Teradata Partner Program Guide

2024-2025

"At Teradata, our partners are the cornerstone of our success and the driving force behind our customers' transformative journeys.

We're dedicated to providing the tools, resources, and support you need to thrive in the rapidly evolving world of data analytics and AI. Our Teradata Vantage platform provides the robust, scalable foundation enterprises need to implement Trusted AI. By harmonizing data across the organization and enabling advanced analytics at scale, we empower our partners to deliver AI-driven innovations that drive real business outcomes for our joint customers. The benefits of our partner program are designed to accelerate your success.

Let's redefine what's possible in the world of data and AI. Together."

-Varun Kohli, SVP, WW Alliances and Partners

Welcome to the Teradata Partner Program

Discover new growth opportunities and deliver engaging, profitable customer experiences. At Teradata, we believe in the power of data to transform businesses and improve lives. As the provider of the most complete cloud analytics and data platform for AI, we help our customers make better, more confident decisions through trusted and transformative data intelligence.

Our partner program is designed to create powerful alliances that drive innovation, deliver exceptional value to customers, and generate mutual success. Whether you're a technology innovator, a consulting powerhouse, or a channel expert, partnering with Teradata opens doors to new opportunities and unparalleled growth.

About this guide

Read this guide for important information about the Teradata Partner Program, including its mission, the value it delivers, membership levels and benefits, how to enroll, and more.

Teradata at a glance

Our mission - We transform how businesses work and people live through the power of data.

45-year history as the analytics leader working with many of the largest enterprise companies in the world

300+ partners

612 patents

+1K enterprise and mid-market customers

Universally analyst-ranked as market leader, including #1 by Gartner for all Analytical Use Cases

Gartner. **FORRESTER** **≡IDC**

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All guidelines, instructions, and forms mentioned in this guide are available on the Teradata Partner Community, Teradata's partner portal.

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Why customers choose Teradata

We believe people thrive when empowered with trusted information. That's why we built the most complete cloud analytics and data platform for AI. By delivering harmonized data, Trusted AI, and faster innovation, we empower our customers to make better, more confident decisions. Teradata guides companies through their AI journeys by offering:

- Improved productivity and faster ROI with ClearScape Analytics™
- Best-in-class in-database AI/ML functions and open API integrations
- The ability to bring your favorite models into the most open and connected ecosystem
- The freedom to innovate with Teradata AI Unlimited
- Better decision-making for both business and technical teams with ask.ai

By partnering with Teradata, you position your organization at the forefront of this AI innovation wave, helping customers unlock the true potential of their data assets.

"Working with the right partners and solutions can help accelerate trust by showing accurate results and ROI from AI projects quickly. All successful AI projects start with a foundation of clean, reliable data – based on solid datasets and full transparency. That's where Teradata can help."

–Teradata Partner Executive

Why partners choose Teradata

The Teradata Partner Program is designed to propel you and your business forward. Our program offers unparalleled access to global enterprise and mid-market customers, enabling you to tap into lucrative markets with a scalable, industry-leading platform. We prioritize your profitability by providing attractive margins and recurring revenue streams while opening doors to value-added services across hybrid, cloud, and on-premises environments. With Teradata, partnering is seamless, backed by world-class enablement resources and dedicated support to accelerate your growth and maximize your return on investment.

Five reasons to partner with Teradata

1. **Market-leading technology**
   Align your business with Gartner's top-ranked platform for data management solutions for analytics, positioning you at the forefront of AI and advanced analytics innovation.

2. **Enterprise-class offerings and customers**
   No matter where your data resides, Teradata has a complete offering from on-premises to cloud. Teradata brings enterprise cloud data and analytics to all three major cloud service providers with industry-first license portability. Our enterprise-grade solutions drive growth for over 1,000 global enterprise and mid-market customers.

3. **Lucrative opportunities**
   Benefit from attractive margins, recurring revenue streams, and value-added service potential.

4. **Comprehensive enablement**
   Leverage free training, certifications, and ongoing support to build your Teradata expertise.

5. **Collaborative culture**
   Experience a true partnership approach with dedicated resources and joint go-to-market initiatives.

Partner program types and levels

Our program is designed to support three distinct partner types, each with unique opportunities to develop, implement, and/or sell the most complete cloud analytics and data platform for AI to customers.
Partners can select the preferred partner type they wish to pursue:

Technology partners
These partners provide commercially available technology that is hosted on, integrated with, or embedded into Teradata Vantage™. This includes partners like independent software vendors (ISVs) and original equipment manufacturers (OEMs).

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

Channel partners
Partners who sell Teradata products and services to end users or offer sales enablement logistics Teradata cannot provide. This may include value-added resellers (VARs), distributors or systems integrators (SIs), and Technology partners.

Partner levels – choose your growth path

The Teradata Partner Program offers a wide range of benefits and resources that empower partners to increase profitability and accelerate their business with Teradata. The program consists of three membership levels – Bronze, Silver, and Gold. Eligibility is based on how a partnering company aligns with the program requirements.
Advancement through these levels is based on revenue performance, technical certifications, and overall partnership engagement. At a minimum, partners are reviewed annually to assess their current membership level and eligibility. However, at any time during the year, partners may request a review of their membership level status. Any change in the partner's membership level status is at Teradata's discretion.

Bronze – Entry-level for newer partners.

Silver – For partners with demonstrated Teradata expertise and business commitment.

Gold – The Gold level is by invitation only and is reserved for strategic partners who operate in multiple countries throughout the world.

Please note: The Bronze level is not available to Channel partners.

Program benefits – all partners

This section covers the benefits and resources that apply to all partner types. Specific benefits and requirements by partner type are outlined in the partner type sections.

Please note, the Bronze tier does not apply to Channel partners.

Support	Bronze	Silver	Gold
Partner onboarding	Digital	•	•
Partner portal	•	•	•
Partner communications	•	•	•
Partner manager		Contact	•

Enablement	Bronze	Silver	Gold
Sales and technical training	•	•	•
Certification and badging	Free	Free	Free
Exclusive Teradata partner events	•	•	•
Downloads, forums, documentation	•	•	•
Non-production software		•	•
Technology and product briefs			•

Marketing	Bronze	Silver	Gold
Marketing self-service portal	•	•	•
Out-of-the-box campaigns	•	•	•
Customizable joint assets	•	•	•
Use of Teradata logo		•	•
Partner directory and partnership page		•	•
Teradata event sponsorship		•	•
Integrated marketing plan			•
Partner marketing manager			•

Sales	Bronze	Silver	Gold
Online sales kit	•	•	•
Shared demo environment		•	•
Dedicated demo environment			•
Enablement of Teradata sellers			•

Support

Partner onboarding

Bronze partners receive a Welcome Pack shortly after signing the partner agreement. The Welcome Pack provides partners with the information they need to get started and how to leverage program resources.

In addition to receiving a Welcome Pack, Silver and Gold partners are entitled to an onboarding call conducted by the Teradata Partner Support team. During this call, we review the Welcome Pack and demo the Teradata Partner Portal. Onboarding calls are scheduled through your Teradata Partner Manager.

Partner Portal

The Teradata Partner Portal is the access point to all the tools, resources, and sites to assist partners in increasing profitability and accelerating their business with Teradata. This member-only, secured site provides partners access to:

- Deal registration
- Training materials
- Go-to-market resources
- Product documentation
- Downloads
- Partner profile
- And more...

Registration instructions are included in the Welcome Pack sent to all new partners.

Partner communications

Teradata strives to provide partners with relevant and timely information. Partners receive important communications from Teradata, including newsletters, announcements, invitations to events, upcoming training, and updates on the program.

Partner manager

Silver and Gold partners are supported by a Partner Manager. For Silver partners, the Partner Manager is the central point of contact for process and program-related questions. For Gold partners, the Partner Manager performs a more proactive role. They are the single point of contact to provide support and best practices for program-related initiatives, communicate Teradata's strategy, and where appropriate, facilitate joint development and go-to-market activities.

Bronze partners use a self-service model via the Partner Portal.

Enablement

Sales and technical training

Training and education are key components of the Teradata Partner Program. Product knowledge is crucial to enabling partners to effectively sell, deploy, and support Teradata Vantage and other Teradata products/services.

Training is available through Teradata University, our learning platform, which is accessible via the Teradata Partner Portal. Through Teradata University, partners have access to:

- On-demand role-based learning
- Over 300 on-demand and virtual instructor-led courses
- Certification paths
- And more

All of this is available at no charge to our partners.

Certification and badging

Teradata issues digital badges that recognize achievement in building skills, completing curriculums, and/or certifying with Teradata. Badges are delivered electronically and can easily be shared on social media, email, resumes, and business cards.

Digital badges are issued to candidates who earn any Teradata certification as well as for completion of certain partner curriculums. Key partner badges and certification paths are covered on the Partner Workspace located in Teradata University.

Teradata provides free certification vouchers to all partners. Contact your Teradata Partner Manager to request a voucher.

Exclusive Teradata partner events

Teradata offers partners access to exclusive, partner-only events, such as regional in-person events and technology road shows.

Documentation, downloads, and Developer Forum via Teradata Developer Portal

Teradata Developer Portal is the go-to hub for quick-start resources, guides, tutorials, code samples, technical documentation, and downloads for all Teradata products, in addition to forums, blogs, events and videos from Teradata's vibrant community of users. The Teradata Developer Portal is accessible via the Partner Portal.

Non-production software

Teradata partners are eligible to receive non-production, not-for-resale (NFR), software licenses. Permitted uses vary by partner type but include developing, testing, and supporting interoperability and integration of partner products with Teradata software; internal training of partner employees; and joint demonstrations of Teradata software to joint customers or jointly targeted prospective customers.

Software includes the Teradata Analytics Database and Teradata tools and utilities for supported platforms. Partners requiring access to Teradata software other than the software noted above will be reviewed on a case-by-case basis.

Technology and product briefs

Teradata Gold partners are eligible to participate in a technology and product roadmap session each year, held at the Teradata Executive Business Center and/or online. This session is designed to prepare partners for future business with Teradata. This session is arranged by your Teradata Partner Manager.

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Marketing

Use of Teradata logo

All 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 via the Teradata Partner Portal.

Partner directory and partnership page

Silver and Gold partners are eligible for mention on the Teradata Partner Directory and a dedicated partner page on Teradata.com.

  Partner directory: To be included, partners must complete the Partner Directory section of the Partner Profile located on the Teradata Portal.

  Partner page: This page is used by partners to market their relationship with Teradata. Content for this page is taken from the Partner Profile, which is managed by the partner's Authorized Company Administrator.

Marketing self-service portal

Gain access to a self-service portal where you can easily access, modify, and deploy a variety of marketing materials, empowering you to manage and execute joint marketing efficiently.

Out-of-the-box campaigns

Leverage prebuilt, high-impact marketing campaigns designed to drive results with minimal setup. These ready-to-deploy campaigns allow partners to quickly engage their audience and generate leads without extensive preparation.

Customizable joint assets

Access downloadable co-branded assets tailored to partner segmentation. These assets offer light customization options, such as adding partner logos, to align with branding and enhance strategic content and lead generation.

Teradata event sponsoring

Teradata provides Silver and Gold partners sponsorship opportunities at global customer events.

Integrated marketing plan

Collaborate with prioritized partners to develop and execute comprehensive, integrated marketing plans. These plans are tailored to align with mutual goals and drive cohesive, impactful marketing efforts that maximize results.

Partner marketing manager

Receive dedicated support from a Teradata Partner Manager who will assist you in optimizing your marketing strategies, providing guidance, and ensuring you have the resources you need to achieve joint goals.

Sales

Online sales kits

Our online sales kits are the one-stop shop for partners to learn about Teradata products and services and how sell to your customer base. Content includes:

- Product overviews

- Product training

- Customer presentations

- Competitive information

- Sales plays

- Customer stories

- Sales materials

- FAQs

- And more...

All are available via the Partner Portal.

Deal registration and management

Teradata provides partners with competitive rewards and incentives designed to increase partner profitability when they register deals and bring new opportunities to Teradata. We provide partners a simple, streamlined deal registration process and ability to track deals through the deal lifecycle. Partners using any Teradata incentive program must register deals via the Teradata Partner Portal.

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How to register a deal

To register a deal, follow the steps below or refer to the Lead Registration Guide located on the Partner Portal for detailed instructions.

1. Log in to the Teradata Partner Portal and navigate to the Sales tab. Next, select Leads from the drop-down list.
2. Once on the Leads page, select New to open the New Lead: Partner Lead form.
3. Complete all the required fields on the form and then select Save. The Lead is sent to Teradata.
4. Select All Partner Lead Records under List Views to track lead status.

Partner eligibility

- Silver and Gold Channel partners with a valid Master Resell or Distributor agreement.

- Silver and Gold Consulting and System Integrator partners with a Master Resell or Master Partner agreement.

- Partners must adhere to Teradata's Code of Conduct. Any significant breach may result in deal disqualification and/or termination of the partnership.

Shared demo environment – *Coming January 2025*

This is a 30-day, shared environment where users can experience analytic use cases leveraging a Jupyter Notebook in combination with Lake Console. This environment may be extended. To request an extension, contact your Teradata Partner Manager.

Dedicated demo environment – *Coming January 2025*

This is a 30-day, dedicated environment which allows partners to add compute cluster, execute queries, and see visualizations on queries. This environment may be extended. To request an extension, contact your Teradata Partner Manager.

Enablement of Teradata sellers

To promote our collaboration, Teradata will promote Gold partners and their content to internal sales teams using the following tactics:

- Partner featured on monthly Teradata sales calls

- Partner content highlighted on Teradata GTM hub

- Partner featured on Teradata.com

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Technology partner – program benefits and resources

The Technology Partner Program has three membership levels: Bronze, Silver, and Gold. *Note: Gold level is by invitation only.* In addition to the general partner benefits and resources noted above, below are the specific Technology partner benefits and requirements.

Technology partner benefits/resources	Bronze	Silver	Gold
Technical integration support	Online	Online	•
Partner Test and Development Lab		•	•
Referral program		•	•
Beta Program access			By Invitation
Strategic Growth Initiative Fund			•
Reselling of technology solution			•

Technology partner requirements	Bronze	Silver	Gold
Partner agreement	•	•	•
Complete partner profile	•	•	•
Identify Authorized Company Administrator	•	•	•
Maintain interoperability		•	•
Identify primary partnership contact		•	•
Identify technical contact		•	•
Include Teradata logo on website		•	•
Annual business plan and review			•
Program fee	Free	$1,000	$2,000

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Technology partner benefits and resources

Technical integration support
Teradata offers remote access to technical experts to assist partners with their product development and integration efforts.

  Prior to requesting assistance, partners must complete all the prerequisites outlined on the Teradata Partner Portal. Once the prerequisites are completed, partners complete the Technical Integration Assistance form located on the Teradata Partner Portal to request assistance.

Partner test and development lab
Teradata partners receive remote access to a Teradata platform located in our San Diego facility. This shared environment is hosted and managed by our Partner Technical Team. Partners receive remote access:

- Shared database servers with internet access, available 24 hours - staff available 8-5 PST (Mon-Fri)

- Previous and current version of Teradata software as well as the beta version when available.

To receive access to the shared lab, partner must complete the Teradata Partner Lab Request form located on the Teradata Partner Portal.

  In some situations, a dedicated enviroment may be required for test and development. These instances will be reviewed and approved on a case-by-case basis.

Referral program
Teradata invites Silver and Gold partners to participate in our referral program. If interested in participating in this program, work with your Teradata partner manager.

BETA Program access
Gold Technology partners are invited to participate in Teradata's Beta Software Program. Participating Technology partners are exposed to new product features/functionality and can test new Teradata software before Teradata releases it for commercial use. 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.

Strategic Growth Initiative Fund
Gold partners gain access to strategic funds designed to accelerate business growth and foster innovation. These funds support high-impact initiatives, such as market development and solution building, empowering partners to boost their competitiveness and reach new customers. This initiative underscores our commitment to driving mutual, sustainable growth.

Reselling of technology solutions
Based on Teradata field interest and customer demand, Teradata may elect to enter into a resell relationship with Gold partners to resell the partner solution.

Technology partner requirements

Partner agreement
Partners accepted into the Teradata Partner Program agree to the terms and conditions of the Master Partner Agreement. The agreement must be signed by an authorized company official. The agreement plus the Teradata Partner Program Guide defines the relationship between Teradata and the partner.

Complete partner profile
All partners have access to a self-maintained Partner Profile available via the Teradata Partner Portal. 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:

- Add your company to the Teradata Partner Directory

- Create/update partner page on Teradata.com

- Record key company and partner contact information

- Log joint product/solution interoperability information

Upon initial enrollment in the Teradata Partner 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, etc.

Maintain interoperability
Any partner that has a product/solution(s) that interoperates with Teradata software, which includes Teradata Vantage, Teradata applications, and Teradata tools and utilities, is required to confirm interoperability of their product/solution(s) with the Teradata software. To confirm interoperability, partners must complete a Technical Integration document and the Product Interoperability Detail section of the Partner Profile. Both are available via the Teradata Partner Portal.

At a minimum, partners must update the Technical Integration Document and Interoperability section of the Partner Portal annually. However, partners are required to complete/update both if any of the following occur:

- Upon initial product integration with Teradata software

- When partner product is integrated with a new version(s) of Teradata software

- When a new version of the partner product is integrated with Teradata software

Detailed instructions on how to declare interoperability are located on the home page of the Teradata Partner Portal.

Identify Authorized Company Administrator
All Teradata partners must identify a primary Authorized Company Administrator. The Authorized Company Administrator is responsible for:

- Maintaining the Partner Profile located on the Teradata Partner Portal

- Processing the partner program fee renewal if a finance contact is not identified

- Providing registration instructions and the company registration code to individuals within company interested in signing up for the Teradata Partner Portal

Instructions on how to set up the Authorized Company Administrator are covered in the Welcome Pack.

Identify primary partner contact
Silver and Gold partners must identify a primary contact. This contact is typically the person who manages the partner relationship.

Identify technical contact
This is the primary technical contact at the company and who manages the technical side of the partner relationship.

Include Teradata logo on website
Silver and Gold partners are required to add the Teradata logo to their company website. The Teradata logo, use guidelines, and boilerplates are available via the Partner Portal.

Annual business plan and review
A well-defined business plan is a necessity. Business planning helps set expectations and aligns strategies against a common set of objectives. All Gold partners must complete a joint business plan with Teradata. 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.

At a minimum, Teradata and partner will jointly review and update the business plan once a year.

Program fee
The first year is free to approved Silver and Gold partners. Partners are required to pay an annual program fee starting in year two.

There is no program fee for Bronze partners.

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Consulting and Systems Integrator partner – program benefits and resources

The Consulting and Systems Integrator partner program has three membership levels: Bronze, Silver, and Gold. Note: *The Gold level is by invitation only.*

   In addition to the general partner benefits and resources noted above, below are the specific Consulting and Systems Integrator partner benefits and requirements.

Consulting and Systems Integrator partner benefits/resources	Bronze	Silver	Gold
Teradata-led proof of concept (POC) support	•	•	•
Presale support		•	•
Proposal/quote/RFP support		•	•
Incentive programs		•	•

Consulting and Systems Integrator partner requirements	Bronze	Silver	Gold
Partner agreement	•	•	•
Complete Partner Profile	•	•	•
Identify Authorized Company Administrator	•	•	•
Identify primary partnership contact		•	•
Include Teradata logo on website		•	•
Training targets		2	Per Business Plan
Deal targets			Per Business Plan
Annual business plan and review			•
Program fee	Free	$1,000	$2,000

Note: If your company has a product integrated with a Teradata product, you are also entitled to the benefits outlined in the Technology partner section.

Consulting and Systems Integrator partner benefits and resources

Teradata-led POC support
Partners receive POC support from Teradata for qualified deals. Contact your Teradata partner manager for support with your POC.

Presale support
Teradata provides presale and SE support to our partners. Contact your Teradata partner manager for information on how to access these services.

Proposal/quote/RFP support
Teradata provides partners assistance with proposals, quotes, and RFPs. Contact your Teradata Partner Manager if you need support.

Incentive programs
Special incentives are offered to system integrators, rewarding them for driving partner-originated business and expanding our market presence. These programs provide financial incentives and sales support, empowering partners to capitalize on new opportunities. By participating, system integrators can accelerate growth and strengthen their alignment with our shared business objectives.

Consulting and Systems Integrator partner requirements

Partner agreement
Partners accepted into the Teradata Partner Program agree to the terms and conditions of the Master Partner Agreement. The agreement must be signed by an authorized company official. The agreement plus the Teradata Partner Program Guide defines the relationship between Teradata and partner.

Complete Partner Profile
All partners have access to a self-maintained Partner Profile available via the Teradata Partner Portal. 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:

- Add your company to the Teradata Partner Directory
- Create/update partner page on Teradata.com
- Record key company and partner contact information
- Log joint product/solution interoperability information

Upon initial enrollment in the Teradata Partner 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, successes, etc.

Authorized Company Administrator
All Teradata partners must identify a primary Authorized Company Administrator. The Authorized Company Administrator is responsible for:

- Maintaining the Partner Profile located on the Teradata Partner Portal
- Processing the partner program fee renewal if a finance contact is not identified
- Providing registration instructions and the company registration code to individuals within company interested in signing up for the Teradata Partner Portal

Instructions on how to set up the Authorized Company Administrator is covered in the Welcome Pack.

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Identify primary partner contact
Silver and Gold partners must identify a primary contact. This contact is typically the person who manages the partner relationship.

Include Teradata logo on website
Silver and Gold partners are required to add the Teradata logo to their company website. The Teradata logo, use guidelines, and boilerplates are available via the Partner Portal.

Training target
Silver partners are required to maintain two trained/certified associates annually. The training target for Gold partners is a jointly agreed upon commitment driven by business objectives and documented in the annual business plan.

Deal target
Silver partners are required to close a minimum of two deals annually.
   The deal target for Gold partners is a jointly agreed upon commitment driven by business objectives and documented in the annual business plan.

Annual business plan and review
A well-defined business plan is a necessity. Business planning helps set expectations and aligns strategies against a common set of objectives. All Gold partners must complete a joint business plan with Teradata. 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.
   At a minimum, Teradata and partner will jointly review and update the business plan once a year.

Program fee
The first year is free to approved Silver and Gold partners. Partners are required to pay annual program fee starting in year two.
   There is no program fee for Bronze partners.

Channel partner – program benefits and resources

The Channel partner program has two membership levels: Silver and Gold. All partners enter the program at the Silver level and as their business grows and targets are met, they may advance to the next level. The Gold level is by invitation only. In addition to the general partner benefits and resources noted above, below are the specific Channel partner benefits and requirements.

Channel partner benefits/resources	Silver	Gold
Teradata-led proof of concept (POC) support	•	•
Pre-sale support	•	•
Assistance with proposals/quotes - RFP	•	•
Channel incentive program and offers	•	•
Performance-based incentives		•
Lead sharing		•
Partner-led marketing event support		•

Channel partner requirements	Silver	Gold
Partner agreement	•	•
Complete Partner Profile	•	•
Identify primary partnership contact	•	•
Include Teradata logo on website	•	•
Deal targets	1-4	Per Business Plan
Training targets	Per Business Plan	Per Business Plan
Business plan and review	•	•

Note: If your company has a product integrated with a Teradata product, you are also entitled to the benefits outlined in the Technology partner section.

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Channel partner benefits and resources

Teradata-led POC support
Partners receive POC support from Teradata for qualified deals. Contact your Teradata partner manager for support with your POC.

Presale support
Teradata provides presale and SE support to our partners. Contact your Teradata Partner Manager for information on how to access these services.

Proposal/quote/RFP support
Teradata provides partners with assistance on proposals, quotes, and RFPs. Contact your Teradata Partner Manager if you need support

Channel incentives
Teradata offers a highly competitive channel incentive program that rewards resellers for generating partner-originated business and driving growth. The program includes discounts on most Teradata products and provides opportunities to participate in special incentive initiatives that recognize partners for securing new business and expanding market presence.

Performance-based incentives
Gold resellers gain access to exclusive, tailored incentive programs designed to align with strategic business objectives and support unique joint go-to-market initiatives. These programs provide targeted rewards and resources, empowering resellers to drive growth, capture new opportunities, and strengthen market positioning through collaborative efforts.

Lead sharing
Teradata may elect to pass leads received to Gold partners. This will be done at Teradata's discretion.

Partner-led marketing event support
Teradata provide assistance to Gold partner with marketing events. This requires a business case and Teradata approval.

Channel partner requirements

Partner agreement
Partners accepted into the Teradata Partner Program agree to the terms and conditions of the Master Partner Agreement. The agreement must be signed by an authorized company official. The agreement plus the Teradata Partner Program Guide defines the relationship between Teradata and the partner.

Complete Partner Profile
All partners have access to a self-maintained Partner Profile available via the Teradata Partner Portal. 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:

- Add your company to the Teradata Partner Directory
- Create/update partner page on Teradata.com
- Record key company and partner contact information
- Log joint product/solution interoperability information

Upon initial enrollment in the Teradata Partner 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, successes, etc.

Authorized Company Administrator
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- Maintaining the Partner Profile located on the Teradata Partner Portal
- Processing the partner program fee renewal if a finance contact is not identified
- Providing registration instructions and the company registration code to individuals within company interested in signing up for the Teradata Partner Portal

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Identify primary partner contact
Silver and Gold partners must identify a primary contact. This contact is typically the person who manages the partner relationship.

Include Teradata logo on website
Silver and Gold partners are required to add the Teradata logo to their company website. The Teradata logo, use guidelines, and boilerplates are available via the Partner Portal.

Training target
Silver and Gold Channel partners are required to maintain a minimum number of trained/certified associates annually. The training target is a jointly agreed upon commitment driven by business objectives and documented in the business plan.

Deal target
Silver partners are required to close 1-4 deals annually. The deal target for Gold partners is a jointly agreed upon commitment driven by business objectives and documented in the business plan.

Annual business plan and review
A well-defined business plan is a necessity. Business planning helps set expectations and aligns strategies against a common set of objectives. All Gold partners must complete a joint business plan with Teradata. 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.

  At a minimum, Teradata and partner will jointly review and update the business plan once a year.

"Selling next-gen technology like cloud and data analytics is similar to jumping on a high-speed train—you have to move fast and react quickly to new solutions and business opportunities. Teradata's partner enablement resources enhance our knowledge, boost our sales effectiveness, and position us as trusted advisors to our customers."

-CTO, Teradata Technology Partner

# Steps to becoming a Teradata partner

Your path to success starts here

Join the Teradata Partner Program today and unlock new possibilities for your business. Together, we'll redefine what's possible with data and analytics, driving transformative outcomes for our joint customers.
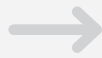
Ready to get started? Teradata offers a simple path to partnering. Our partner enablement team is here to guide you through every step of the process.
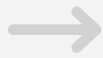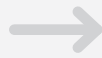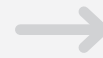
Apply → **Review** → **Sign** → **Onboard** → **Announce**

Step 1 – Apply

- Review the entire Teradata Partner 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.
- Channel partners will be required to complete due diligence before receiving the agreement.

Step 3 – Sign

- Sign the Teradata Partner Agreement and return to Teradata.

Step 4 – Onboard

- Receive the Teradata Partner Program Welcome Pack.
- Participate in the onboarding call. Not available for Bronze partners.
- Complete the General Information section of the Teradata Partner Profile via the Teradata Partner Portal level.
- Complete the Partner Directory section of the Teradata Partner Profile via the Teradata Partner Portal – Silver and above.

Step 5 – Announce

- Add the partner to the Teradata Partner Directory – Silver and above.

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Co-marketing opportunities with Teradata

Campaign-in-a-box

Teradata provides partners with a co-branded campaign-in-a-box kit that contains all the key components for you to execute a campaign to your audience with co-branded materials.
   Each kit will center around a key theme and will contain multiple content assets. Each asset will also contain an activation kit that will make it easier for you to create leads. Each kit will contain:

- Email copy
- Landing page copy
- Social posts
- Digital ads
- Blog

   There's also an activation guide that provides context on the campaign as well as instructions on how to execute the campaign.

Other co-marketing opportunities

Teradata's co-branded campaign resources are designed to amplify your market presence through:

- Joint webinars and events
- Co-created thought leadership content
- Social media amplification
- Access to Teradata's global customer base

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Key contacts

Have questions or need assistance? Teradata's partner team stands ready to help! Please contact your respective partner sales executive, or email your question to:

- Teradata.AmericasPartners@teradata.com
- Teradata.EMEAPartners@teradata.com
- Teradata.APJPartners@teradata.com