



Asteria Alliance Partnership Program Brochure



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Overview

Astera Software believes in building mutually beneficial relationships with complementary technology partners, consultants, independent software vendors (ISVs), original equipment manufacturers (OEMs), system integrators, and resellers.

The Astera Alliance Program is designed to help partners bring their data management and data integration solutions to market quickly, easily, and with greater impact. Astera's global program enables partners to offer their customers fully supported solutions to their complex data integration and management issues by leveraging Astera's internal expertise and enterprise-grade integration products. The Astera Alliance Program is designed to help partners evaluate Astera products, conduct interoperability tests, and prototype and develop Astera-enabled solutions, as well as demonstrate, train, and/or support a solution built on Astera software.

Astera delivers a next-generation data integration system that offers key benefits in the following areas:

- Ease of use and short learning curve
- A powerful yet intuitive integration environment that reduces development cost and time
- Fast and easily embeddable parallel data processing engine
- Straightforward and affordable pricing

Astera Partnership Opportunities

OEM Partners

OEM partners are solution providers who embed Astera technology directly within their software and services, either with the Astera brand or white labeled. OEM partners leverage Astera software to develop and deliver enterprise data integration solutions that solve today's complex data integration and management issues. Astera works with its OEM partners on joint marketing programs and sales and business development and to provide product support, training, and consulting services to OEM customers.

Reseller and Integration Partners

Partners in this category are systems integrators and resellers who provide industry-specific solutions for customers that include Astera software, enabling them to take advantage of Astera technologies to effectively meet the challenges of today's data integration demands. They offer Astera software with hardware, networking solutions, customer application software, project management, and consulting services to create value-added solutions that address the specific IT needs of their customers. These partners redistribute Astera's software and provide direct customer support.

Astera Alliance Program Benefits and Costs

Partnership Levels

Partners are classified as Silver, Gold, or Platinum depending on the amount of Astera product that is sold in a one-year period:

Silver - \$0 to \$100,000

Gold - \$101,000 - \$500,000

Platinum - \$501,000 and up

Program Certification

Astera partners must achieve certification within the program of their choice. Certification ensures that partners have a deep knowledge and understanding of our products, and that they're best prepared to use them how they see fit. A monthly certification course is available online. New partners can sign up at www.astera.com/certification.

Program Benefits

OEM partners receive as part of their program benefits discounted training for their employees and four free consulting hours for the first customer. Additional training and consulting hours can be purchased at the discounted rate. Astera does not discount support fees.

All partners are provided with one free demo license. Discounts for subsequent licenses are 30 percent for Silver, 40 percent for Gold, and 50 percent for Platinum.

Sales and Business Development Opportunities

Astera works with its Gold and Platinum partners to support sales and business development efforts:

- Dedicated partner manager assigned as go-to resource
- Support for scheduling and running demos
- Support for training
- Technical support for trials
- Technical support for proof-of-concept requests
- Joint lead generation and partner referrals
- Access to pre-sales technology resources such as Astera technical specialists and support programs

Marketing Opportunities

Marketing opportunities are provided for Gold and Platinum partners, including:

- Astera product marketing materials: datasheets, slide decks, white papers, etc.
- Access to Astera Alliance web portal
- Access to Astera sales and marketing materials and tools
- Permission to display the Astera logo on partner's website
- Joint webinars on partnered solutions
- PR support for partner announcements
- Support for partner marketing collateral that involves Astera products
- Co-hosted marketing events and shows or partner showcase opportunities at Astera shows and events

Product Support

Gold and Platinum partners receive ongoing Astera product support in the form of monthly product updates and training webinars, as well as access to Astera's product roadmap and advance briefings on product announcements.

Astera Alliance Program At A Glance


Silver
 (\$0 - \$100K)


Gold
 (\$100 - \$500K)


Platinum
 (\$500K+)

Benefits

	Silver	Gold	Platinum
Certification	✓	✓	✓
Training for Partners	✓	✓	✓
Training for Customers	✓	✓	✓
Consulting for customers	✓	✓	✓
Discount for licenses	30%	40%	50%

Marketing Support

	Silver	Gold	Platinum
Welcome kit	✓	✓	✓
Access to Alliance Portal	✓	✓	✓
Sales & marketing material and tools	✓	✓	✓
Logo on partner website	✓	✓	✓
Co-hosted marketing events and shows		✓	✓

Sales & Business Development

	Silver	Gold	Platinum
Joint lead generation/referrals		✓	✓
Partner manager assigned		✓	✓
Pre-sales tech resources		✓	✓

Product Support

	Silver	Gold	Platinum
Monthly product updates and training webinars	✓	✓	✓
Access to product roadmap	✓	✓	✓
Advance briefings on new/upgrade product releases	✓	✓	✓