

◀EROSPIKE▶

Aerospike Accelerate

Partner Program Guide



Powerful Partners, Accelerating Success

Now more than ever, our customers must meet the digital imperative, which requires real-time data, at the Edge to the core and in the cloud. The Aerospike database and Aerospike Connect integrations accelerate the ability to meet that imperative by modernizing applications, enabling digital transformation, and offering unparalleled speed and scale. Aerospike technology runs anywhere - on premise, public or private cloud - or in a hybrid environment.

Aerospike's partners are recognized worldwide as experts in their fields. These companies have discovered the competitive edge that partnering with Aerospike provides, with access to next generation technology, at enterprise scale, that can be deployed quickly.

[Learn More About Aerospike >](#)



Program Overview

Discover the power of partnering with Aerospike to better compete and to serve customers - whether to sell, implement, embed, service, or support.

Joining the Aerospike Accelerate partner program means gaining access to the technical, marketing and sales resources you need to build a successful and profitable business.

Partner Categories

Application Partners provide Aerospike customers with software applications that embed or integrate with the Aerospike Database. Aerospike provides resilient, operationally superior performance at any scale.

Platform Partners provide Aerospike customers with the storage, hardware, networking or other infrastructure technology on which the Aerospike Database is deployed, enabling a total solution - whether cloud - public or private, or bare metal.

Service Partners provide Aerospike customers with solutions, deployment, implementation, development and operational services. Aerospike enables modern and scalable solutions to help customers drive their digital transformations.

Ecosystem Partners provide Aerospike customers with connected, integrated, and certified products, for modern edge-to-core data pipelines.

Benefits & Requirements

Application Partner

Sales & Marketing Benefits	Technical Benefits	Requirements
Ignite Marketing Workshop	Aerospike TAM Assigned	Annual Program Fee
Altitudes Partner Webinar Series	Aerospike EE Dev. Software License (Partner Use Only)	Executed Aerospike Accelerate Agreement
Aerosphere Partner Newsletter	Developer Product Support	Onboarding Session
Product Launch Support	Partner Enterprise Starter Package (Aerospike Consulting)	Embed Aerospike Products
Joint Press Release	Online Technical Training: Aerospike Academy	Application Development
Aerospike Logo Uses	Online Support Training	Trained/Certified Technical Staff: Developer
Joint Product Brief	On-Site Technical Training for Partner (Discounted)	Trained/Certified Technical Staff: Operations
Partner Directory Listing	Self-Certification Program	Trained/Certified Support Staff
Joint Customer Webinars	Certification Collaboration and Support	Quarterly Royalty Reports and Forecasts
Joint Marketing Campaign Planning	Product Planning Participation	Quarterly Business Reviews
Business Development Team Assigned	Aerospike Client Services Consulting for Partner (Discounted)	
Quarterly Business Reviews		

Service Partner

Service partner benefits/requirements vary and are tailored to the type of service provided:

Referral: For business referrals that increase success for Aerospike and our customers.

Consulting: May involve implementation, training, service and support.

Systems Integrators: Integration of various technologies that provide our customers with their compute solutions.

Distributor: Provide Aerospike and complementary products and services needed by our partners and customers, expanding reach and capabilities in various geographies.

Category Benefits	Referral	Consulting	Systems Integrator & Distributor
Sales Benefits			
Sales Tools and Resources	✓	✓	✓
Joint Account Planning	✓	✓	✓
Sales Referral Program (Fee-Based)	✓	✓	✓
Opportunity Registration	✓	✓	✓
Sales Reseller Program		✓	✓
Online Sales Training			✓
On-Site Sales Training			✓
Strategic Business Development Plan			✓
Quarterly Business Review			✓
Marketing Benefits			
Altitudes Partner Webinar Series	✓	✓	✓
Aerosphere Partner Newsletter	✓	✓	✓
Ignite Marketing Workshop			✓
Marketing Collateral And Resources	✓	✓	✓
Joint Press Releases		✓	✓
Aerospike Logo Uses	✓	✓	✓
Joint Use Cases/Success Story		✓	✓
Partner Directory Listing		✓	✓
Joint Customer Webinars			✓
Joint Marketing Campaign Planning			✓

Service Partner Continued

Category Benefits	Referral	Consulting	Systems Integrator & Distributor
Technical Benefits			
Online Technical Training: Aerospike Academy		✓	✓
On-Site Technical Training for Partner (Discounted)		✓	✓
Self-Certification Program		✓	✓
Aerospike Client Services Sub-Contracting for Partner (Discounted)		✓	✓
Aerospike EE Dev. Software License (Partner Use Only)		✓	✓
Developer Product Support		✓	✓
Certification Collaboration and Support			✓
Aerospike Product Planning Participation			✓

Category Requirements	Referral	Consulting	Systems Integrator & Distributor
Annual Program Fee		✓	✓
Executed Aerospike Accelerate Agreement	✓	✓	✓
Onboarding Session	✓	✓	✓
Promote Aerospike Partnership As Agreed	✓	✓	✓
Promote Aerospike Products	✓	✓	✓
Trained/Certified Technical Staff: Developer		✓	✓
Trained/Certified Technical Staff: Operations		✓	✓
Trained/Certified Technical Staff: Solution Architect		✓	✓
Trained Business Dev. & Technical Pre-Sales Staff			✓
Joint Business Plan			✓
Quarterly Business Review			✓

Platform/Ecosystem Partner

Platform and Ecosystem partner benefits/requirements are tiered. After joining the program at the Silver level, Gold level partnerships may be offered - at the discretion of Aerospike - to recognize significant business volume, training levels, and depth of partnership.

Platform & Ecosystem Benefits

Category Benefits	Silver	Gold
Sales Benefits		
Sales Tools And Resources	✓	✓
Joint Account Planning	✓	✓
Sales Referral Program	✓	✓
Online Sales Training	✓	✓
On-Site Sales Training		✓
Strategic Business Development Plan		✓
Marketing Benefits		
Altitudes Partner Webinar Series	✓	✓
Aerosphere Partner Newsletter	✓	✓
Ignite Marketing Workshop		✓
Marketing Collateral And Resources	✓	✓
Joint Press Releases	✓	✓
Aerospike Logo Uses	✓	✓
Joint Use Cases/Success Story		✓

Platform/Ecosystem Partner Continued

Category Benefits	Silver	Gold
Marketing Benefits (cont.)		
Partner Directory Listing	✓	✓
Joint Customer Webinars		✓
Joint Marketing Campaign Planning		✓
Technical Benefits		
Online Technical Training: Aerospike Academy	✓	✓
On-Site Technical Training		✓
Self-Certification Program		✓
Certification Collaboration And Support		✓
Product Planning Participation		✓

Platform & Ecosystem Requirements

Platform Partners

Category Requirements	Silver	Gold
Annual Program Fee	✓	✓
Executed Aerospike Accelerate Agreement	✓	✓
Onboarding Session	✓	✓
Promote Aerospike Partnership as Agreed	✓	✓
Benchmark Certification	✓	✓
Solution Blueprint		✓
Reference Architecture		✓
Customer Reference/Case Study		✓

Ecosystem Partners

Category Requirements	Silver	Gold
Annual Program Fee	✓	✓
Executed Aerospike Accelerate Agreement	✓	✓
Technology Integration And Validation	✓	✓
Certification Of Tech. Integration By Aerospike		✓
Promote Aerospike & Tech. Integration on Web		✓
Technology Integration Blueprint	✓	✓
Technology Integration Documentation	✓	✓
Technology Integration Overview Presentation		✓
Technology Integration Pre-Sales Training		✓