



EDB

Postgres® for the AI Generation

EDB Postgres AI Partner Academy



NETFLIX

prime video

hulu

max

apple tv+

Disney+

The world
The opportunity
How we do it together
Next steps

PHYSICAL AI

AGENTIC AI

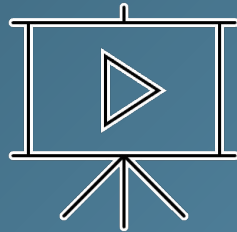
GENERATIVE AI

PERCEPTION AI



In fewer than three years, 15% of the economy will be dependent on the way AI and data interact. That's 1 in 7 dollars in the economy.

The Marriage of AI and Data

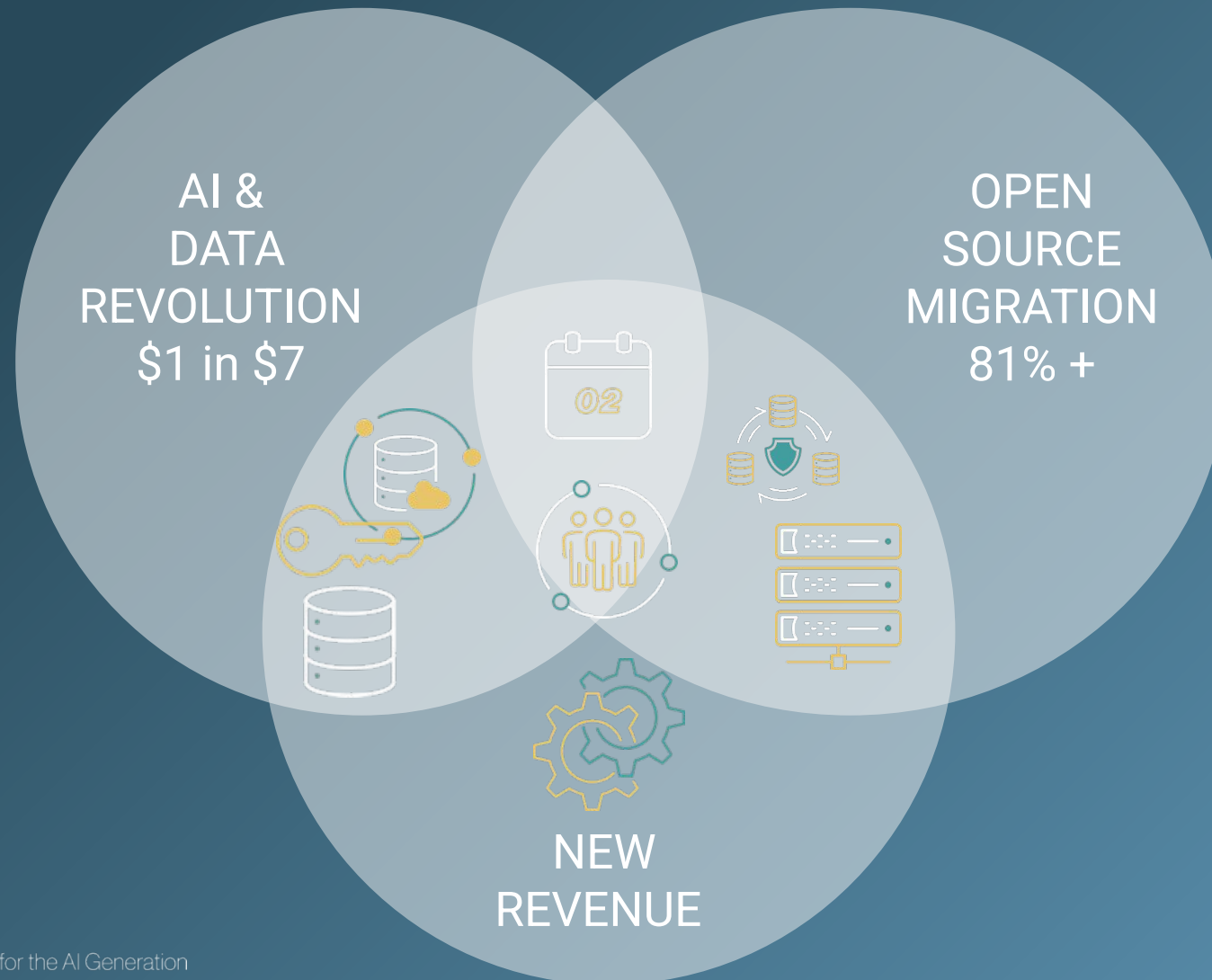


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Channel Academy Agenda

TIME	DURATION	SESSION
1:00 PM	30 min	Arrival and Networking
1:30 PM	15 min	Welcome & Leadership Opening
1:45 PM	30 min	The Opportunity, the Pathway, and How to Make Money
2:15 PM	30 min	EDB Postgres AI - The Business Value Driver
2:45 PM	15 min	Break
3:00 PM	45 min	EDB Postgres AI - The Technical Solution
3:45 PM	15 min	Roadmap
4:00 PM	25 min	The Customer Journey
4:25 PM	10 min	Action Takeaways: Moving Forward Together
4:35 PM	60 min	Drinks and Canapes

This Is the Moment to Make More \$



INFRASTRUCTURE
From \$1 to \$2

MARGINS
From 5% to 40%

COMMISSIONS
From 7.5% to 60%

Oracle Migration Is Happening

TRADITIONAL MARGIN MODELS WITH ORACLE DEPLOYMENTS (\$7M TO CUSTOMER)

- 5% of ongoing revenue for Channel
- \$185,000 lifetime margin (128 cores)

EDB POSTGRES AI MARGIN WITH ORACLE MIGRATION TO POSTGRES AT ENTERPRISE GRADE (SAME CONFIGURATION - \$1.2M TO CUSTOMER)

- 30% initial deal registration margin for Channel and 20% on renewals past first contract cycle
- \$345,000 lifetime margin (128 cores)
- Other attach services/products 200%+ growth

27%

of enterprises in the U.S. and major markets in EMEA plan or are on Oracle migration journeys. Most choose Postgres.

EXERCISE

How are you and your customers
going to thrive from it?

THINK OF TWO RECENT CONVERSATIONS

The world is evolving ...
Are you?

Join the **\$80B** database market with **EDB**,
the leader in enterprise-grade open source
PostgreSQL solutions.

Let's grow bigger deals, faster, together.

AI + Data = \$ Every Day



STORAGE



SERVICES



NETWORKING



SERVERS



APPS



CONSULTING



SOFTWARE
LICENSES



SECURITY



RENEWALS

THE OPPORTUNITY

35%

Thirty-five percent of Enterprises will consider Postgres for their next project



#1

EnterpriseDB (EDB) is the Number One Contributor to the fastest growing and most loved DB (see Stack Overflow) in the world

THE TIMES
THE SUNDAY TIMES

How the UK is poised to become an AI and data platform leader

Investing.com

The Growth Mindset: The Hidden Driver of AI Success



Seeing the Future Clearly: Why Your AI and Data Need the Right Lens



2025 in Focus — 5 Key Predictions for the Future of Data and AI Sovereignty



The 20 Coolest Cloud Software Companies Of The 2025 Cloud 100

INTERNATIONAL BUSINESS TIMES

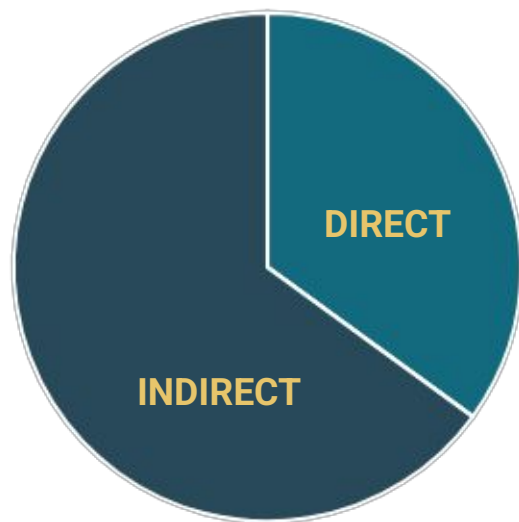
Is Data And AI Sovereignty The Defining Debate Of 2025?

67%

Sixty-seven percent of enterprise-grade workloads are living in a sovereign (hybrid) architecture

71%

Seventy-one percent of enterprises using Postgres are infusing these workloads with AI



EDB GTM INVESTMENTS GOING FORWARD





CUSTOMER SUCCESS STORIES

AnyDesk Handles Massive Growth and Minimizes Downtime with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

From Legacy to Cutting Edge: How areeba Revolutionized Its Payment Platform and Cut Costs



CUSTOMER SUCCESS STORIES

Clear Capital Maps the Future of Property Insights with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Clear Capital Maps the Future of Property Insights with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

GKN Powder Metallurgy Achieves Significant Cost Savings, Strategic Flexibility by Migrating to EDB Postgres® AI



CUSTOMER SUCCESS STORIES

KATIM Partners with EDB to Expand Communication Security Solutions for Governments and Enterprises



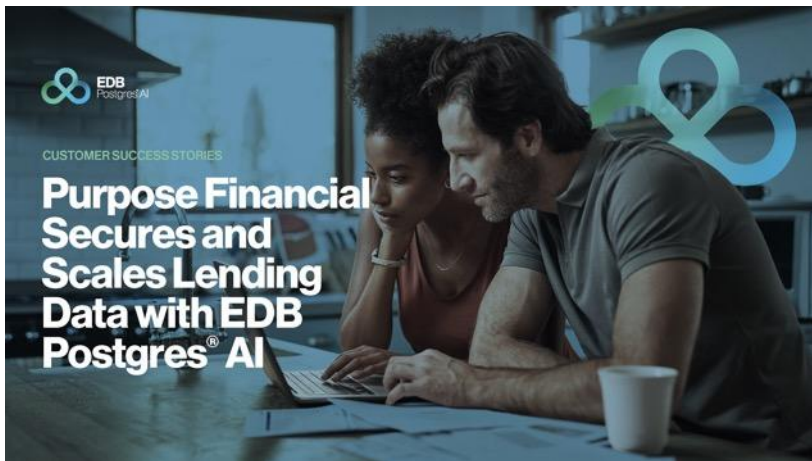
CUSTOMER SUCCESS STORIES

Meridian Delivers the Future of Customer Service with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Purpose Financial Secures and Scales Lending Data with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Debeka Gains Advanced Capabilities for Future Development Plans with EDB Postgres® AI





CUSTOMER SUCCESS STORIES

Golf Genius Transforms the Golf Experience with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Indiana's Office of Technology Services Drives Legislative Efficiency and Transparency with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Meinemarkenmode Finds Enterprise Database Stability Amid Rapid Growth with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Shinhan EZ General Insurance Migrates Seamlessly from Oracle to EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Bajaj Allianz Life Insurance Chooses EDB Postgres® AI to Modernize Its Insurance Platform



CUSTOMER SUCCESS STORIES

Ericsson Powers the Future of Media with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Feeding the World Requires Near Zero Downtime for This AgTech Leader. Here's How They're Doing It with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

FBI Protects High-Stakes, Highly Sensitive Data with Oracle Compatibility and EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Linuxup Breaks Free from Legacy Tech





CUSTOMER SUCCESS STORIES

Enhancing Global Trade: EDB Postgres® AI Drives Efficiency at the London Stock Exchange



CUSTOMER SUCCESS STORIES

Smals Empowers Government, Healthcare, and Social Services Innovation with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

CUSTOMER SUCCESS STORIES

Investing in the Future: Murex Maximizes Its Competitive Advantage with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

Accelerating the Financial Sector: EDB Transforms Trading with Speed and Security for \$500 Billion Asset Leader



CUSTOMER SUCCESS STORIES

Zucchetti Works with EDB to Implement Cost-Effective, Scalable Database Archiving Solution for Electronic Invoices



CUSTOMER SUCCESS STORIES

Saudi Arabia's Ministry of Tourism Accelerates GDP with EDB Postgres® AI



CUSTOMER SUCCESS STORIES

The USDA Forest Service Modernizes Its Tech Stack and Moves to EDB Postgres® AI

10 TARGET CUSTOMERS





THE FIVE BIG THINGS TO LOOK FOR



Modernizing away from legacy apps

AI into big workloads (analytical and transactional)

AI will drive new \$
so we need to see data at work

Modernization is bottlenecked
with legacy and we need to
get around it

Data and infrastructure need to be seamless – anywhere, anytime



YOUR DATA.
YOUR AI.
ANYWHERE.
ANYTIME.

An engineered system to drive your AI leadership.
The industry's first sovereign AI and data
management system that is open and green.

THE WALL STREET JOURNAL
WSJ



Safe, scalable, and compliant. Built on trusted technology from
EDB, Redhat, and Supermicro.



Proudly supporting the world's most critical data.



EDB Postgres Superpowers

SOVEREIGN CONTROL

Cloud service automation in private customer-controlled environment (Hybrid DBaaS).

HYBRID OBSERVABILITY

Monitoring and management across clouds and on prem. Up to 30% productivity boost.

ENTERPRISE SECURITY

Protect your data: Transparent data encryption, SQL protection, audit.

LEGACY MODERNIZATION

Oracle compatibility mode and migration assistance.
Up to 7x lower TCO (McKnight).

GLOBAL HIGH AVAILABILITY

Up to 99.999% uptime. Active/active distributed clusters serving global users.

CLOUD-NATIVE DEPLOYMENT

The #1 most popular Kubernetes operator. PG on K8s with confidence.

SECURE SUPPLY CHAIN

Mitigate open source vulnerabilities. Software Bill of Materials.

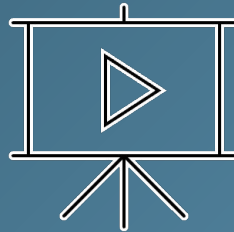
AI ACCELERATION

Power GenAI and Agentic AI with sovereign Postgres. Up to 4x performance.

ANALYTICS ACCELERATION

Consolidate petabyte-scale analytics workloads in Postgres. Up to 30x faster queries.

THE CONVERSATION



https://drive.google.com/file/d/1u9QIY4PsS9Dik6jhl_1fULYGbDQt2RPm/view?usp=drive_link

What if you could access **transactional, analytical, and AI** data systems across cloud, hybrid, and on-premises environments — all through a **single pane of glass**?



Welcome to EDB Postgres AI.

The industry's first data and AI platform for transactional, analytical, and AI workloads — powered by Postgres. The open source answer to enterprise, fully compatible with existing Oracle systems, with built-in migration services.

With mission-critical performance and regulated industry compliance built in, and support for multi-cloud, on-premises, and far edge deployment.

Choose from self-managed software, fully managed cloud, or plug-and-play appliance.



EDB POSTGRES AI PLATFORM

UNIFIED WORKLOAD MANAGEMENT

TRANSACTIONAL

ANALYTICAL

ARTIFICIAL INTELLIGENCE

SINGLE PANE OF GLASS ADMINISTRATION

HYBRID
CONTROL PLANE

DATABASE AUTOMATION
AND MANAGEMENT

INTELLIGENT
OBSERVABILITY

ENTERPRISE
SECURITY

MULTI-MODEL DATA MANAGEMENT

RELATIONAL

JSON

TIME SERIES

VECTOR

COLUMNAR

HYBRID AND MULTI-CLOUD DEPLOYMENT

SOFTWARE
DEPLOYMENT

CLOUD
SERVICE

HARDWARE
INTEGRATED
SOLUTION

PLATFORM TOOLS AND SERVICES

MIGRATION
PORTAL

CONTINUOUS HIGH
AVAILABILITY

BACKUP AND
RECOVERY

EXTENSIBILITY

CSP INTEGRATIONS

DEVOPS TOOLING

KUBERNETES TOOLING

GENAI & LLM INTEGRATIONS

LAKEHOUSE INTEGRATIONS

DELIVERED WITH WORLD-CLASS
STRATEGIC PARTNERS:



Optimize your hybrid strategy with more efficient operations, lower costs, and higher performance.

30%
boost

to operational productivity

5X
faster

problem identification v. command line tools and scripts

8X
faster

application performance using query diagnostic recommendations

90%
better

value when running on dedicated hardware

Run enterprise-grade
Postgres anywhere –
on any cloud, from edge
to core.



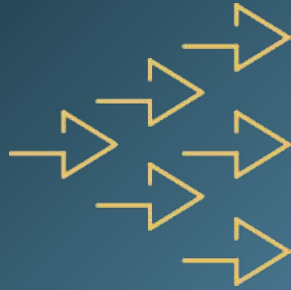
Take Postgres from experimental to essential with hardened security, support, and compliance tools to help you standardize with Postgres across your enterprise.



What value can your data unlock?



Grow
Revenue



Innovate
Faster



Operate
Efficiently



Inspire
Your Industry



THE DEMOS



EDB

Postgres® for the AI Generation

Hybrid Database-as-a-Service (DBaaS)

Cloud agility in a secure, self-hosted model

Unlock cloud agility in any environment



Operate efficiently through centralized management, observability, and automation. Simplify complex management of disparate systems and day-to-day operations to do more with less resources in your environment of choice – public or private clouds, multi-cloud, or on-premises.

DBAs spend **30–50%** of their time on administrative tasks

Key challenges



Complex hybrid management

- Data lives across clouds and on-prem deployments
- Growing database environments are hard to track
- Data sprawl makes administration daunting



Lack of deployment flexibility

- Public cloud lock-in from cloud DBaaS solutions
- Legacy infrastructure lacks compatibility with modern OSS stacks and limits innovation



Untapped value (performance and cost)

- Problematic queries stifle performance
- Lack of visibility slows decision making
- Cloud is costly but on-prem solutions lack agility

Enabling a hybrid DBaaS can help customers...



Grow with flexibility and data sovereignty

- . Deploy on your environment of choice
- . Enable efficient, hybrid environments
- . Prevent data sprawl with a single solution



Improve operational efficiency

- . 30% productivity boost
- . Simplify management of thousands of database clusters
- . Deploy in minutes, not hours or days
- . Ensure 99.999% availability



Take action faster

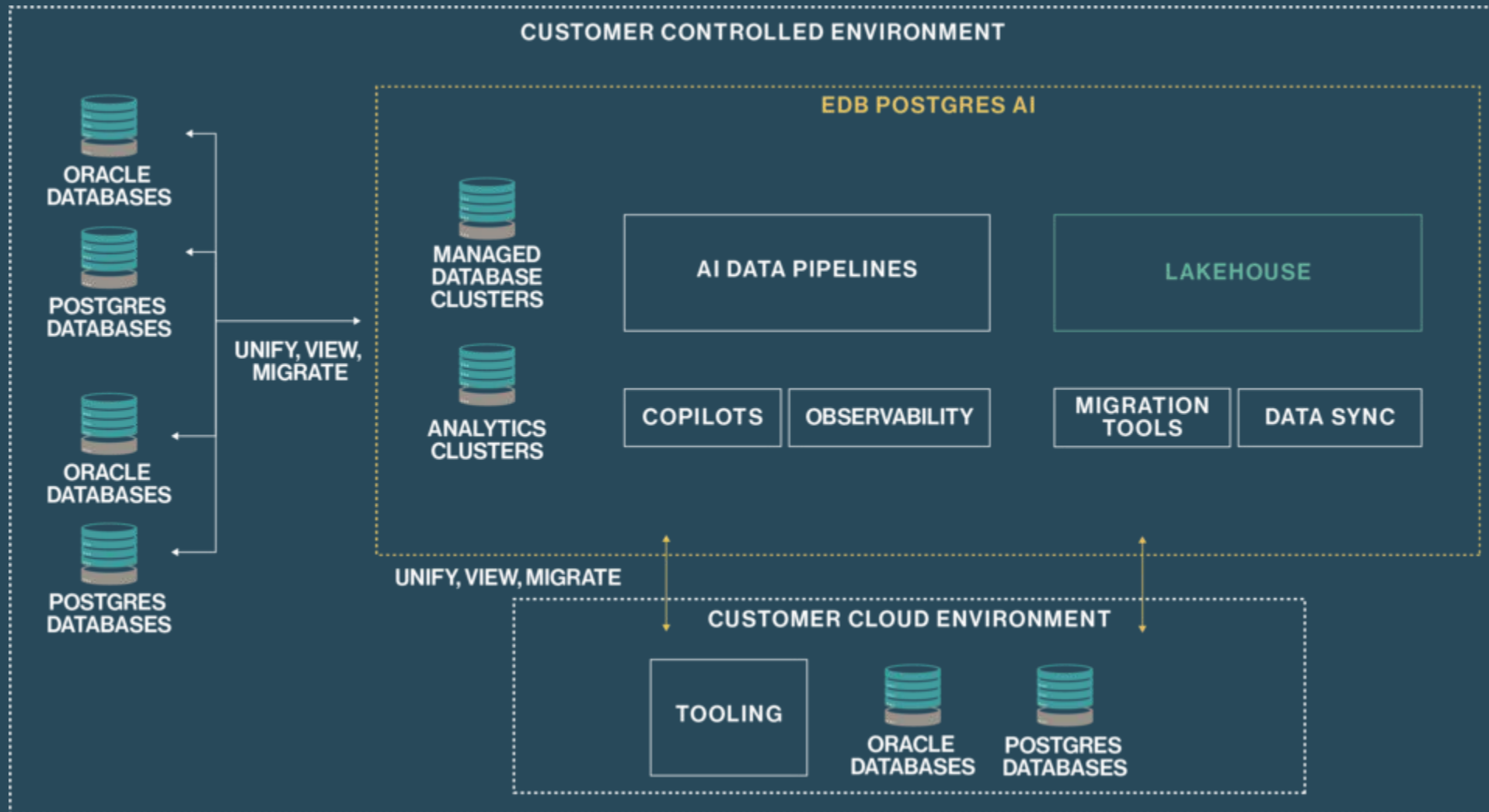
- . Enhance visibility into 200+ metrics
- . Accelerate app performance up to 8x
- . Identify problems and bottlenecks up to 5x faster



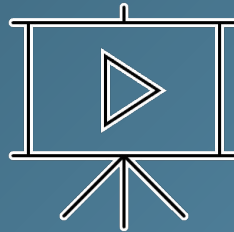
Maximize ROI

- . Consolidate workloads, eliminating legacy fees and cloud consumption
- . Enable DBAs to manage more databases with less effort
- . Achieve up to 90% better value than cloud databases

Hybrid DBaaS at a Glance



Hybrid DBaaS



<https://drive.google.com/file/d/1GvDzBFfQLi44GBo9PwsDqKN7Jl0jsP9T/view?usp=sharing>

RESULTS

Optimize your hybrid strategy with more efficient operations, lower costs, and higher performance.

30%
boost

to operational productivity

5X
faster

problem identification v. command line tools and scripts

8X
faster

application performance using query diagnostic recommendations

90%
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value when running on dedicated hardware

Unlock cloud agility in any environment



Operate efficiently through centralized management, observability, and automation. Simplify complex management of disparate systems and day-to-day operations to do more with less resources in your environment of choice – public or private clouds, multi-cloud, or on-premises.



EDB

Postgres® for the AI Generation

Building Sovereign AI Applications

Your controlled, adaptable AI platform. Secure, flexible, and cost-effective where your data lives.

Unlock powerful business outcomes

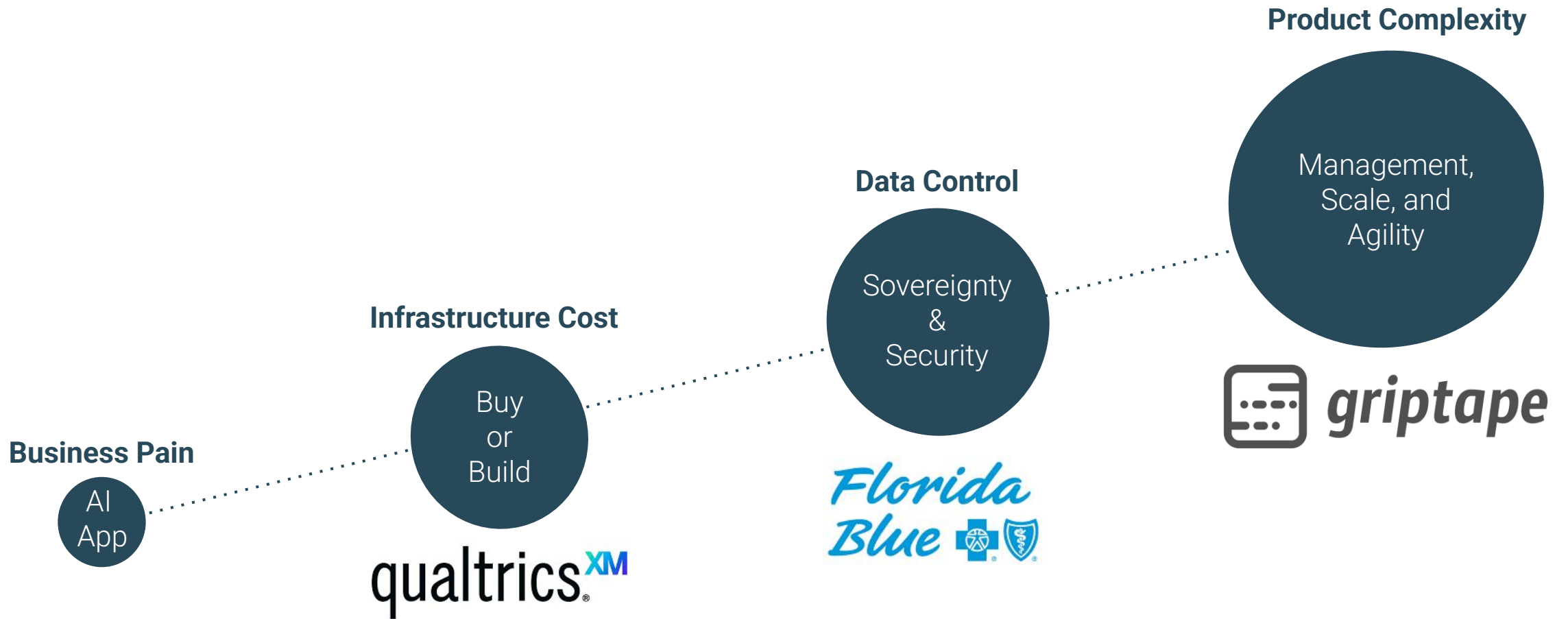


Inspire
Your Industry



Operate
Efficiently

Headwinds for Enterprise GenAI Success



You need sovereign AI

Solve these challenges with EDB Postgres AI



Full control

- . Cutting-edge GenAI with strong data governance
- . All data and models in a controlled, observable environment



Greater flexibility

- . Flexible, private deployment options - cloud, on-prem to respond to market, regulatory, or operational changes



Security and compliance

- . Enable AI functionality without exposing sensitive data to the cloud to ensure regulatory compliance and minimize security risks



Greater ROI and reliability

- . Zero cloud access fees
- . Up to 90% better price-performance vs. cloud compute

What value can your data unlock?



See how EDB delivers Sovereign AI

Simplify and accelerate end-to-end generative AI
with EDB Postgres AI and Griptape.



Virtual Expert
Chatbot

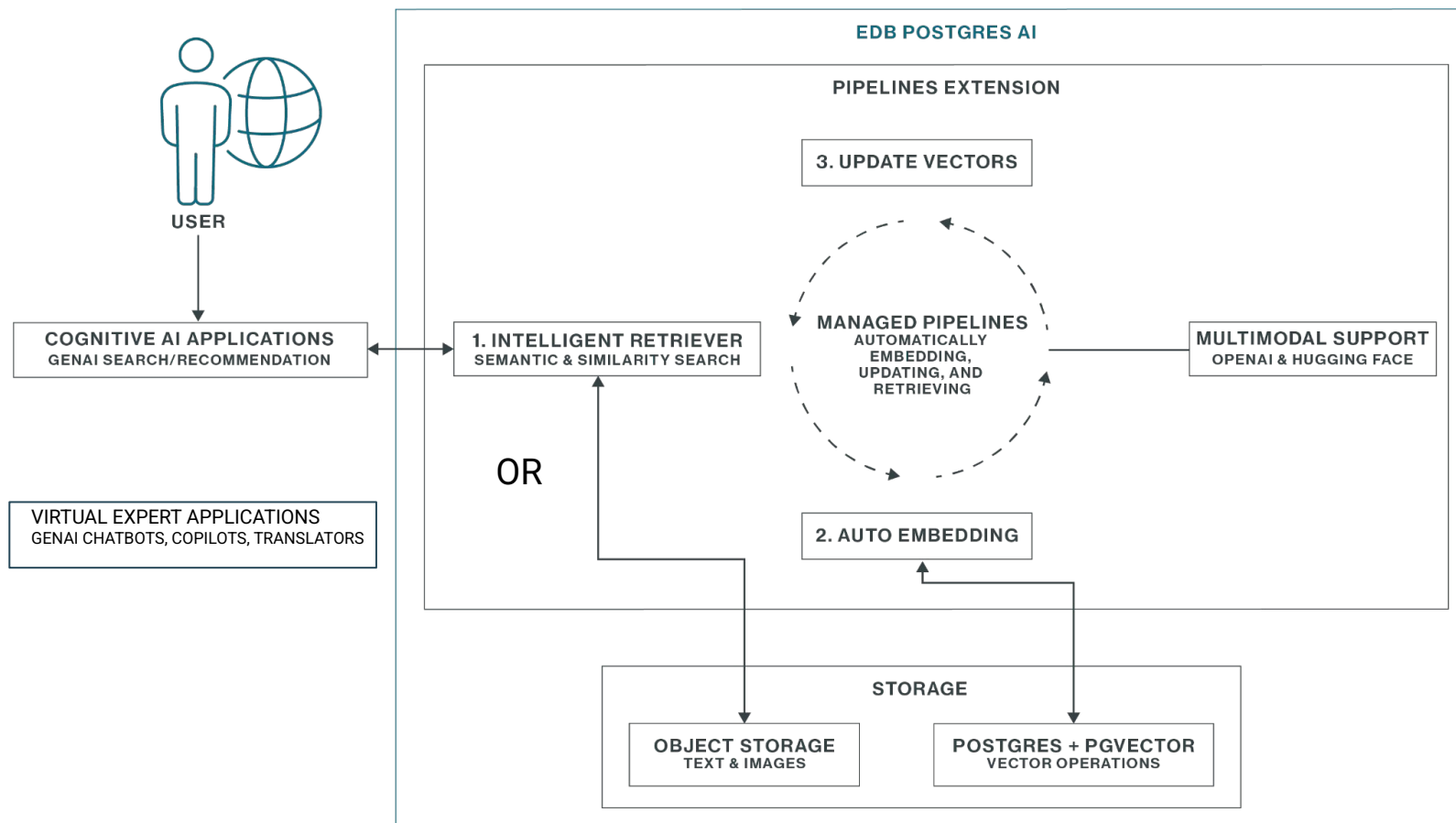
EDB Postgres AI Accelerator

Agentic AI

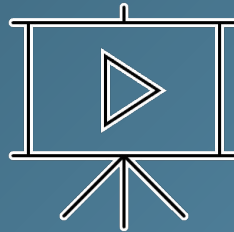
**EDB Postgres AI Accelerator
with Griptape**



Virtual Expert Chatbot

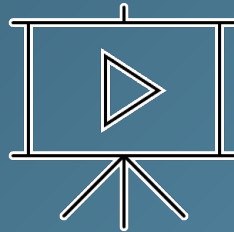


Sovereign AI #1



<https://drive.google.com/file/d/11btFCLL8LYcOhbjWiGFarwlb9Ft4ySJc/view?usp=sharing>

Sovereign AI #2



<https://drive.google.com/file/d/1rc9RSeg161ub6FHzsZb-mNYWECTkrwM/view?usp=sharing>

Deliver private GenAI inferencing where your data resides, ensuring **complete control** over AI operations.

4.22X
faster



on *average* for queries per second compared to vector databases

**5 lines
of code**
instead of 135+

accelerate vector workflows for faster testing and production deployment of GenAI

90%
better

value when running on dedicated hardware

Unlock powerful business outcomes



Inspire
Your Industry



Operate
Efficiently



EDB POSTGRES AI ROADMAPS

1H 2025

Generally Available (Q2)

EDB Postgres AI - Software & Hardware Deployments

A centralized management, automation, and observability solution for transactional, analytical and AI workloads. Deployed anywhere.

- **Simplified high availability** with PGD improved compatibility
- **Automated** Oracle Migration assessments
- **Flexible & simple** High Availability Architectures

Reduced risk with 5 9s of availability & reduced cost for migrations

- **Kubernetes-optimized backups & simplified upgrades**
- **5x faster troubleshooting** with query diagnostics

30% boost in operational efficiency

AI Accelerator with Griptape

- Faster time to market to accelerate GenAI workloads on Postgres

WatsonX LLM support

- Integration for customers to bring their data to foundation models of their choice

5 lines of code compared to 100s

Large-scale warehouse analytics with Greenplum

Analytics Accelerator: Faster time to insights with open Lakehouse analytics

30x faster analytical queries

2H 2025

- **Proactive fixes** with Migration Co-pilot reducing the level of effort for customers

- **Reduced downtime & risk** with Blue/Green Deployments
- **Multi-cloud observability** for your database estate
- **Performance Copilot:** Index & statistics recommendations

GPU acceleration for AI search

- Model serving for more complex workloads like audio and video LLMs

End-to-end AI observability

- Monitor GenAI workloads, measure performance, & reliability

Petabyte-scale warehouse analytics

- Faster time to business insights with Greenplum BI integrations

Secure Software	
1H 2025	
<div>Enhancing Enterprise-Grade Security</div> <div>Trusted benchmarks (NIST 800-190, FIPS 140-2) for security and compliance</div> <div>A Grade Security, assessed by leading vendors (RiskRecon, Black Kite)</div>	<div>Enhancing Enterprise-Grade Security</div> <div>Trusted supply chain for EDB products with Software Bill of Materials</div> <div>Trusted compliant, verified supply chain for running secure, sovereign AI database workloads</div>
2H 2025	
<div>GENERAL AVAILABILITY</div> <div>EDB Postgres AI for Defense (IL5)</div> <div>A centralized management, automation, and observability solution for defense agencies (e.g. Army, Navy) deployed as a cloud service</div> <div>Enterprise-Grade Security</div> <div>Increased data protection with data masking</div>	<div>GENERAL AVAILABILITY</div> <div>EDB Postgres AI for Civilian (FedRAMP High)</div> <div>A centralized management, automation, and observability solution for civilian agencies (e.g. USDA, DoJ) deployed as a cloud service</div> <div>Enhanced Data Security & Encryption</div> <div>Providing customers with seamless Transparent Data Encryption (TCE)</div>

RECAP & THE CUSTOMER'S JOURNEY

Unlocking Business Value with EDB Postgres AI

- **Drive revenue:** Modernize with scalable database technologies.
- **Drive operational efficiency:** Reduce complexity with automation.
- **Innovate faster:** Empower faster time-to-market for applications.
- **Inspire industries:** Enable leaders to set benchmarks with AI and data strategies.

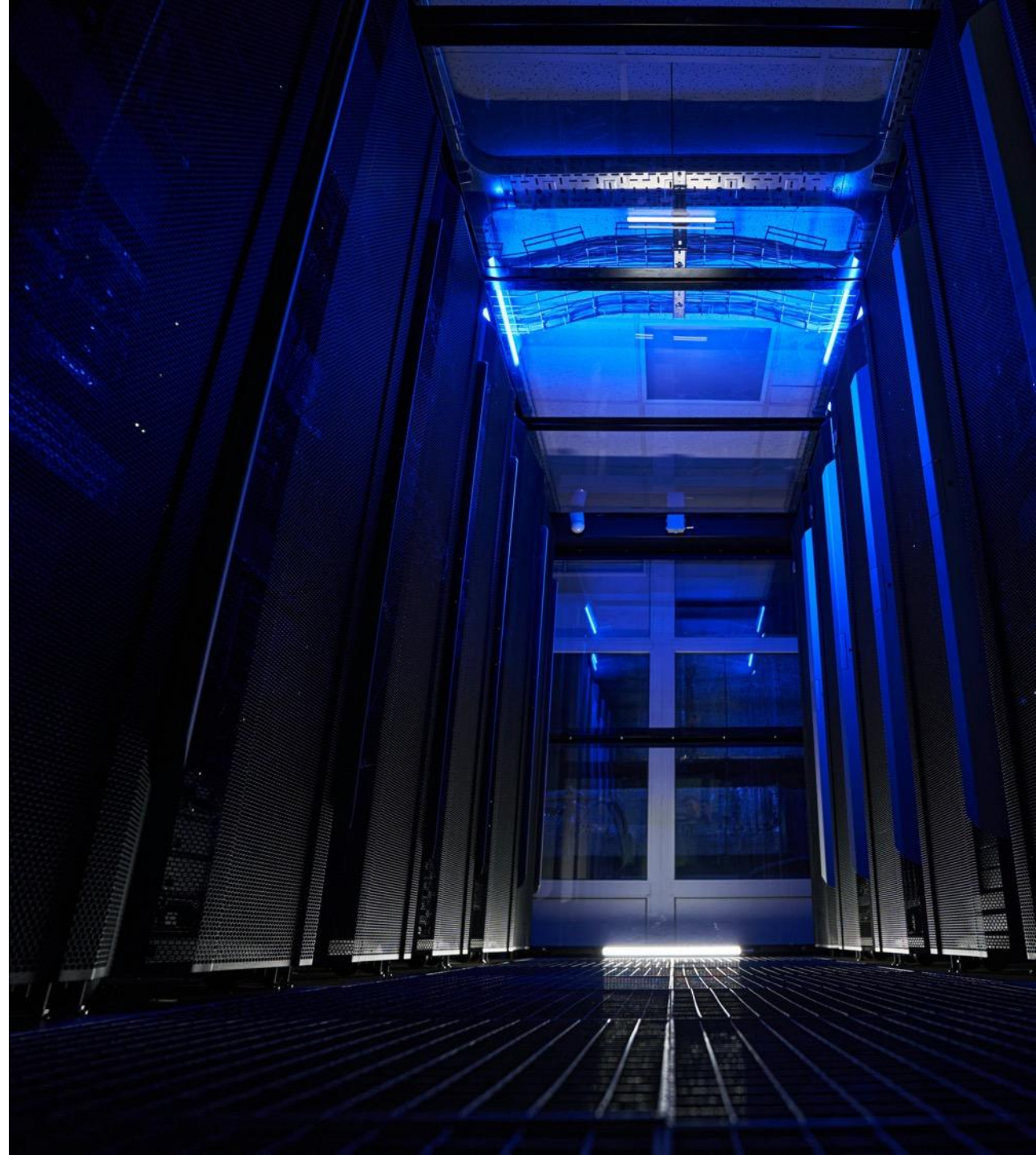




Break Free from the Cycle of Compromise

90% of the world's data was created in the last two years, yet many organizations are constrained by outdated infrastructure.

The Restraint: Legacy systems and siloed data limit agility and innovation.





Unleash Innovation with EDB Postgres AI

Build a sovereign, AI-driven platform with no lock-in.

Seamlessly scale and move workloads across any cloud with **enterprise-grade Postgres**.

Look in these industries

- **Financial Services**: Ensuring secure and reliable financial transactions.
- **Telecoms**: Powering large-scale Telco infrastructure
- **Gov/Federal**: Enabling secure IT infrastructure and modernization efforts.
- **Industrial**: Powering industry infrastructure and modernization efforts.
- **Healthcare**: Supporting critical applications in hospital systems.
- **Retail**: Running point-of-sale systems and customer-facing applications.

Ask these questions to uncover opportunities with your customers

DATABASE MANAGEMENT



Are you managing multiple databases for critical transactions?

MODERN APPLICATION DEVELOPMENT



Are you using containerization or low-code platforms?

AI INTEGRATION



- Are you leveraging AI in your applications?
- How many AI use cases have you developed?
- How are you going to deliver them?

ANALYTICS VALUE



Are you unifying data to improve insights?

COST OPTIMIZATION



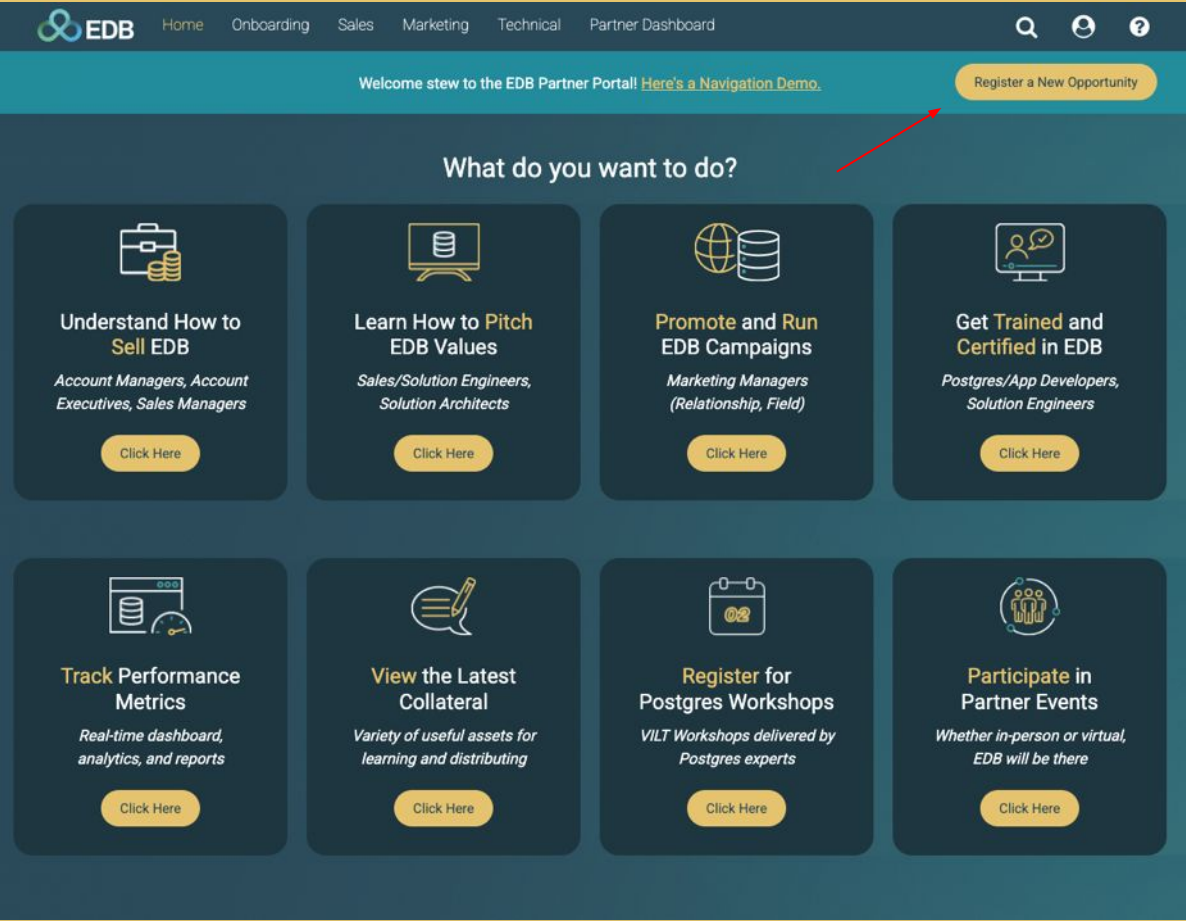
Are you focused on reducing data management expenses?

HYBRID CLOUD PARTNERSHIP



Are you deploying workloads across hybrid cloud environments?

If you hear yes to any of the questions ...



EDB

HomeOnboardingSalesMarketingTechnicalPartner Dashboard

🔍👤?

We value your feedback. Please take a minute to answer our two question survey.

Provide Feedback

New Deal

Submit Deal

Deal Details

Deal Name *

Account *

Please Select...

Request New Account

Reseller Name *

Reseller Contact Name *

Reseller Contact Email *

Reseller Contact Phone Number *

Reseller Contact Business Title *

Reseller Website Address *

Distributor Name *

Distributor Contact Name *

Distributor Contact Email *

Distributor Contact Business Title *

Opportunity Description *

Is Budget Allocated? *

Please Select...

Estimated New ARR *

Please Select...

Subscription Type *

Please Select...

Who is the Product Competition? *

Amazon Aurora
Amazon RDS
Microsoft Azure
Google AlloyDB
CockroachDB

Ctrl+click to select multiple (command+click on mac)

Does this need to Co-Term? *

Please Select...

What Solution is the Customer Considering? *

How Many Development Cores? *

Next Steps? *

How Many Product Cores? *

Join the \$80B database market with EDB
The leader in enterprise-grade open source
PostgreSQL solutions.

Let's grow bigger deals, faster, together.

NEXT STEPS

Let's make it real ...

Who we areWhat we doSustainabilitySectorsInvestorsPartnersCareers


United Kingdom > Partners


We're proud to have built powerful partnerships with the world's leading technology vendors, who can rely on our reach and scale. Our ambition is to be their preferred route to market. Computacenter is typically one of their largest partners worldwide.


We use our expertise and partnerships to build solutions across our portfolio, integrating different technologies and providers where necessary. Customers can be confident in our skills and solutions, and can trust our independence and experience. We can help them make wise choices in a complex and changing world.


200 + Partner accreditations held


13,000 + individual certifications held by our technical teams


 **Authorised Enterprise Reseller**

















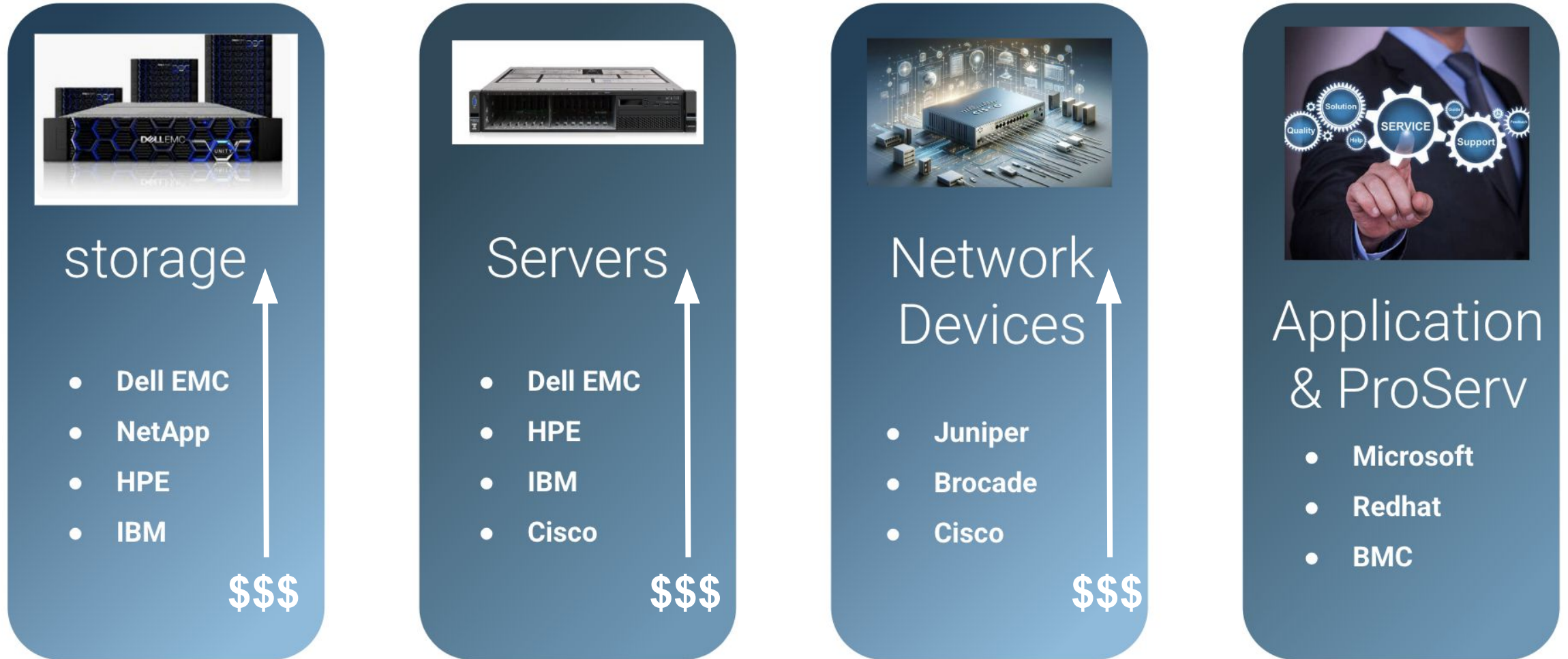






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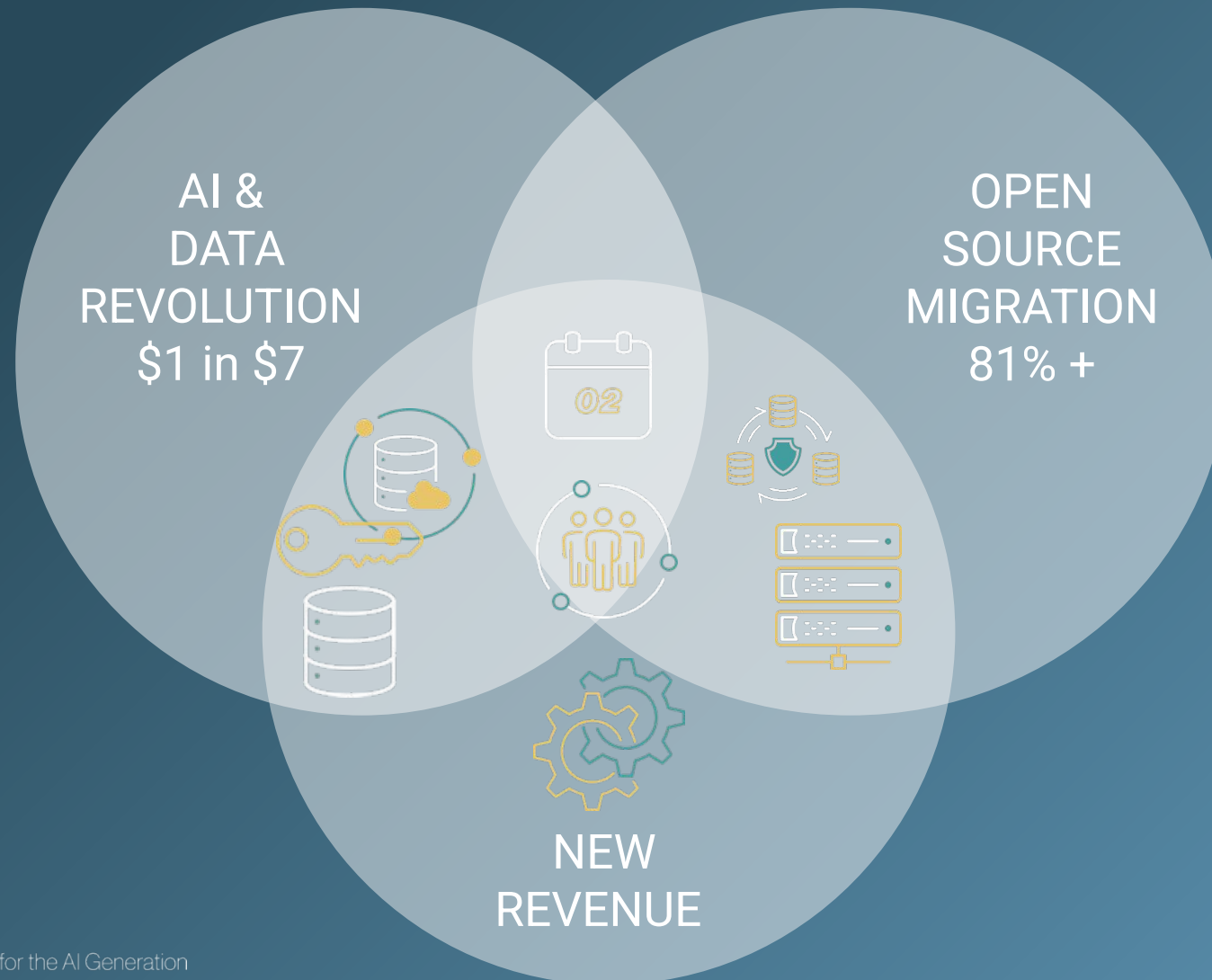
What does this mean for our partners?



AI = Additional Infrastructure



This Is the Moment to Make More \$



INFRASTRUCTURE
From \$1 to \$2

MARGINS
From 5% to 40%

COMMISSIONS
From 7.5% to 60%

Oracle Migration Is Happening

TRADITIONAL MARGIN MODELS WITH ORACLE DEPLOYMENTS (\$7M TO CUSTOMER)

- 5% of ongoing revenue for Channel
- \$185,000 lifetime margin (128 Cores)

EDB POSTGRES AI MARGIN WITH ORACLE MIGRATION TO POSTGRES AT ENTERPRISE GRADE (SAME CONFIGURATION - \$1.2M TO CUSTOMER)

- 30% initial deal registration margin for Channel and 20% on renewals past first contract cycle
- \$345,000 lifetime margin (128 Cores)
- Other attach services/products 200%+ growth

27%

of enterprises in the U.S. and major markets in EMEA plan or are on Oracle migration journeys. Most choose Postgres.

PARTNER PROGRAM 2025



A compelling and robust partner program is needed to fuel EDB's next phase of growth

For Partners

A compelling program we want to be a part of that is easy to use that **facilitates growth**

For EDB

A comprehensive program built on a robust platform that all partners may leverage throughout [or during parts of their journey that **facilitates growth**



Introduction

Welcome to the EDB GlobalConnect Partner Program!

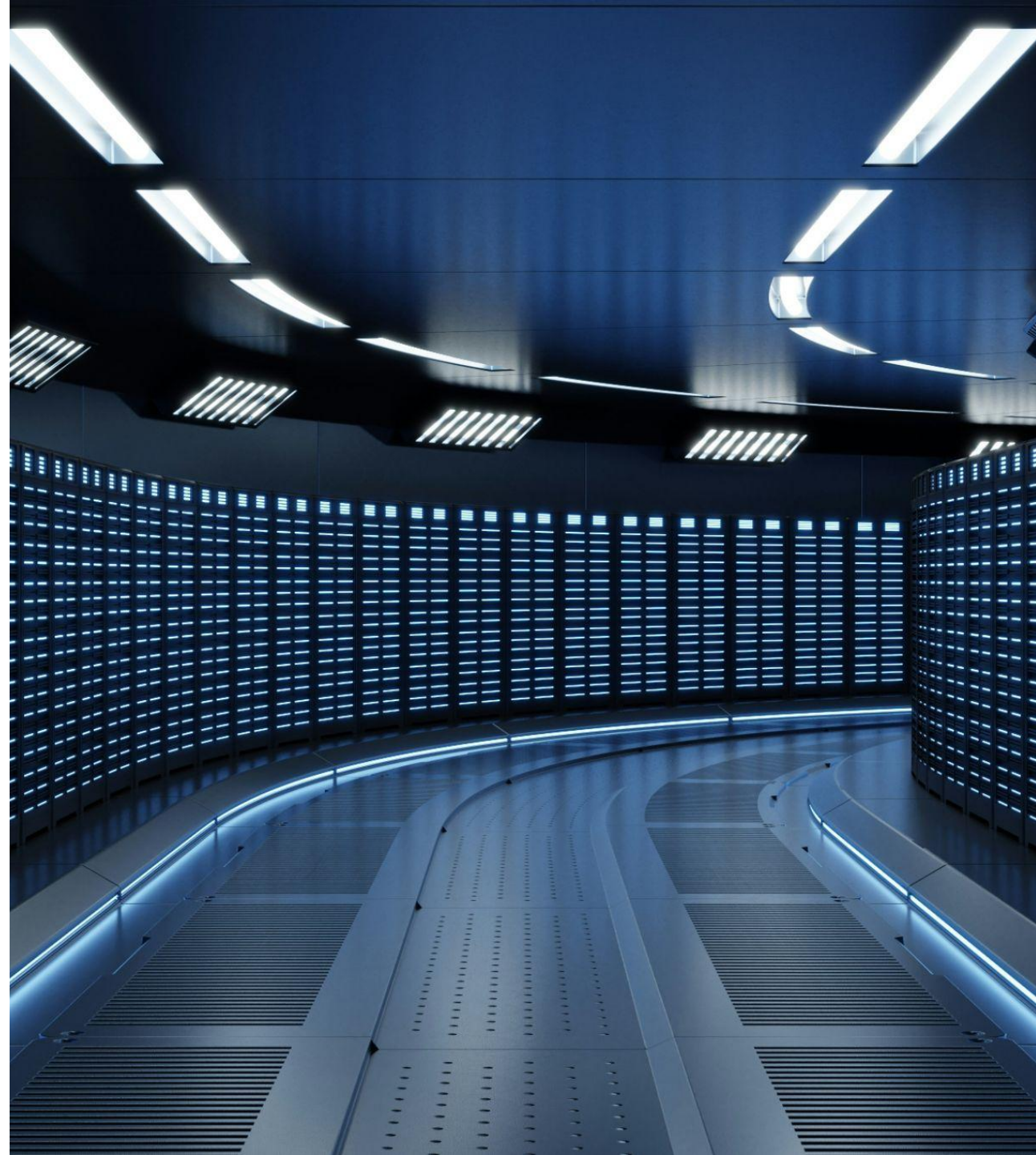
With PostgreSQL popularity continuing to rise worldwide, EDB looks forward to partnering with you to provide your customers and prospects with the products, services, and support needed to boost innovation and accelerate business.

The partner program offered by EDB is the key to a successful relationship between you, your market, and EDB. The core element of the EDB go-to-market growth plan is our partners, and by using this guide, you and your EDB teams can work together to achieve mutual success.



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- 1 Program Overview
- 2 Program Benefits
- 3 EDB Subscription Plans
- 4 Program Requirements & GTM
- 5 Support & Services



PROGRAM OVERVIEW



GlobalConnect

Partner Program Overview

EDB's GlobalConnect Partner Program is designed to offer you the tools and resources to grow your business and develop your PostgreSQL practice with EDB. The program provides opportunities to develop your expertise and increase your capability to sell and deliver EDB solutions.



Dedicated Sales & Marketing Team



Training & Certification



Secure Deal Registration



Profitable Programs



PROGRAM BENEFITS



Program Benefits

As an EDB Partner you will receive marketing, sales, and training benefits specifically designed to help you with the marketing and selling of EDB products and services.

GENERAL BENEFITS

Co-Selling Materials	✓
Press Release	✓
Visibility on EDB Partner Finder	✓

PRODUCT & SOLUTIONS

Technical Resource Library	✓
Access & Product Usage	✓
Access to EDB Solution Engineer	✓

TRAINING & ENABLEMENT BENEFITS

Free Access to Training Library	✓
Technical & Sales Webinars & Workshops	✓
Partner Portal	✓

MARKETING BENEFITS

Access to Marketing Campaigns & Content	✓
Joint Marketing Funds	✓
Partner Program Logo	✓

SALES BENEFITS

Direct Access to EDB Account Managers	✓
Lead Allocation	✓
Priority Renewals	✓





EDB Postgres AI Partner Program

Designed to fuel growth via compelling
program features delivered through a
world-class partner portal

Program & Portal Features



Maximize Revenue Generation

Engagement with EDB materials and IP drive better sales cycle control and value creation

Rebates and other incentives for most successful partners



Improve Operational Efficiency

Streamlined contracting, onboarding, and training

Personalized partner portal experience puts relevant material and data at your fingertips



Grow Together

Inline dashboards enable joint account planning, measurement, and performance improvement

Access and enable services to support your customers with low friction as relationships grow



PARTNERS

Welcome Lauren to the EDB Partner Portal! [Learn more about the power of EDB](#)

[Postgres AI](#)

[Register a New Opportunity](#)

What do you want to do?



Understand How to Sell EDB

Account Managers, Account Executives, Sales Managers

[Click Here](#)



Learn How to Pitch EDB Values

Sales/Solution Engineers, Solution Architects

[Click Here](#)



Promote and Run EDB Campaigns

Marketing Managers (Relationship, Field)

[Click Here](#)



Get Trained and Certified in EDB

Postgres/App Developers, Solution Engineers

[Click Here](#)



Track Performance Metrics

Real-time dashboard, analytics, and reports

[Click Here](#)



View the Latest Collateral

Variety of useful assets for learning and distributing

[Click Here](#)



Register for Postgres Workshops

VILT Workshops delivered by Postgres experts

[Click Here](#)



Participate in Partner Events

Whether in-person or virtual, EDB will be there

[Click Here](#)

PROGRAM REQUIREMENTS & GTM



Program Requirements

As an EDB Partner we work together to agree on our joint GTM strategy.

To fulfill the GTM motion, it is imperative to follow the requirements of the Partner Program. These are the key milestones that will determine the progression of GTM and form a smooth development toward achieving the partnership objectives.

Signed Partner Program Agreement	✓
Sales Training & Certification	✓
Technical Certification - Essential	✓
Technical Certification - Advanced	Optional
Agree Joint Business Plan	✓
Agree Revenue Targets (New ARR)	✓



SUPPORT & SERVICES



EDB Support

About EDB Support

As valuable team members and pursuant to your agreement, Partners have access to EDB Support 24/7. EDB is committed to delivering high-quality support that you and our mutual customers can depend on relative to their entitlements.

EDB authorized resellers are responsible for providing EDB Support to their customers (Levels 1–3) and shall be directly responsible for their Level 1 & 2 Support. EDB shall provide Level 3 Support to authorized resellers to enable them to provide Level 3 Support to their customers. You may assist authorized resellers with their EDB Support inquiries.



EDB Support (cont.)

About EDB Support

“Level 1 Support” means the tier of support for customers which applies to installation, configuration and licensing of the Products, such as the following tasks: verify that all necessary hardware and software requirements are fulfilled, assist in the execution of installation programs, perform licensing tasks to issue the correct number of licenses for an installation, provide assistance to install the database and other EnterpriseDB tools, provide the necessary support to achieve basic product functionality as described in the Documentation and general assistance that would be expected from a typical help desk.

“Level 2 Support” means the tier of support for customers, which applies to problems or questions related to the core functionality of the Products. Problems at this level are generally reproducible by a support engineer. Many solutions will be repeat solutions, possibly available in FAQ documents or a technical knowledgebase, such as the following tasks: determine if the reported problem described applies to the supported Product, attempt to duplicate the reported behavior, obtain source code or other application components developed by the Partner or the customer, if necessary and attempt to provide a fix or a workaround to the problem.

“Level 3 Partner Support” means the tier of support requiring the EnterpriseDB knowledge base.





Thank You!



