



Partner Program Guide

2023

Unify. Automate. Activate.

www.purplecube.ai

Welcome

Welcome to the PurpleCube Partner Program, a world-class ecosystem of technology, incentives and support to help you stand out in today's competitive Data & Analytics industry. It gives you easy access to the proven resources you need to work smarter — and earn more.

Our Unified Data Orchestration Platform and our partners' deep industry expertise empower our customers to solve today's challenges and uncover tomorrow's opportunities.

We focus on supporting you with world-class technologies, programs, and infrastructures to help you build a successful Data & Analytics practice that supports your business goals and rewards your partnership with PurpleCube.

This is an important time in our industry, and we're glad you're with us. We look forward to building a more successful partnership and giving you more resources to stay ahead of the competition.

Sincerely,
The PurpleCube Team

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The global data orchestration market is expected to grow from \$2.9 billion in 2022 to \$11.5 billion by 2028 at a CAGR of 22.4%. The growth of the market is driven by the increasing demand for real-time data processing, the need to improve data security, and the growing adoption of cloud-based data orchestration solutions. ”

Why Partner with PurpleCube?

Become a
PurpleCube
Partner today.



We look forward to providing the tools, resources, and rewards you need to work smarter — and sell more.

PurpleCube supports you with these key program advantages:



Exceptional Profit & Growth Opportunity – PurpleCube continues to invest heavily in our partners through lucrative deal registrations and incentive programs. Surpass your sales goals with marketing development funds (MDF), leads, and joint business planning.



Comprehensive Partner Team – Work smarter with expert assistance from partner sales managers, sales engineers, and our expert marketing professionals.



Ideal Timing – Help chart the future by building a successful partnership with PurpleCube. This is an exciting time in our industry, and we're uniquely poised to take advantage of all the opportunities that come our way.



Our Partner Focus – Enjoy a tremendous advantage, thanks to our partner focus. You'll stand out with state-of-the-art tools and resources designed to help you succeed.

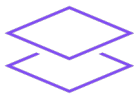
How We Partner



Channel Partners

PurpleCube channel partners may resell or refer the PurpleCube platform, provide technical and industry expertise, or offer implementation and services to customers.

- **Improve consulting offerings** - Help clients find solutions and provide subject matter expertise, third-party validation, or referrals to PurpleCube.
- **Accelerate growth as a reseller**- Resell the PurpleCube platform to complement your existing solutions and deliver the entire PurpleCube experience, including sales, service, support, renewal, and implementation.



Technology Partners

Technology partners work with PurpleCube to ensure both companies' solutions are optimized for interdependency in customer environments. Technology partners create joint solutions with PurpleCube and can leverage PurpleCube developer tools to build native integrations and apps.

The PurpleCube Badging

Partners can differentiate their business, market, and sell their skill sets through the PurpleCube Partner Program's badging initiative. Our badging initiative is designed around multiple tiers. Tiers illustrate the depth of a partner's business with PurpleCube and the extent of its PurpleCube-based skill set. All partners enter the Partner Program in the Silver tier. To earn your tier badge – or to move up in tier, partners must fulfil various requirements, including a set number of PurpleCube, credentialed employees, and revenue requirements.

In addition to the new badge, as partners move up in tiers, they receive additional benefits from PurpleCube.



Badges may be used in all your marketing materials and customer communications. Promote them on your website, social media, presentations, brochures, tradeshow booths, email signatures and more!



Membership Details

Program enrolment

Prospective partners interested in program members must complete a partner inquiry by emailing partners@PurpleCube.ai. PurpleCube will review the inquiry, and if the joint value proposition meets the needs of the program, then we will forward the program application and related due diligence documentation to the prospective partner. If the application is approved, PurpleCube will contact you regarding the next steps and obtain any additional information necessary to complete the onboarding process.

Membership period

The membership period is from February 1 through January 31. To maintain your status, you must meet the minimum program requirements of your assigned tier by January 31. PurpleCube reserves the right to evaluate your membership status at any time.

Contract renewal

Program membership is subject to an annual review. Your achievements relative to your program tier requirements are reviewed during the renewal process. You are accountable for meeting the requirements of the program. If milestones have not been achieved, your partner manager will work with you to collaboratively develop a plan for success.

Advancement in the program

Throughout the year, PurpleCube proactively reviews your performance to determine if you may be eligible to move to the next membership tier. You may request a review at any time during your membership period if you believe you meet the next program tier's requirements. Membership tier changes will take effect no later than 30 days after the communication from PurpleCube that the tier change has been approved and your paperwork has been returned to PurpleCube. Benefits accrued by moving to a new tier are not retroactive and are only effective upon membership update.

Partner Program Benefits

Benefits	Silver Partner	Gold Partner	Platinum Partner
PurpleCube.ai partner page/profile	✓	✓	✓
Partner Forum invitation	✓	✓	✓
Partner newsletter	✓	✓	✓
PurpleCube resources	✓	✓	✓
Access to PurpleCube Demo Center	✓	✓	✓
Complimentary e-learning	✓	✓	✓
Access to PurpleCube Technical Support	✓	✓	✓
Market development funds (MDF)	✓	✓	✓
Eligibility for PurpleCube Partner Awards	✓	✓	✓
Designated partner marketing support		✓	✓
RFP assistance		✓	✓
Custom digital marketing		✓	✓
Eligible for growth incentives		✓	✓
Dedicated partner marketing support			✓



PurpleNet

PurpleNet is a secure portal available to all PurpleCube Partners. It is the place to go for everything you need to access. PurpleNet requires an active partner agreement and a PurpleCube profile on purplecube.ai.

Get training

Build your PurpleCube skills, stay current and strengthen customer relationships. Learn more about competency paths, credentials, and specializations designed to differentiate you from the competition. And take advantage of the training incentives.

Market and sell

Find everything on how to market and sell PurpleCube software in one convenient location – from quick pitches, competitive intelligence, demos, and presentations to logos, co-branding assets, and social insights.

PurpleCube Demo Centre (PDC)

The PDC provides a set of preconfigured PurpleCube software images – along with supporting assets such as sample data, demo scripts and videos – which can be customized and saved for future use. The PDC environment and supporting infrastructure allow partners to professionally showcase PurpleCube and become more familiar with PurpleCube capabilities, functions, and features.



Partner Referral Fee

Qualifying Activities in Support of Software Sales

Partner is bringing the opportunity to PurpleCube and help win the deal with the following activities:

- Partner will introduce PurpleCube to new C-level customer executive relationships.
- Partner will participate in joint customer visit(s) or telephone call(s) to validate PurpleCube' value proposition and/or expand customer vision with subject-matter expertise.
- Partner will act as technical liaison between PurpleCube and the customer
- for architectural design.
- Partner will influence customer to eliminate steps in sales cycle such
- as the need for a RFP, formal selection process, proof of concept or proof of value.
- Partner will assist to configure/build proof of concept (POC/pilot) if needed.
- Partner will coach PurpleCube sales representative and provides customer intelligence, such as advice on the customer's budget, purchasing and contract process and feedback on customer reaction to PurpleCube offering.

Growth Incentives

Platinum and **Gold** Partners with an approved joint business plan are eligible to participate in growth accelerator incentives that will be set, measured, and paid out quarterly for achievement of growth targets. Each target is unique and will be determined and reviewed in the joint business plan.

Marketing Development Funds

PurpleCube makes available market development funds (MDF) to partners for lead generation activities. Funding is determined per initiative, and PurpleCube may fund up to 50% based on the anticipated return on investment to PurpleCube, the eligibility of the activity, the strength and focus of the activity, and budget available.

Partners must have an approved marketing plan in place as part of their joint business plan prior to submitting an MDF request form. The MDF request form can be found PurpleCube.ai/PurpleNet.

Partners will be reimbursed once all appropriate proof of performance is submitted with the claim.

Eligible MDF activities include:

- Direct marketing.
- Customer-facing events.
- Advertising and PR.
- Web marketing.
- Demand generation content creation.
- Translations for PurpleCube branded collateral



Partner Program Requirements

Program Requirement	Silver Partner	Gold Partner	Platinum Partner
Application and due diligence process	✓	✓	✓
Active agreement	✓	✓	✓
Complete partner profile	✓	✓	✓
Establish a primary contact	✓	✓	✓
Include partner badge or PurpleCube logo on website	✓	✓	✓
Maintain 90% renewal rate (resellers only)	✓	✓	✓
Complete PurpleCube sales Tracks	✓	✓	✓
Complete PurpleCube Pre-sales Tracks		✓	✓
Complete PurpleCube Technical Tracks		✓	✓
Joint business planning/QBRs			✓
Identify marketing resource			✓
Name executive sponsor			✓
Identify PurpleCube software administrator			✓
Conduct at least four lead-generation activities per year			✓

Completing the Opportunity Registration Form

PurpleCube' sales engagement model provides a clear process that facilitates better transparency, global consistency and predictability for you throughout the sales engagement. All opportunities must be registered prior to engaging in the proposed activities. Detailed instructions can be found on PurpleCube.ai/PurpleNet.

Complete and submit the opportunity registration form (ORF). PurpleCube will then initiate the sales engagement process, whereby the proposed activities are reviewed and the appropriate teaming fees or resell discounts are determined. PurpleCube will maintain communication with you throughout the review and approval cycle. For resellers only, approved registrations are eligible for product discounts.

This process keeps you aligned with our sales organization and Professional Services Division on the activities you propose to provide in the sales cycle.



Summary of Benefits

Depending on the Partnership tier, here is a list of benefits of our partner program.

Access to PurpleCube Technical Support: If your customer's problem cannot be addressed by using the PurpleCube Knowledge Base, PurpleCube provides free real-time support through phone, email or online access. For more information, please see support.PurpleCube.ai

Annual Partner Forum: The annual Partner Forum is a premier event designed specifically for partners to learn about the latest in data management and analytics from PurpleCube, and to gain information about the latest industry trends and highlights of the Partner Program. There is no fee to attend the event, but partners are responsible for travel and accommodations.

Custom digital marketing: PurpleCube will work with Platinum partners to develop and execute custom digital deliverables that drive revenue and/or market share. Examples of customer digital marketing include digital infographics, search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, e-commerce, social media marketing and other forms of digital media. Please contact your PurpleCube partner marketing manager to utilize these assets.

Complimentary e-learning: PurpleCube self-paced e-learning is accessible anywhere, anytime at no cost. The list of complimentary e-learning courses can be found under the Training section on PurpleCube.ai/PurpleNet.

Partner Advisory Board: Partners may be invited to participate in the Partner Advisory Board, a select group of partner executives that meets two to three times per year to advise PurpleCube leadership on market trends, product direction and overall strategy.

Partner badges: You are encouraged to promote your PurpleCube Partner badges on your website, in social media, advertisements, customer communications and other marketing materials.

Partner communications: PurpleCube communicates regularly with partners and their employees about news, products, solutions, resources and program news through various communication channels, including newsletters, executive updates, webcasts and blogs.

PurpleCube Demo Center: The PurpleCube Demo Center (PDC) provides an environment where you can professionally showcase the features, functions and capabilities of PurpleCube products in a PurpleCube hosted environment. The standard software within the PDC can be customized to meet the needs of an opportunity.

Summary of Benefits

Partner manager: Partners have access to partner support via email (partners@PurpleCube.ai). Gold partners have a designated partner manager, while Platinum partners have dedicated worldwide resources to oversee partner-related activities.

Partner marketing: Partners have access to partner marketing support to help with marketing activities. Silver partners have support through partners@PurpleCube.ai, while Gold and Platinum partners have access to a designated partner marketing manager to implement initiatives in their business plans.

PurpleNet portal: PurpleNet is an authenticated website that serves as a single repository for a wealth of up-to-date information regarding membership, marketing and selling PurpleCube products, demos, training, credentials and much more. In order to access PurpleNet, partners will need to maintain an active partner agreement and PurpleCube profile associated with their valid company domain.

RFP templates: Platinum partners are provided personalized RFP assistance that can be requested through your partner manager or partner support. All partners have access to RFP templates, which can be found on PurpleCube.com/PurpleNet.

PurpleCube Reseller product discounts: PurpleCube Resellers receive product discounts for approved opportunity registrations. Additional discounts may be considered in competitive situations. These discounts must be requested and approved prior to presentation of pricing to the customer. The competitive discount form can be found in the Sell

Joint business development: Partners and PurpleCube can jointly develop and bring to market repeatable, innovative solutions. There is a defined framework that includes sales, technical sales, delivery and marketing support for qualified and approved initiatives to ensure success and align to the go-to-market strategy of each initiative.

Joint business planning: PurpleCube will collaborate with you to create a joint business plan that includes revenue goals, marketing initiatives and enablement activities. The plan will be reviewed regularly and may include regional plans.

Market development funds: PurpleCube offers you initiative based MDF that can be requested for awareness and lead generation activities.

Summary of Program Requirements

Partner agreement: You must sign a partner agreement that governs the overall cooperative business relationship between PurpleCube and your organization. The agreement outlines the general requirements and benefits of participation in the Partner Program. Terms governing management of the relationship, software usage and fees, marketing activities, publicity and badge use, as well as other pertinent aspects of the PurpleCube and partner arrangement, are found in the partner agreement.

Partner profile: You must complete and maintain your partner profile. The profile consists of information about your business, your areas of expertise and the markets you serve. The profile information is used to populate your company overview on the partner directory located on PurpleCube.ai.

Primary PurpleCube contact: You are responsible for identifying a primary PurpleCube point of contact within your organization responsible for the relationship and receipt of communications related to your membership in the program. Updates to contact information may be sent to partners@PurpleCube.ai.

Reseller renewal rates: PurpleCube Resellers must maintain a revenue renewal rate of 90 percent in order to maintain their highest discount level.

Revenue requirements: The revenue requirement is based on first-year software revenue for closed sales. This revenue number will be calculated annually and is based on prior calendar year revenue, or rolling average over three years, whichever is higher. PurpleCube services revenue is not included. Your revenue numbers are based on closed business as recorded in the PurpleCube sales system. To ensure revenue is accurately captured, you should review all of your PurpleCube sales activity with your partner manager during regular pipeline calls. You can submit an opportunity registration form for any missing opportunities.

PurpleCube site representative: You are responsible for identifying a PurpleCube site representative, who handles activities such as receiving the PurpleCube software renewal keys and software orders.

PurpleCube software administrator: Platinum partners must identify at least one dedicated PurpleCube software administrator. The administrator will manage the day-to-day operations of the PurpleCube software environment.

Website promotion: You are expected to promote PurpleCube on your website. Access to the PurpleCube logo, company description and guidelines can be found on PurpleCube.ai/PurpleNet.



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