

Couchbase PartnerEngage

Start a revolution together!

Partner Tier Assignments



Registered is the default tier for new partners, offering many competitive benefits.



Partners work toward the Advanced tier by growing their skill level and their Couchbase business.

Each tier brings benefits and requires various commitments, with Advanced bringing the highest level of both.



Welcome

Couchbase's mission is to be the data platform that revolutionizes digital innovation. To make this possible, Couchbase created the world's first Engagement Database. Built on the most powerful NoSQL technology, the Couchbase Data Platform includes Couchbase Server and Couchbase Mobile and is open source. The platform provides unmatched agility and manageability – as well as unparalleled performance at any scale – to deliver ever-richer and ever more personalized customer experiences.

Partners are critical to the success and growth of Couchbase's business. Couchbase's Partner Program (PartnerEngage) has been built from the ground up to provide significant value to our worldwide ecosystem of partners and to drive customer success. We are committed to working with our partners to serve the needs of our customers and to grow our collective business.



Increase Relevance

- The world's first engagement database
- Aligned to DX/CX – used by the biggest brands
- Customer experience is a key brand differentiator



Clear Differentiation

- Performance at scale
- Unsurpassed agility and flexibility
- The easiest platform to manage



Grow Your Business

- Huge market opportunity – \$10B by 2021
- Services projects yield 5-10x revenue of subscription fees
- Land and expand – new use cases and business applications are the norm
- Attractive incentives and benefits

Partner Types and Benefits

PartnerEngage offers benefits to partners based on both partner type and program membership tier. Couchbase partner types are divided into 2 main categories: **Solution and Technology Partners**.

Solution partners include resellers, referral partners, system integrators, and services partners.

Solution Partner Requirements	Registered	Advanced
Sign partner agreement	✓	✓
Opt-in for communications	✓	✓
Couchbase presence on partner website		✓
Promote Couchbase events		✓
Promote and drive joint events		✓
Joint case study/customer references		1
Certified* sales resources		1
Certified* tech resources		1

Solution Partner Benefits	Registered	Advanced
Partner logo	✓	✓
Eligible for opportunity registration	✓	✓
Access to communications	✓	✓
Access to Partner Portal	✓	✓
Listing on Partner Locator	✓	✓
Eligible for Featured Partner page		✓
Eligible for lead gen program funds (or equivalent)		✓
PR/social media support		✓
Eligible to participate in Couchbase events		✓
Eligible for early access beta program		✓
Pre-sales support		✓
Technical support		✓

Technology partners include ISV/HW partner and cloud partners.

Technology Partner Requirements	Registered	Advanced
Sign partner agreement	✓	✓
Furnish partner contact information	✓	✓
Opt-in for communications	✓	✓
Blog posts/PR for solution	✓	✓
Promote Couchbase events		✓
Promote and drive joint events		✓
Joint case study		1
Joint assets*		1

Technology Partner Benefits	Registered	Advanced
Partner logo	✓	✓
Eligible for opportunity registration	✓	✓
Access to communications	✓	✓
Access to Partner Portal	✓	✓
Listing on Partner Locator	✓	✓
Eligible for Featured Partner page		✓
Eligible for lead gen program funds (or equivalent)		✓
Cooperative sales planning and pre-sales support		✓
PR/social media support		✓
Eligible to participate in Couchbase events		✓
Eligible for early access beta program		✓

* Solution briefs, white papers, architectural mapping, assets (integration specs, etc.)



START A REVOLUTION

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Start a revolution with Couchbase today!

Email partners@couchbase.com or go to www.couchbase.com/partners for more information.

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Couchbase customers include industry leaders like AOL, Amadeus, AT&T, Cisco, Comcast, Concur, Disney, Dixons Carphone, eBay, General Electric, Marriott, Nordstrom, Neiman Marcus, PayPal, Ryanair, Rakuten/Viber, Tesco, Verizon, Wells Fargo, as well as hundreds of other household names.

Couchbase investors include Accel Partners, Adams Street Partners, Ignition Partners, Mayfield Fund, North Bridge Venture Partners, Sorenson Capital, and WestSummit Capital. For more information, please visit: www.couchbase.com