

VELOCITY PARTNER NETWORK BRIEF

# Partnering with us brings value

At Yellowbrick, we commit to delivering the value that you want and expect from a strategic vendor partner. With our existing platform and planned roadmap, Yellowbrick offers a comprehensive path to solving your customers’ modern data warehouse needs and requirements.

We encourage you to develop your own value-added services around Yellowbrick, while we support you through our consistent investment in the infrastructure and tools that will empower your business to grow with your customers. Yellowbrick commits to providing extensive training to ensure your success and to accelerate your ability to deliver effective and profitable solutions.

The Yellowbrick Velocity Partner Network is designed to recognize your expertise and reward you for delivering a world class solution to the market.

### Network structure

The Yellowbrick Velocity Partner Network is a multi-tiered model with three partnership levels (Platinum, Gold, and Silver). Each tier offers access to a variety of benefits which aid in the development of your capabilities and expand your sales expertise.

The Silver partnership is the entry level tier, designed to allow partners to focus on building your skill while working on your next level tier requirements.

As a **Silver partner**, you can access all of the training necessary to boost your Yellowbrick knowledge, including sales, pre-sales, and technical training. Plus, you will have access to the entire calendar of partner webinars.

Our **Gold partners** have a significant jump in profitability and services. You will be entitled to leads, sales support, and a number of engagement opportunities.

**Platinum level partners** enjoy all the benefits of our Silver and Gold partners, but with renewal annuity opportunities and access to all of our events and conferences as a participant.

To learn more, visit [www.yellowbrick.com/resellers/](http://www.yellowbrick.com/resellers/)

Partnership Benefits	Platinum	Gold	Silver
<b>Profitability</b>			
Transactional rebate	●	●	●
Yellowbrick multiplier services	●	●	
Deal registration	●	●	●
Renewal annuity opportunity	●		
<b>Engagement</b>			
Leads	●	●	
Event and conference participation	●	Varies	
<b>Sales</b>			
Partner locator (web visibility)	●	●	
Sales, pre-sales, technical training	●	●	●
Trials	●	●	
Not-for-resale (proposal-based only)	●	●	
<b>Marketing</b>			
Partner portal access	●	●	
Sales resources, turnkey marketing programs	●	●	
Joint investment (based upon availability)	●	●	
Partner webinars	●	●	●