The go to market booster program built to accelerate your Aerospike business
**Turbocharge Your Real-time Data Business**

- 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*
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

*Build • Sell • Grow*
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.

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

ACCELERATE: Sales

Empower Your Sales Force to Win Data Deals

- **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.

Build • Sell • Grow
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.

**IGNI TE! 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.

**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.

**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

**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

*Build • Sell • Grow*
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](http://Aerospike.com/partners) or reach out to your Aerospike representative.

*Build • Sell • Grow*
‘Shoot for the moon; you might get there.’

~ Buzz Aldrin