

Partner with EDB: Lead the Sovereign AI Revolution

The market opportunity: Why now?

The database market is at a historic moment. As organizations rush to build AI and data platforms, they are facing a sovereignty gap.

- **The AI mandate:** [95% of enterprises plan to build their own AI and data platforms within three years.](#)
- **Defining sovereignty:** In this era, sovereignty means total control over where data lives and how it is governed. Whether it's on-premises support for high-security environments or local cloud control, EnterpriseDB (EDB) provides a “deploy anywhere” platform that ensures that data never lives outside a customer’s jurisdictional boundary.
- **The Postgres® standard:** Postgres is the most strategically invested-in database globally. More than 30% of enterprises plan to use Postgres for their next AI or data project.

The EDB and Postgres advantage

EDB is the #1 contributor to the open source Postgres community.

- **The vitality leader:** EDB provides the core leadership and code contributions that keep Postgres the most-loved database in the world.
- **The enterprise wrapper:** EDB provides the “intelligent wrapper,” including the high availability, security, and performance that community Postgres lacks for mission-critical workloads.
- **Operational boost:** Customers experience a [30% boost in operational productivity and resolve database problems 5x faster than by using standard tools.](#)



High-value partner plays

Displace legacy vendors and capture low-hanging fruit with these targeted scenarios:

Customer Signal (the Trigger)	The EDB Value Proposition	Partner Pull-Through
Oracle costs/renewals: Complaining about high maintenance fees, audits, or looming license renewals.	98% compatibility enables migration of up to 95% of code with minimal rewrites, drastically reducing TCO.	Capture high-margin spend for new high-performance servers and storage released from the “Oracle tax.”
Open source risks: Running “shadow” or unsupported Postgres/MySQL estates for mission-critical apps.	Risk is reduced through enterprise-grade SLAs , 24/7 expert support, and hardened HA/DR failover tools.	Use high-value services to consolidate fragmented estates into a standardized, secure data strategy .
Broadcom/modernization: Frustration over VMware/Broadcom pricing or moving workloads to OpenShift.	Modernize the full stack by providing an automated enterprise data layer integrated with Red Hat.	Drive a refresh of storage and networking (Dell EMC, Cisco, HPE) across the broader infrastructure.
Crunchy data: Need for true 24/7 enterprise-class support or strict PCI-DSS compliance.	Unlike a cloud-only focus, EDB provides total flexibility to deploy anywhere (on-prem, hybrid, or multi-cloud).	Secure long-term managed service contracts and account control across any hardware environment.
Greenplum/analytics: Aging analytics estates or uncertainty after Greenplum went closed source.	A “ simple swap ” to performance-hardened Postgres delivers massive TCO savings.	Drive the network and storage upgrades required to support modern, large-scale data projects.
AI foundations: Mandates for GenAI that are stalled by siloed data or lack of AI-ready infrastructure.	Build a sovereign AI factory using EDB’s NVIDIA integration, GPU acceleration, and vector engines.	Sell high-value AI infrastructure, specialized servers , and lucrative AI-readiness services.

Conversation starters for your customers

- “How are you currently managing ‘shadow’ or ‘sprawled’ Postgres instances across your dev teams without central support?”
- “What is your current data strategy to ensure that your GenAI applications remain compliant and sovereign?”
- “How much of your innovation budget is being consumed by legacy Oracle licensing renewals this year?”
- “Are you struggling to see a clear ROI from your AI investments because your data foundation isn’t AI ready?”

Why this partnership wins for you

EDB is a partner-first organization designed to increase your profitability across every channel type.

- **For the VAR and reseller:** Secure account control with a straightforward resell motion captures software spend while securing the underlying infrastructure.
- **For the services partner:** High-margin services exist in every migration as EDB releases capital trapped in legacy contracts for reinvestment in your consultancy projects.
- **Proven success:** EDB is trusted by global leaders and maintains a strategic ecosystem with partners including Red Hat, Supermicro, and NVIDIA.



EDB Postgres AI is the first open, enterprise-grade sovereign data and AI platform, with a secure, compliant, and fully scalable environment, on premises and across clouds. Supported by a global partner network, EDB Postgres AI unifies transactional, analytical, and AI workloads, enabling organizations to operationalize their data and LLMs where, when, and how they need them. For more information, visit enterprisedb.com