TigerGraph

PARTNERGRAPH

PARTNER PROGRAM GUIDE

Becoming a TigerGraph partner can transform your business by opening a door to greater revenues and better margins. Securing a compelling joint value proposition, driving awareness through strong messaging based on our canonical use cases, and accelerating deals and implementations for immediate and enduring customer success—these are the hallmarks of a typical partnership with TigerGraph.

Read this guide to learn more about the benefits of being a TigerGraph partner.

INTRODUCTION

More of the world's top companies are asking about graph analytics every day.

Why? Graph is transforming the data analytics landscape—all data-driven organizations will soon be asking for this game-changing technology.

Gartner forecasts that, "By 2025, graph technologies will be used in 80% of data and analytics innovations, up from 10% in 2021, facilitating rapid decision making across the enterprise. " - Gartner Top Trends in Data and Analytics for 2021, Rita Sallam et al, 2021

From improving profitability to lowering costs, graph analytics is a better way for business leaders to uncover insights hidden within connected data. Graph creates value across a broad range of use cases including entity resolution, customer 360, fraud detection, personalized recommendations, supply chain management and more - the list is almost endless.

TIGERGRAPH IS THE LEADER

TigerGraph is the best platform for graph analytics. Of course you'd expect us to say that. But other industry experts are saying it too.

Forrester Research recognized TigerGraph as a Leader in its Forrester Wave: Graph Data Platforms, Q4, report.

Forrester made some interesting comments in its report, including: "Customers like TigerGraph's speed, language, ease of deployment, performance, visual tooling for graph schema/query, and support for both transactional and analytics use cases in the same instance."

GET STARTED

The most innovative organizations are using TigerGraph to accelerate advanced analytics, AI and machine learning applications:

- Seven of the top 10 global banks use TigerGraph for real-time fraud detection and risk management.
- More than 50 million patients receive care path recommendations to assist them on their wellness journey.
- Over 300 million consumers receive personalized offers with recommendation engines powered by TigerGraph.
- One billion people depend on the energy infrastructure optimized by TigerGraph to reduce power outages.

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"TigerGraph is an absolutely phenomenal product on which we essentially built everything".

—Edward Sverdlin, Vice President at UnitedHealth Group.

FORRESTER®

WAVE LEADER 2020

Graph Data Platforms

PROGRAM OVERVIEW

Our goal is to be your fastest growing and most profitable line of business. Our sales, marketing, and engineering teams will work closely with you to ensure this goal is achieved. By joining the PartnerGraph program you will have the most compelling connected data ecosystem offerings. An additional objective is enduring customer success through partnerships in our key markets, as defined by customers who seek the benefits of graph analytics and partner solutions addressing a common set of requirements.

SALES ENGAGEMENT	BENEFITS
Sales enablement	To accelerate partnership engagement, take advantage of our free online training, which can be found on the PartnerGraph Portal.
Dedicated sales support	Partners have access to channel SE resources, case studies, white papers, and other sales tools.
Opportunity referrals	Referral fees are paid for net new opportunities to TigerGraph and greater rewards through joint engagement in sales cycles and resale transactions.
Joint account planning	In order to deepen our business relationship, our partner team will engage your GTM team in joint account planning to drive rapid revenue growth together.
MARKETING ENGAGEMENT	**BENEFITS**
Joint marketing and lead generation	Program partners are eligible to participate in TigerGraph initiated demand generation, joint marketing initiatives and engagement at industry conferences.
Partner logo on website and access to partner portal	Our PartnerGraph portal enables access to valuable resources, such as sales and marketing tools and technical support. We will also highlight partners via our PartnerGraph public-facing website.
Joint customer case studies	For net new logos and sales wins, we want to develop joint case studies. All partners are eligible to leverage this benefit.
Partner Advisory Board Participation	TigerGraph takes partner input seriously and recognizes that partners have unique views into market needs ensuring the Program supports all requirements.
TECHNICAL ENGAGEMENT	**BENEFITS**
TigerGraph Cloud QuickStart demo support	TigerGraph provides a full range of demo use cases delivered via our managed graph as a service, TigerGraph Cloud. Additionally, partners can add their demo use cases through our partner showcase.
Online and bespoke training	Free online technical training and certification can be found on the PartnerGraph Portal. We can also provide on-site bespoke technical training.
Engineering support	Our engineering team is ready to support partners' technical inquiries and feature requests, ensuring more complex use cases have the right technical foundations.
Local technical support	TigerGraph provides Technical Support to help with post-sales implementation and support. Partners also have access to our Developer Support Program, which is mandatory for Application Partners.

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"TigerGraph provides a compelling graph analytics solution that is enabling us to be more successful. It's been easy for us to decide to increasingly focus on our partnership with them."

Scott Heath, Vice President of Customer Success, Expero

PARTNER PROGRAM

CATEGORIES AND TIERS

The TigerGraph Partner Program provides opportunities to achieve higher levels of partnership benefits by achieving specific program requirements. Benefits will vary depending on partner tier, category and group. As a TigerGraph Partner, you will find a role at the level of commitment right for your business. At every level, you can rely upon TigerGraph for marketing and sales support, technical services, training, and certification opportunities.

CATEGORY	DESCRIPTION
Solution	Integration partners primarily focus either on services delivery or embedding the TigerGraph platform in a customer solution. Examples of such partners include systems integrators and OEM partnerships.
Fulfillment	Fulfillment partners primarily focus on resale of TigerGraph solutions for given customer requirements and/or specific markets (eg, international and federal).
Cloud	Cloud providers enable cloud infrastructure services delivery at scale.
Technology	Technology partnerships complement TigerGraph to deliver a whole product solution to customers.

TIERS	DESCRIPTION
Platinum	The Platinum level is the highest achievement level within the program. Membership at the Platinum Partnership level is by invitation only. This level of partnership is with global market leaders who are prepared to make significant strategic investments in and commitment to TigerGraph technology, vision and go-to-market initiatives. Platinum Partners receive the highest level of recognition, engagement and dedicated account management.
Gold	Partners achieving Gold level status provide industry-leading solutions to our joint customers and are committed to their business with TigerGraph at a very high level. Partner requirements at this level are higher, and partners have the opportunity to receive additional benefits.
Silver	Silver level enables new partners to begin their business with TigerGraph, and existing partners to further develop their business with TigerGraph. Partners at this level are required to meet the minimum program guidelines as shown below.

MODEL	ROLE	RATE	DESCRIPTION
Referral	Facilitator	5%	Partner refers a defined customer project and provides substantial sales assistance.
	POC Leader	10%	In addition to Facilitator responsibilities, partner leads Proof of Concept.
	Project Lead	15%	In addition to POC Lead and Facilitator, partner leads the sales cycle and delivery.
	Training	5%	Partner refers defined training project and provides substantial sales assistance.
Reseller	No First Line Support	25%	Partner takes the customer deal on their contract but does not provide First Line support.
	First Line Support	35%	Partner takes the customer deal on their contract and provides First Line support.
OEM	Application Specific	40%	TG sold to be used only underneath Partner's application. Partner provides Level One support.
	Embedded	50%	TG deeply embedded in Partner's application. Partner provides Level One support.
Training	Seller	20%	Retained by party that collects training fees.
	Trainer	50%	Paid to party that delivers training.

JOIN US

Put your application in the spotlight by integrating with TigerGraph. Build a new class of solutions for your end customers. Or take advantage of the rising demand for TigerGraph. No matter your specialty, we look forward to helping you succeed.

GET STARTED

- Partner completes our online application and submits it for review and approval.

- Once approved, TigerGraph will send the link to the Partner Program Guide and Master Partner Agreement for review and approval.

- The Master Partner Agreement will be reviewed within 10 business days from the time of notification, and if accepted, TigerGraph will initiate partnership formalization.

- Once accepted, a welcome email will outline the next steps, including plans for a kick-off meeting to frame up the partnership.

Get Started at https://info.tigergraph.com/partnergraph

About TigerGraph

TigerGraph is the only scalable graph database for the enterprise. TigerGraph's proven technology connects data silos for deeper, wider and operational analytics at scale. Four out of the top five global banks use TigerGraph for real-time fraud detection. Over 50 million patients receive care path recommendations to assist them on their wellness journey. 300 million consumers receive personalized offers with recommendation engines powered by TigerGraph. The energy infrastructure for 1 billion people is optimized by TigerGraph for reducing power outages. TigerGraph's proven technology supports applications such as fraud detection, customer 360, MDM, IoT, AI, and machine learning.

For more information visit www.tigergraph.com and follow us at: Facebook Twitter LinkedIn

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