

A large teal abstract graphic on the left side of the page, featuring a curved shape that resembles a stylized globe or a data visualization element.

teradata.

# Teradata PartnerIntelligence

Program Guide  
Version 21

October, 2018

# Teradata PartnerIntelligence Program

## Introduction

Teradata works with industry leading consulting, systems integrators, independent software vendors and technology companies whose capabilities are aligned with Teradata products and solutions and support Teradata's market strategy.

Partners are an integral part of our business and the Teradata PartnerIntelligence Program is designed to provide our partners with the tools, technology and support to ensure mutual success.

**Powerhouse partnerships that deliver  
end-to-end analytic solutions**

### KEY PROGRAM ELEMENTS

- DEVELOPMENT SOFTWARE
- TECHNICAL CONSULTING
- TECHNICAL LIBRARY
- WEB-BASED TRAINING
- MARKETING & SALES TOOLS
- PARTNERINTELLIGENCE NETWORK
- PARTNER SUPPORT

# Teradata PartnerIntelligence Program

## Why Partner with Teradata

Today's business environment requires analytics at scale on an agile data foundation. Leveraging partners who can enhance our analytic strengths and help uncover new customer insights over countless channels and interactions is a cornerstone of the Teradata long-term partnership strategy. Working with partners to develop best-of-breed business, architecture, and technology solutions enables us to stay ahead of the innovation curve and helps our customers achieve transformational business outcomes.

As a member of the Teradata PartnerIntelligence Program, you'll receive access to the tools and resources necessary to promote your solutions. You'll also benefit from uniting with a global thought leader that is delivering new business solutions and an analytical ecosystem with unsurpassed flexibility and scale to more than 1,400 Teradata customers in 77 countries.

Our partners are a critical part of our innovation ecosystem. Join us, and together, we will unleash the full potential of great companies through data and analytics.

# Teradata PartnerIntelligence Program

## 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. This program guide includes the following sections:

- About the Program – A high-level overview of the Teradata PartnerIntelligence Program.
- Teradata Partner Program Framework – An overview of partner types and membership levels.
- Become a Partner – Instructions on how to become a Teradata Partner.
- Program Benefits and Requirements – An overview of your benefits and requirements at each membership level.
- Terms and Conditions – An overview of the terms and conditions of the Teradata PartnerIntelligence Program.

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 [Teradata Global Alliances](#).

# Teradata PartnerIntelligence Program

## About the Program

Members of the Teradata PartnerIntelligence Program (PIP) are entitled to take advantage of a wide-range of benefits as highlighted below. All guidelines, instructions and forms mentioned in this guide are available on the [Teradata PartnerIntelligence Network \(PIN\)](#).

Benefits	Education	Developer	Marketing	Sales	Support
Partner On-boarding	Training	Access to Development System	Partner Awareness	Sales Support	Software Updates
Partner Support	Education Portal	Technical Support	Teradata Events	Business Planning	Support Portal
Partner Forum	Training Discounts	Technical Resources	Marketing Fund	Access to Demo System	Software Maintenance
Partner Awards		Beta Program			
Partner Newsletter					

# Teradata PartnerIntelligence Program

## Teradata Partner Program Framework

The Teradata PartnerIntelligence Program covers Global and Regional Independent Software Vendor (ISV), Consulting and Systems Integration (CSI) and Technology Partners who support Teradata Software. It consists of four levels and as partners move up levels, there are increased benefits and investment in the partnership.

Membership level and eligibility is based on the Partner meeting the Teradata PartnerIntelligence Program Requirements. Partners are reviewed annually, at a minimum, to determine program 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

#### Preview

The Preview level is our entry level and is targeted to companies who want to explore a possible partnership with Teradata. This level allows companies to determine if our products and/or service offerings are complementary. There is no commitment at this level and membership is limited to six months.

#### Marketing

The Marketing level includes companies who work collaboratively with Teradata in the market and keep current on their skills and knowledge of Teradata solutions. These partners do not require Teradata software and support. This membership level is not available for Independent Software Vendors.

# Teradata Partner Intelligence Program

## Membership Levels (Continued)

### Silver

Silver Partners have products and/or service offerings that complement Teradata technology and support Teradata's market strategy. Commitment at this level is minimal.

### Gold

At the Gold level, commitment and investment increases. While Gold Partners have products and/or service offerings that align with Teradata technology and support Teradata's marketing strategy they also have the potential to contribute incremental business growth for both companies. Teradata provides enhanced marketing, sales, and technical support benefits to Gold Partners.

### Platinum

Platinum Partners exhibit the highest level of commitment and investment in the partnership. Platinum Partners include industry-leading software vendors and consulting and systems integrators that have significant market share in their respective fields. Platinum Partners have products and/or service offerings that strengthen the relationship by committing joint marketing support, business development initiatives, and dedicated resources. Partnerships at this level require Teradata executive sponsorship.

# Teradata PartnerIntelligence Program

## Become a 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 company by email within thirty (30) business days. If accepted, 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 - \$5000 (if applicable)\*.

### Step 4 – On-board\*

- Receive Welcome Pack.
- Participate in the on-boarding call.
- Complete the General Information section of the Partner Profile.

### Step 5 – Announce\*

- Post partner on the Teradata Partner Directory.



\*Does not apply to partners at the Preview Membership Level



# Teradata PartnerIntelligence Program

## Benefits of Membership

The Teradata PartnerIntelligence Program is designed to deliver valuable benefits to help partners succeed in the marketplace and strengthen our mutual relationship.

Benefits		Preview	Marketing	Silver	Gold	Platinum
Receive Welcome Pack	The Teradata PartnerIntelligence Welcome Pack provides partners the information needed to get started and how to leverage the program resources. New partners receive the Welcome Pack shortly after signing the Partner Agreement.		✓	✓	✓	✓
Participate in On-boarding Call	New partners and existing partners new to the <a href="#">Teradata PartnerIntelligence Network</a> receive an on-boarding call conducted by the Teradata Partner Support Group. During this call we will run through the Welcome Pack and demo the <a href="#">Teradata PartnerIntelligence Network</a> .		✓	✓	✓	✓
Access to the Partner Support Team	Partners receive telephone and web-based access to the Teradata Partner Support Group to assist them with inquires about the Teradata PartnerIntelligence Program and Network.		✓	✓	✓	✓
Alliance Manager	The Teradata Alliance Manager is the primary interface between Teradata and partner for all partnership activities. Alliance Managers have a thorough understanding of Teradata PartnerIntelligence Program, functions and processes.		Contact	Contact	Assigned	Dedicated
Access to Partner Website	Partner employees receive access to the <a href="#">Teradata PartnerIntelligence Network</a> (PIN). The <a href="#">Teradata PartnerIntelligence Network</a> is the one source for all the tools and resources partners need to develop and promote joint solutions.		✓	✓	✓	✓

# Teradata PartnerIntelligence Program

		Preview	Marketing	Silver	Gold	Platinum
<b>Benefits</b>						
Invited to Partner Forum	This annual, invitation only event is designed to bring our partners together for a day of education and networking with Teradata executives and peers. Partners hear the latest Teradata strategy, technology update and discover opportunities to extend their solutions and drive customer opportunities with Teradata technology.		✓	✓	✓	✓
Eligible for Partner Award	The Teradata Partner Awards recognize Teradata partners who have made outstanding contributions to Teradata and its customers, and who have demonstrated a proven commitment to driving business success through Teradata software and platforms.		✓	✓	✓	✓
Receive Partner Newsletter	The Teradata PartnerIntelligence Newsletter is designed to keep partners up-to-date on the latest news on Teradata, Teradata products, upcoming events and updates to the Teradata PartnerIntelligence Program.		✓	✓	✓	✓
<b>Education</b>						
Access to Training	Partners receive web-based and recorded virtual classroom training <b>free of charge</b> via the <a href="#">Teradata Education Network</a>	Limited	✓	✓	✓	✓
Eligible for Classroom Training Discounts	Partners are eligible to receive discounts on Teradata classroom training. Discounts vary by geographical region.		Eligible	Eligible	Eligible	Eligible

# Teradata Partner Intelligence Program

		Preview	Marketing	Silver	Gold	Platinum
<b>Education</b>						
Access to Teradata Training Portal	<p>Teradata partners receive access to our training portal - <a href="#">Teradata Education Network</a>. The Teradata Education Network enables users to expand their knowledge of the Teradata products and solutions, Through the <a href="#">Teradata Education Network</a>, Partners can access:</p> <ul style="list-style-type: none"> <li>• Web-based Classes: On-line, self-paced Teradata web training</li> <li>• Live Virtual Classroom: On-line, real-time courses, taught by Teradata experts in two hours</li> <li>• Recorded Virtual Classes: On-line, self-paced recordings of Teradata's most popular virtual classes</li> <li>• Library: A collection of learning materials including white papers, PowerPoint slides and helpful hints from subject matter experts</li> <li>• And more.</li> </ul>	Limited	✓	✓	✓	✓
<b>Developer</b>						
Access to Software	<p>Teradata partners may receive access to a software development license(s) to be used for test and development purposes only. Software includes appropriate components of the Teradata VANTAGE, the Teradata Tools and Utilities (client software) and the Teradata Analytics Ecosystem for supported platforms. The software is provided to the partner at no cost as long as the partner has met all the prerequisites outlined on the <a href="#">Teradata Partner Intelligence Network</a>.</p> <p>Partners requiring access to Teradata software other than the software noted above will be reviewed on a case by case basis.</p>	Express Version Only	Express Version Only	✓	✓	✓

# Teradata PartnerIntelligence Program

Developer		Preview	Marketing	Silver	Gold	Platinum
Remote Installation Assistance	<p>Partners are eligible to receive remote software installation assistance on Teradata approved 3rd party hardware configurations and operating systems only. Prior to requesting installation assistance, partner must complete all the prerequisites outlined on the <a href="#">Teradata PartnerIntelligence Network</a>.</p> <p>This covers initial installations and all upgrades, updates, maintenance releases, and patches. Remote installation assistance includes guidance in locating solutions to known installation problems, information to resolve installation procedural problems and answers to frequently asked questions.</p>			✓	✓	✓
Access to Remote Test and Development Systems	<p>Teradata partners receive remote access to a Teradata platforms located in our San Diego facility. The physical hardware and Teradata software are hosted and managed through the Teradata Partner Integration Lab. Partners have remote access to a defined server to test tools or applications with Teradata software. Partners receive access to:</p> <ul style="list-style-type: none"> <li>• Shared database servers with Internet access, available 24 hours - staff available 8-5 PST (Mon-Fri)</li> <li>• Previous and current version of Teradata Software as well as the beta version when available</li> </ul> <p>Prior to requesting access to the Teradata Partner Lab, partner must complete all the prerequisites outlined on the <a href="#">Teradata PartnerIntelligence Network</a>.</p>			✓	✓	✓
Access to Experts for Development and Integration Assistance	<p>Teradata offers remote access to technical experts to assist partners with their product development and integration efforts.</p> <p>Prior to requesting assistance, partners must complete all the prerequisites outlined on <a href="#">Teradata PartnerIntelligence Network</a>.</p>			Pool	Assigned	Dedicated

# Teradata Partner Intelligence Program

		Preview	Marketing	Silver	Gold	Platinum
<b>Developer</b>						
Participate in Technical Evaluation Call – <b>ISV Partners Only (CSI Partners on case by case basis)</b>	<p>Teradata conducts a 1 -2 hour Technical Evaluation Call with partners to share high-level technology overview, as well as technical discussions focused on Teradata integration techniques and best practices.</p> <p>Partner should work with their Alliance Manager to set up the call. Partner must complete all the prerequisites outlined on the <a href="#">Teradata PartnerIntelligence Network</a> before call.</p>	✓		✓	✓	✓
Take Part in the Technical Integration Workshop – <b>ISV Partners Only (Si on case by case basis)</b>	<p>The Technical Integration Workshop includes a general overview of the Teradata Software and partner products(s), as well as technical discussions focused on Teradata integration techniques and best practices. The Technical Integration Workshop is preceded by the Technical Evaluation Call noted above.</p> <p>Following this session, Teradata partners will have the information necessary to develop their product integration roadmap. Prior to workshop, partners must complete the prerequisites outlined on the <a href="#">Teradata PartnerIntelligence Network</a>.</p>			✓	✓	✓
Access to Teradata Community	All partners may join the Teradata Community. Becoming a member of the Teradata Community provides access to publicly available software, Developer Zone, Blogs and more. <a href="#">Click here</a> to join the community.	✓	✓	✓	✓	✓

# Teradata Partner Intelligence Program

Developer		Preview	Marketing	Silver	Gold	Platinum
<p>Schedule a Product Integration Review – ISV Partners Only (CSI on ca)</p>	<p>Partners need to develop an integration roadmap with Teradata software and the roadmap should be periodically reviewed by Teradata to check progress against that roadmap. These Product Integration Reviews include:</p> <ul style="list-style-type: none"> <li>• Status of current and planned product integration activities</li> <li>• Review of new features/functionality of upcoming releases of Teradata and Partner products</li> <li>• A discussion on how to leverage new features/functionality</li> </ul> <p>Partner should work with their Alliance Manager to set up a review. All the prerequisites outlined on the <a href="#">Teradata Partner Intelligence Network</a> must be met prior to call.</p>			✓	✓	✓
<p>Eligible for Bundled Hardware Offer</p>	<p>Teradata provides special discount prices to partners who purchase a bundled hardware/service package from Teradata for the use of development, testing and/or demonstration purposes. Discounts do not apply to third-party products or services or any services provided by Teradata Professional Services.</p>			Eligible	Eligible	Eligible
<p>Participate in Beta Program – ISV Partners Only</p>	<p>ISV Partners are invited to participate in Teradata’s Beta Software Program. Participating ISV Partners are exposed to new product feature/functionality and can test new Teradata software before Teradata releases it for commercial use.</p> <p>This program eases partner migration to new Teradata software releases. It also elicits valuable feedback during the development cycle, allowing resolution prior to commercial availability</p>			✓	✓	✓

# Teradata PartnerIntelligence Program

		Preview	Marketing	Silver	Gold	Platinum
<b>Developer</b>						
Eligible for Discounts on Products and Services	Teradata partners are eligible to receive discounts off Teradata products and services used for development, testing and/or demonstration purposes. Discounts vary by membership level and do not apply to third-party products or services or any services provided by Teradata Professional Services.			Eligible	Eligible	Eligible
<b>Marketing</b>						
Use of Logo	Teradata Partners are granted the right to use the Teradata logo on a variety of marketing materials such as company website, sales collateral, signage and selected promotional materials. Teradata logos and usage guidelines are available on the <a href="#">Teradata PartnerIntelligence Network</a> .		✓	✓	✓	✓
Partner Displayed on Teradata Partner Directory	Partners are displayed on the Teradata Partner Directory on Teradata.com. To be included, partner must: <ul style="list-style-type: none"> <li>• Complete the General Information section of the Partner Profile located on the <a href="#">Teradata PartnerIntelligence Network</a></li> <li>• Be current on their Teradata PartnerIntelligence Program Fees</li> </ul>		✓	✓	✓	✓
Eligible to Publish Events on Teradata.com	Teradata Partners are eligible to promote joint events on Teradata.com. Partners work with their Alliance Manager to determine eligibility and create event content to publish.		Eligible	Eligible	Eligible	Eligible

# Teradata PartnerIntelligence Program

Marketing		Preview	Marketing	Silver	Gold	Platinum
Market Partnership via Partner Landing Page	<p>Teradata offers partners a dedicated Partner Landing Page on Teradata.com to market our joint product/solution and/or services. Content for this page is taken from the Partner Profile which is managed by the partner's Authorized Company Administrator. Partners must meet the following requirements to receive a Partner Landing Page:</p> <ul style="list-style-type: none"> <li>• General Information and Product/Solution section of the <a href="#">Partner Profile</a> must be completed</li> <li>• Technical integration completed on the latest version and/or one version back and recorded on the <a href="#">Partner Profile</a> – if applicable</li> <li>• PartnerIntelligence Program Fees are current</li> </ul>		✓	✓	✓	✓
Create Joint Customer Success Story	<p>Teradata will work with partner to develop customer success stories highlighting joint solutions. Partners may independently develop customer success stories as well. However, any success story referencing Teradata must first be reviewed and approved by Teradata.</p>		✓	✓	✓	✓
Develop Joint Marketing Collateral	<p>Teradata partners may independently develop Partner-related collateral. However, any sales collateral referencing Teradata or containing the Teradata logo must first be reviewed and approved by Teradata to ensure that it supports the Teradata brand and key messages.</p> <p>In addition, Teradata may collaborate on the development of Partner-related collateral such as solution overviews, brochures, datasheets and white papers. There may be a fee if the collateral is developed by Teradata.</p>		✓	✓	✓	✓



# Teradata PartnerIntelligence Program

Marketing		Preview	Marketing	Silver	Gold	Platinum
Issue Press Release	<p>Partners may independently develop Partner-related press releases mentioning Teradata. However, any press release referencing Teradata must be reviewed and approved by Teradata in advance of release.</p> <p>Partners have an opportunity to publicize both the Partner's products and their partnership with Teradata through joint press releases. Teradata may collaborate with partner on the press release, provide a quote, and jointly release.</p>		✓	✓	✓	✓
Conduct Joint Web Seminars	<p>Partners may work with their Teradata Alliance Manager to identify opportunities to promote joint solutions to mutual customers, prospects, and the Teradata sales force via web promotions and seminars. Instructions on how to set up a web seminar are located on the <a href="#">Teradata PartnerIntelligence Network</a>.</p>		✓	✓	✓	✓
Eligible to Apply to be Published on Teradata Cloud Partner Ecosystem Page	<p>The Teradata Cloud Partner Ecosystem provides an opportunity for Teradata Independent Software Vendor (ISV) partners to offer their software in combination with Teradata Cloud services. The benefits of participation for ISV partners include:</p> <ul style="list-style-type: none"> <li>• Ability to sell your software in combination with Teradata Cloud</li> <li>• Listing amongst leading ISV solution providers in the Teradata Cloud Partner Directory</li> <li>• Co-marketing opportunities</li> <li>• Inclusion in Teradata sales tool templates, such as Teradata RFPs for Cloud Interoperability partners</li> </ul>		Eligible	Eligible	Eligible	Eligible

# Teradata Partner Intelligence Program

Marketing		Preview	Marketing	Silver	Gold	Platinum
Sponsor/Exhibit at the Teradata Analytics Universe	Teradata partners are invited to purchase exhibit space and/or sponsor events at the annual Teradata Analytics Universe, Teradata's largest customer and prospect events. This conference, governed by a Steering Committee comprised of customer representatives, is the ideal venue for partners to showcase products and services to business executives and decision-makers.		✓	✓	✓	✓
Speaking Opportunities at the Teradata Analytics Universe	Teradata partners may submit topics to the Teradata Analytics Universe Steering Committee for potential speaking opportunities at the annual Teradata Analytics Universe.		✓	✓	✓	✓
Sponsor/Exhibit at the Regional Teradata Universe Conferences	Teradata partners are invited to purchase exhibit space and/or sponsor events at regional Teradata Universe Conferences.		✓	✓	✓	✓
Speaking Opportunities at Regional Teradata Universe Conferences	Teradata partners may submit topics to for potential speaking opportunities at the annual regional Teradata Universe Conferences.		✓	✓	✓	✓
Sponsor at the Regional Teradata Innovation Forum Meetings	Teradata partners are eligible to sponsor regional Teradata Innovation Forum meetings.		✓	✓	✓	✓

# Teradata Partner Intelligence Program

		Preview	Marketing	Silver	Gold	Platinum
<b>Marketing</b>						
Eligible for Marketing Funds – ISV Partners Only	Platinum and Gold <b>ISV</b> Partners are eligible for marketing funds. This fund is used solely for marketing programs to generate awareness and demand for joint offers/solutions to drive better return on marketing investment. Teradata will determine the fund amount on a case-by-case basis and manage results in the Joint Business Plan.				✓	✓
<b>Sales</b>						
Access to Teradata Sales Collateral	Teradata partners have access to electronic version of Teradata collateral such as datasheets and white papers.		✓	✓	✓	✓
Eligible to Earn for Referrals	Partners are eligible to refer opportunities for Teradata to sell directly and qualify to earn a referral fee. Partners are considered on a case-by-case basis and those approved by Teradata must agree to the terms and conditions of the Teradata Referral Agreement.		Eligible	Eligible	Eligible	Eligible
Access to Direct Sales for Qualified Leads	Teradata sales assistance will be provided to partners for qualified opportunities. Partners should notify their Alliance Manager about opportunities. If the Alliance Manager is not known, partner may submit a request for sales assistance via the <a href="#">Teradata Partner Intelligence Network</a> . Teradata will qualify the opportunity and then connect the partner with an experienced sales representative.		✓	✓	✓	✓
Conduct Business Reviews	Teradata will conduct, at a minimum, annual business reviews with Partners. Teradata and partner will review and update the Joint Business Plan during this meeting.				✓	✓

# Teradata Partner Intelligence Program

Support		Preview	Marketing	Silver	Gold	Platinum
Access to Teradata's Support Portal	<p>To assist partners with their product integration efforts, partners have access to Teradata's Support Portal - <a href="#">Teradata At Your Service (TAYS)</a> 24 hours a day. Partners can:</p> <ul style="list-style-type: none"> <li>• <b>Search:</b> knowledge repositories for resolutions to known problems, technical publications, user manuals, Tech Alerts, DR's, and more</li> <li>• <b>Download Software and Patches:</b> for selected Teradata software, drivers, and patches to fix known problems</li> <li>• <b>View, Create, and Update Support Service Requests:</b> check on the status of open support service requests, create new support service requests, and/or update open support service requests.</li> </ul>		✓	✓	✓	✓
Access to Software Updates	<p>Teradata partners are entitled to software upgrades and updates of the Teradata Software at no charge as long as their Partner Profile and Technical Integration Document are current. Teradata Partners that have a product or solution integrated with Teradata software must maintain an interface and connectivity to the generally available versions of the Teradata Software.</p> <p>Software updates and patches on selected Teradata Software and drivers are available for download via <a href="#">Teradata At Your Service</a>. Current releases are also available for download via <a href="#">Teradata At Your Service</a>.</p>			✓	✓	✓
Access to Software Support	<p>Partners have the ability to submit requests for software support electronically 7 days a week, 24 hours a day via <a href="#">Teradata At Your Service</a>. Number of annual service requests vary based on partnership level.</p> <p>Support service requests submitted by partners participating in the Teradata Beta Program which are related to Teradata's Beta Software, will not be counted against the annual allotment.</p>			5	25	Unlimited

# Teradata PartnerIntelligence Program

Support		Preview	Marketing	Silver	Gold	Platinum
Access to Product Documentation	Through <a href="#">Teradata At Your Service</a> , partners can access Teradata's library of technical information including reference manuals, installation and programming guides, and operations and service guides.			✓	✓	✓
Ability to Purchase Support Pack	<p>If a partner uses their allotted support service requests, they may purchase a Support Pack. Support Pack pricing below:</p> <ul style="list-style-type: none"> <li>• 5 Support Service Requests for \$1,000</li> </ul> <p>Purchased Support Packs are available for use for one year, as long as partner's membership is current.</p>			✓	✓	NA

# Teradata PartnerIntelligence Program

## Requirements of Membership

Partners must meet the below requirements to continue their membership in the Teradata PartnerIntelligence Program.

Requirements		Preview	Marketing	Silver	Gold	Platinum
Annual Revenue Objectives/Deals – CSI Partners	Annual revenue or new footprint objectives are required for all CSI Partners. This is a jointly agreed upon commitment driven by business objectives. These objectives are documented in the Joint Business Plan.			\$5-\$5M/1-5 Deals	\$5-10M/6-10 Deals	\$10M+/10+ Deals
Joint Business Plan	<p>A well-defined business plan is a necessity. Business planning helps set expectations and aligns strategies against a common set of objectives. Only CSI and ISV Gold and Platinum Partners must complete a joint business plan with Teradata but only. This plan includes all aspects of our partnership, and is the primary document that defines the partnership and the ways in which the two companies work together.</p> <p>At a minimum, Teradata and partner will jointly review and update the business plan once a year.</p>				✓	✓
Authorized Company Administrator	<p>Teradata Partners must identify a primary and secondary Authorized Company Administrator. The responsibilities of the Authorized Company Administrator are as follows:</p> <ul style="list-style-type: none"> <li>• Manage Partner Profile located on the Teradata PartnerIntelligence Network</li> <li>• Process the Teradata PartnerIntelligence Program Fee renewal (if applicable)</li> <li>• Provide Company ID to individuals within your company interested in signing up for the Teradata PartnerIntelligence Network</li> <li>• Authorize users' access to the Teradata support portal (TAYS if applicable)</li> </ul>		✓	✓	✓	✓

# Teradata PartnerIntelligence Program

Requirements	Preview	Marketing	Silver	Gold	Platinum
<p>Partner Profile</p> <p>Partners have access to a self-maintained Partner Profile available via the Teradata PartnerIntelligence Network. Information collected on the Partner Profile provides a comprehensive look at your company and our joint solution(s). Information on the Partner Profile is used to:</p> <ul style="list-style-type: none"> <li>• Add your company to the Teradata Partner Directory</li> <li>• Create/update Partner Landing Page on Teradata.com (if applicable)</li> <li>• Respond to inquiries from Teradata customers and prospects</li> <li>• Record key company and partner contact information</li> <li>• Log joint product/solution interoperability information (if applicable)</li> </ul> <p>Upon initial enrollment in the Teradata PartnerIntelligence Program, partners are required to complete the General Information section of the Partner Profile. At a minimum, partners need to update the Partner Profile annually. However, partners should update the Partner Profile when changes occur such as new partner contact information, interoperability information, company information, new customer successes, etc.</p>		✓	✓	✓	✓

# Teradata PartnerIntelligence Program

## Program Changes

Teradata has added a new membership level – Preview. The Preview level is our entry level and is targeted to companies who want to explore a possible partnership with Teradata. See Membership Levels located on page 6 of this guide for a full definition.

In addition, Teradata has changed the PartnerIntelligence 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	No Change
Select	Silver
Preferred	Gold
Strategic	Platinum



# Teradata PartnerIntelligence Program

## 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. Partners are reviewed annually, at a minimum, to determine program level and eligibility; however, anytime during the year, the partner may request a review of their membership level status. Membership level and eligibility is based on the partner meeting 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 Alliances](#).

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Thank you.

teradata.

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