

Program Guide

Teradata PartnerIntelligence Program

2022



teradata.



Powerhouse partnerships that deliver end-to-end hybrid cloud analytic solutions

Why Partner with Teradata

For the past four decades, Teradata has been recognized for our leadership and superb solutions by respected industry technology analysts like Forrester and Gartner. We are ranked #1 in all four of Gartner's Critical Capabilities for Data Management Solutions for Analytics. Likewise, Forrester Research recognized Teradata as the market leader and Teradata Vantage received the highest score in the current offering category of "The Forrester Wave™: Data Management for Analytics, Q1 2020."

While new competitors and alternative technology have come and gone, Teradata has not only weathered the storm, but we've come out on top by continuing to transform what our customers can accomplish with data and analytics.

We invite you to continue to ride this wave with us.

Via the Teradata PartnerIntelligence Program, we provide our partners with tools and resources to foster strong, collaborative relationships that enable us to deliver together more value to our joint customers than either company can deliver alone.

Key Teradata PartnerIntelligence Program Elements



Development Environment



Technical Consulting



Technical Library



Web-based Training



PartnerIntelligence Network



Partner Support



About this Guide

This program guide provides comprehensive information about the Teradata PartnerIntelligence Program. It describes the various benefits and requirements of being a member of the program and includes the following sections:

- **About the Program** – A high-level overview of the Teradata PartnerIntelligence Program and membership levels.
- **Program Framework** – A high-level view of Teradata partner benefits.
- **How We Partner** – Covers the types of companies Teradata partners with to enhance Teradata Vantage
- **Become a Partner** – Instructions on how to become a Teradata Partner.
- **Program Benefits and Requirements** – A more detailed view of the benefits and requirements for each membership level.
- **Partner Code of Conduct** – Outlines expectations of Teradata partners, as it relates to the Teradata Code of Conduct
- **Terms and Conditions** – An overview of the terms and conditions of the Teradata PartnerIntelligence Program.

All guidelines, instructions and forms mentioned in this guide are available on the **Teradata PartnerIntelligence Network (PIN)**.

NOTE: This program guide is provided for informational purposes only and the information herein is subject to change without notice. Teradata reserves the right to make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits.

If you have any questions related to the program guide, please email to **Teradata Global Partners**.

About the Teradata PartnerIntelligence Program

Members of the Teradata PartnerIntelligence Program are offered a wide range of benefits as noted under Program Framework below. The program consists of four membership levels, and eligibility is based on how a partnering company aligns with the Teradata PartnerIntelligence Program requirements

At a minimum, Partners are reviewed annually to determine membership level and eligibility. However, anytime during the year, the Partner may request a review of their membership level status. Any change in the Partner’s membership level status is at Teradata’s discretion.

Membership Levels

- Member
- Select
- Premier
- Elite

Membership Levels Changes

Teradata has changed our PartnerIntelligence Program Membership Level names. For existing members of the Teradata PartnerIntelligence Program, the below chart displays the old and new Membership Level names:

Old Membership Level	New Membership Level
Marketing	Member
Silver	Select
Gold	Premier
Platinum	Elite

Membership Level benefits and requirements are detailed on [page 8](#).

Program Framework

Enable	Educate	Market	Sell	Support
Partner On-boarding	Training	Partner Awareness	Pre-Sales Support	Test & Development Environments
Partner Support	Guided Learning Paths	Teradata Customer Events	On-Line Sales Kits	Technical Consulting
Global Partner Experience	Training Discounts	Marketing Funds		Software Maintenance
Partner Portal				On-line Toolkit
Timely Communication				Technical Documentation
				Beta Program

How We Partner

Teradata works with leading Global and Regional partners to develop, implement and/or sell products, joint solutions and services that, together, deliver end-to-end hybrid cloud analytic solutions.

Connected Ecosystem Technology Partners

These partners provide commercially available technology which are hosted on, integrated with or embedded into Teradata Vantage. This includes partners like Independent Software Vendors and Original Equipment Manufacturers.

Unmatched Expertise Integration & Consulting (ICP) Partners

These partners provide business and technology consulting services as well as related implementation, integration and managed services to deliver robust Teradata-enabled solutions to our joint customers.

Extended Reach Value-Added Reseller (VAR) Partners

These partners enhance the value of Teradata Vantage by adding customized products or services for resale to end-users or offer sales enablement logistics Teradata cannot provide.

Distributor Partners

Distributors are the face and brand of Teradata in a given geographic territory where Teradata does not have a physical market presence. They sell Teradata products and services to end-users on behalf of Teradata.

Become a Teradata Partner

Step 1 – Apply

- Review the entire Teradata PartnerIntelligence Program Guide.
- Complete the online **Teradata Partner Application**.

Step 2 – Review

- Review application – Teradata will review and notify your company by email within thirty (30) business days. If accepted, your company will receive the appropriate Teradata Partner Agreement to sign.

Step 3 – Sign

- Sign the Teradata Partner Agreement and return to Teradata Corporation.
- Pay the Teradata PartnerIntelligence Program Membership Fee.

Step 4 – On-board

- Receive Welcome Pack.
- Participate in the on-boarding call – optional.
- Complete the General Information section of the Teradata Partner Profile via the Teradata PartnerIntelligence portal.

Step 5 – Announce

- Add partner to the Teradata Partner Directory.



Benefits of Membership

The Teradata PartnerIntelligence Program is designed to deliver tools and resources to foster and enable strong partner relationships and deliver the best solutions Teradata and our partners can offer together.

Enable	Member	Select	Premier	Elite
Welcome Pack	•	•	•	•
Partner On-boarding Call		•	•	•
Partner Support		Contact	Assigned	Dedicated
Access to Partner Portal	•	•	•	•
Invited to Teradata Global Partner Experience	•	•	•	•
Partner Communications	•	•	•	•
Educate	Member	Select	Premier	Elite
Free Web-based Learning	•	•	•	•
Access to Guided Learning Paths	•	•	•	•
Discounts for Classroom and Live Web Classes	50%	50%	50%	50%
Discounts for on Certification Exams	50%	50%	50%	50%
Product Updates/Webinars	•	•	•	•
Online Partner Community/Forum	•	•	•	•
Market	Member	Select	Premier	Elite
Use of Teradata Logo	•	•	•	•
Included on Teradata.com Partner Directory	•	•	•	•
Eligible to Publish Events on Teradata.com	•	•	•	•
Market Partnership via Partner Landing Page on Teradata.com		•	•	•
Marketing Resources and Collateral (Joint Success Stories, Data Sheets, Press Releases, Joint Webinars, etc.)	•	•	•	•
Sponsor/Exhibit at Teradata Customer Events	•	•	•	•
Speaking Opportunities at Teradata Customer Events	•	•	•	•
Eligible for Marketing Funds			•	•

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Sell	Member	Select	Premier	Elite
Online Sales Kits	•	•	•	•
Access to Pre-sale Support		•	•	•
Assistance with Proposals/Quotes - RFP		•	•	•
Access to Partner Deal Desk for Configuration and Pricing Assistance		•	•	•
Deal Registration		•	•	•
Support	Member	Select	Premier	Elite
Access to Test and Development Environment/Software	Express Version Only	•	•	•
Access to Cloud Instance for Testing		•	•	•
Access to Partner Engineer		•	•	•
Access to Teradata Product Roadmaps and Technical Exchanges		•	•	•
Access to Teradata Product and Service Documentation	•	•	•	•
Online Partner Toolkit	•	•	•	•
Participate in Beta Program		•	•	•
Access to Teradata Software Support Portal	•	•	•	•

Membership Requirements

Below are the requirements of membership by Level.

Requirements	Member	Select	Premier	Elite
Partner Agreement	•	•	•	•
Complete Partner Profile	•	•	•	•
Identify Primary Contact		•	•	•
Include Teradata Logo on Website	•	•	•	•
Annual Revenue or Deal Targets*		\$250K or 2 Deals*	\$2M or 8 Deals*	\$10M or 10+ Deals*
Annual Accreditation Targets*		2	4	8
Requirements	Member	Select	Premier	Elite
Joint Business Reviews			•	•
Partner Fee	\$250	\$2,500	\$2,500	\$2,500

*Do not apply to ISV partners

Teradata Partner Code of Conduct

Teradata is committed to conducting its business in a manner that exemplifies integrity and ethical conduct. Our Code of Conduct, “Rising Above,” establishes the minimum standards of proper conduct that must be met by all Teradata associates and organizations throughout the world. Because of this commitment, Teradata has been recognized by Ethisphere Institute as one of the “World's Most Ethical Companies” for the past ten years.

This commitment extends to our business partners. Teradata business partners (including resellers, distributors, technology partners and contractors) are expected, and may be required to agree formally, to meet or exceed the standards of the **Teradata Code of Conduct for Business Partners** with respect to all of their Teradata-related activities.

These business partner codes consist of the principles of: (1) the **Teradata Code of Conduct**; (2) the **Responsible Business Alliance**; (3) the **UN Global Compact**; (4) the **Teradata Conflict Minerals Policy**; (5) laws and Teradata policies regarding anti-bribery, anti-corruption and trade compliance (e.g., the **Teradata Anti-Bribery and Anti-Corruption Policy**); and (6) laws and Teradata policies regarding privacy and data protection (e.g., the **Teradata Global Privacy Policy**). Teradata’s Code of Conduct and Anti-Bribery and Anti-Corruption Policy are available in multiple different languages.

Terms and Conditions

This program guide is provided for informational purposes only, and the information herein is subject to change without notice. Teradata reserves the right to make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits.

Membership in the Teradata PartnerIntelligence Program is in effect for one year from the Partner Agreement effective date. At a minimum, Partnerships are reviewed annually to determine program level and eligibility of the partnering company. However, at any time, a partner may request a review of their membership level status. Membership level and eligibility is based on how a partnering company aligns with the Teradata PartnerIntelligence Program Requirements. Any change of the partner’s membership level status is at Teradata’s discretion.

Members are responsible for their employees’ compliance with the guidelines and terms of the Teradata PartnerIntelligence Program and the applicable Teradata Partner Agreement. Members should periodically review the program guide for any changes.

If you have any questions related to the program guide, please email [Teradata Global Partners](#).

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