Teradata Partner Community Program

2023

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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 a leader in "The Forrester Wave™: Data Management for Analytics, Q1 2023.

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 Partner Community 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.

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Key Teradata Partner Community Program Elements

Development Environment

Technical Consulting

Technical Library

Web-based Training

Partner Community Network

Partner Support

About this Guide

This program guide provides comprehensive information about the Teradata Partner Community 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 Partner Community 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 Partner Community Program.

All guidelines, instructions and forms mentioned in this guide are available on the **Teradata Partner Community Network**.

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**.

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About the Teradata Partner Community Program

Members of the Teradata Partner Community 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 Partner Community 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
The below chart displays the Teradata Partner Community Program Membership Levels:

Membership Level
Member
Select
Premier
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	Partner Sandbox			On-line Toolkit
Timely Communications				Technical Documentation
				Beta Program

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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 Partner Community 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 Partner Community Program Membership Fee.

Step 4 – On-board
- Receive Welcome Pack.
- Participate in the on-boarding call – optional.
- Complete the General Information and Partner Directory sections of the Teradata Partner Profile via the Teradata Partner Community portal.

Step 5 – Announce
- Add partner to the Teradata Partner Directory.

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Benefits of Membership

The Teradata Partner Community 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 Partner Forum	●	●	●	●
Partner Communications	●	●	●	●

Educate	Member	Select	Premier	Elite
Free Web-based Learning	●	●	●	●
Access to Role Based Learning	●	●	●	●
Access to Partner Sandbox		●	●	●
Discounts for Classroom and Virtual Live Classes	50%	50%	50%	50%
Discounts 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.)	●	●	●	●
Eligible for Sponsor/Exhibit at Teradata Customer Events	●	●	●	●
Eligible for 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 and Management	●	●	●	●

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 (if you have a product integrated with a Teradata Product)		●	●	●
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 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 Training 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

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Membership Requirement Details

Partner Agreement

To receive access to the benefits and resources of the Teradata Partner Community Program company must sign a partner agreement. Agreements vary depending on partner type.

Complete Partner Profile

Within ten (15) business days of the Effective Date of the Partner Agreement, Partner will update the General Information section of the Partner Profile on the Teradata Partner Community.

If Partner has a product they are integrating with a Teradata Product, once integration is completed, Partner must update their Partner Profile and a Partner Technical Integration document. Teradata may change such forms from time to time via the Partner Portal.

Services

Services not defined in this Program Guide for Partner's designated Program Tier, including but not limited to, on site or cloud installation of new releases, maintenance releases, or Software Corrections, system performance tuning, or operational mentoring services are out of scope. Services for Teradata Software whose logic has been modified by anyone other than Teradata Customer Services or Teradata Engineering are also out of scope unless otherwise agreed to by the parties. If Teradata elects to perform such out-of-scope services, Teradata will do so at its then-current time and materials rates. Any such out-of-scope services must be pre-approved in writing by Partner.

Other Partner Responsibilities

Partner is responsible for all operations of the Teradata Software and its system including:

- obtaining appropriate training on the operation of the Teradata Software
- install all new releases, maintenance releases, and Software Corrections made available from Teradata
- providing back-up and restore systems, processes and services for restoration of the system upon a failure of the Teradata Software
- performing back-up at regularly scheduled intervals
- isolating and documenting Software Problems prior to contacting Teradata for service and
- promptly installing Teradata-supplied Software Corrections to reported Problems.

Partner will operate the Teradata Software in accordance with its documentation. Partner will not make, or have made any Corrections, repairs, or alterations to, or perform or have

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performed any patches, repairs, or alterations, or to perform maintenance on the Teradata Software, except as made available by Teradata.

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 Partner Community 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 Partner Community 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 Partner Community 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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