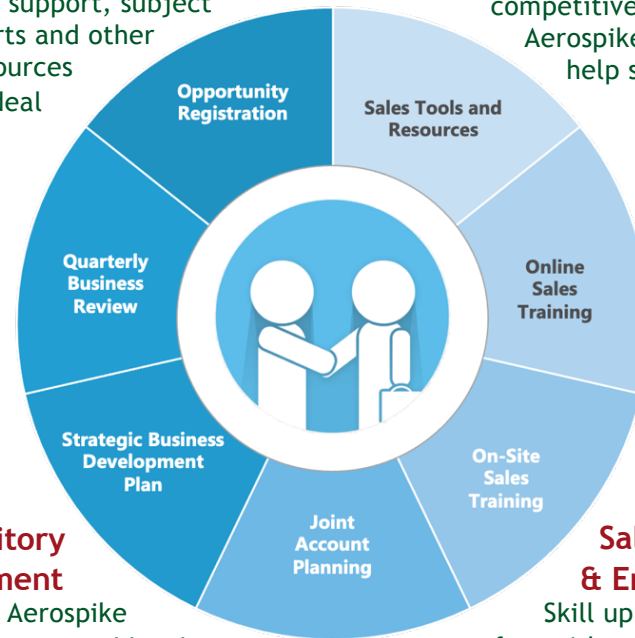
Sales Tools & Resources

Product materials, joint collateral,
competitive analysis, assigned
Aerospike seller and more to
help shrink sales cycles



Territory Development

Team with Aerospike
sales executives and local
Aerospike sellers to develop your
target territories, accounts and
buyers



Sales Training & Enablement

Skill up your sales force
fast with content and courses
available in-person and on-
demand

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ACCELERATE: Marketing



Drive Loyal Customer Acquisition

The Accelerate program enables you to go to market with the leader and acquire active, loyal customers.

This hi-touch, integrated program gives you access to in-depth product, industry, market and business development content including webinars, podcasts, newsletters, social media, and more - all available live and on-demand on the Accelerate Partner Portal



IGNITE! GO TO MARKET WORKSHOP

Half day working session to develop a joint, integrated marketing plan to:

- Drive faster, more effective demand generation
- Strengthen your competitive position
- Leverage strategic market opportunities
- Launch new products and services into the market
- Enter new markets or expand existing markets
- Generate greater share of wallet
- Harness the power of the Aerospike ecosystem

At the end of this session you'll have actionable joint go-to-market plan customized to your goals, outlining activities, deliverables, dates and owners for a successful execution



ALTITUDES WEBINAR SERIES

- First Friday of every month
- Partner Go to Market Enablement Webinar
- Business growth topics
 - Sales
 - Marketing
- Profile solutions from a business perspective
 - Why incorporate into your offering?
 - Value for your customers
 - Value-add for your offering
- Aerospike special announcements
 - Programs
 - Products
 - Promotions, etc.
- On-demand recording available on partner portal



PARTNER PORTAL

The Accelerate Partner Portal provides you with access to a growing library of on-demand technical, sales and marketing content, including:

- Sales tools
- Competitive intelligence
- Marketing assets
- Webinars
- Podcasts
- Technical tools & training
- Opportunity registration

You'll also find the latest Aerospike news, partner program information and details on upcoming partner-exclusive events.



AEROSPHERE PARTNER NEWSLETTER

- Semi-monthly - 1st, 3rd Tuesday
- Sales & marketing enablement
- Product news, notes
- Calendar of upcoming events
- Links - *blogs, reports, white papers, case studies, etc.*
- Aerospike in the News
- Industry Spotlight
- Marketing Corner
- Partner Profile

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Sign up today at:

www.aerospike.com/partners

When you team with Aerospike it's more than just a technology partnership. We are committed to your success.

Aerospike Accelerate is built upon the framework of mutual success. By going beyond the technology to help partners with essential market development support we can help ensure that we both succeed.

To sign up to be an Aerospike Accelerate partner, visit Aerospike.com/partners or reach out to your Aerospike representative.

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A full-page background image featuring an astronaut in a white space suit with an American flag patch on the sleeve. The astronaut's helmet visor reflects the lunar surface and another person. In the background, the lunar module is visible on the moon's surface, with a "UNITED STATES" flag attached. The scene is set against the blackness of space with a bright sun in the upper right corner.

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'Shoot for the moon;
you might get there.'
- Buzz Aldrin

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