



Starburst Orbit

Starburst Partner Program 2020

Starburst is on a Mission to Modernize Data Access & Analytics

Starburst Data is on a mission to modernize data access & analytics. Our company was founded in an unusual way, with customers and revenue from the beginning. For over a decade and across three companies our founding team has been focused on solving the pains of data access - it's too slow, inflexible, and expensive. Starburst Data provides a modern solution that addresses these data silos & speed of access problems. We help companies harness the value of open source Presto, the fastest distributed query engine available today, by adding the high-performance connectors, fine-grained global security, and 24/7 support that meets enterprise needs for fast data access at scale.

Foreign Corrupt Practice Act (FCPA) and Other Anti-Corruption Laws Compliance

Starburst Data recognizes the need to distinguish ourselves globally by insisting on the highest standards of ethics and integrity.

To that end, we require Annual Foreign Corrupt Practice Act (FCPA) and Other Anti-Corruption Laws Compliance training ("Anti-Corruption Training") and certification for all of our Partners. Partners are required on an annual basis to (i) complete an Anti-Corruption Training Program and (ii) certify in writing that the Partner has completed the program and has not violated the FCPA or any other applicable anti-corruption laws in our business interactions. Failure by a Partner to complete the foregoing may result in Starburst Data immediately terminating the Partner's participation in the Starburst Data Partner Program and termination of the applicable Partner Agreement.



The Starburst Partner Program

Starburst Data is an ecosystem-centric organization and our Partner program is designed to support our Partner-first mentality. The Starburst Partner program is a membership program that provides Partners with multiple ways to engage with Starburst. Partners can select one or multiple engagement models based on their partnership goals and objectives.

Each Partner model has corresponding resources, benefits and suggested requirements to ensure Partner success. These are designed to help Partners deliver meaningful services and solutions around Starburst Enterprise Presto Platform. Program membership requires that Partners meet annual objectives to remain compliant with the program and progress levels.



Starburst Partner Program for Consulting & System Integrators

The Starburst Partner program for Consulting & System Integrators offers exceptional systems consulting and SI partners a co-sell relationship with Starburst that grants access to financial benefits, knowledge and sales enablement resources.

Benefits to Being a Starburst Consulting & SI Partner:

Generate Services Revenue and Referral Fees

Starburst is focused on bringing its solution to market and looking to its top Consulting & SI Partners to deliver Starburst services and ensure customer success. Starburst values its Partner's role as a trusted advisor to customers and has a referral fee model for partner-sourced Starburst opportunities.

Develop Starburst Competency and Capability

Starburst's Partner program offers access to enablement resources - including education, product access and technical support to help partners develop competency and delivery capabilities.

Complement Existing Practice and Portfolio

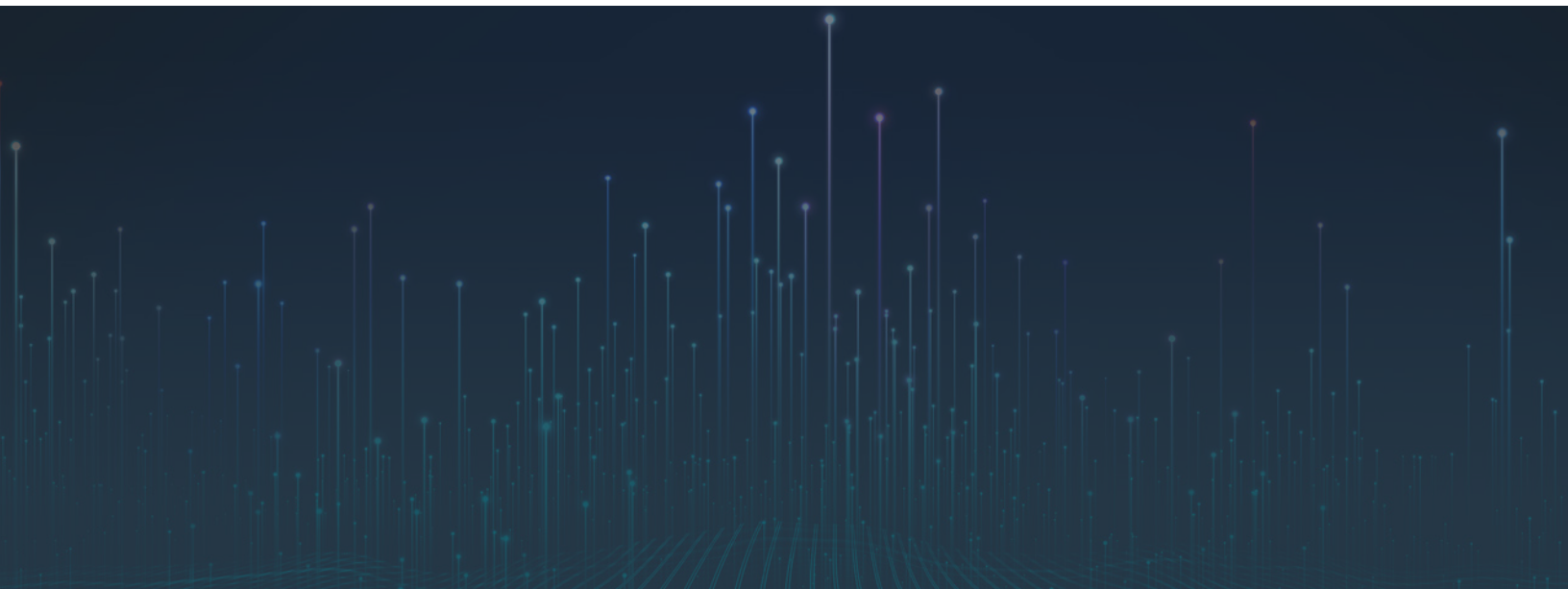
Presto is inherently a connected architecture and one of Starburst's major platform focuses is ecosystem connectivity and integration. This provides a strong complementary component to other best-in-class solutions within the partner's reference architecture and practice.

Accelerate and Enable Customer Data and Analytics Modernization

Starburst Enterprise Presto can deploy in any environment and help with access for analytics across different systems and environments without data movement. This allows partners to optimize customers' current environment, simplify the path to transformation and move them closer to their desired future state. Analytics anywhere with Starburst enables partners to support their customers anywhere in their data journey.

Support from the Creators and Committers to the Presto Project

Starburst is home to the creators and leading committers of the Presto project and provides its partners with best-in-class support on projects and customer engagements, including 24/7 support from the company behind the Presto project.



Starburst Partner Program - Partner Levels, Benefits and Requirements

The Starburst Partner program has recommended requirements by program level that recognize partner value contribution. Meeting these requirements is necessary to advance levels and Partner status will be reviewed annually.



STANDARD



PLATINUM

CONSULTING PARTNER PROGRAM BENEFITS		Standard	Platinum
<i>What you get</i>			
GENERAL			
Partner Portal Access		✓	✓
Partner Logo Display/Use		✓	✓
Development & Demo Licenses		✗	✓
Review of Joint Messaging Guide		✓	✓
Monthly Cadence		✗	✓
Partner Management		✗	✓
Product Roadmap Sessions		✗	✓
Strategic Business Plan		✗	✓
Featured Website Listing		✗	✓
Annual Business Planning		✗	✓
ENABLEMENT			
Onboarding Program		✓	✓
Sales and Technical Training		✓	✓
Discounted Product Training & Certification Session		✗	✓
Established Cadence		✗	✓
Dedicated Partner Manager & Technical Resource		✗	✓
SALES			
Incentive Program (refer and resell)		✓	✓
Opportunity Registration		✓	✓

Field Sales Alignment per Opportunity	✗	✓
Account Mapping	✗	✓
Shared Slack Channel	✗	✓
MARKETING		
Partner Lead Press Release	✓	✓
Starburst Lead Joint Case Study	✗	✓
Field Marketing Events	✗	✓
Co-Branded Solution Brief	✗	✓
Joint Marketing Plan	✗	✓
Market Development Funds	✗	✓
Discounted Presence at Presto Summit	✗	✓

CONSULTING PARTNER PROGRAM REQUIREMENTS <i>What you need to achieve</i>	Standard	Platinum
GENERAL		
Partner Program Fee	N/A	N/A
BUSINESS CONTRIBUTION		
Minimum ACV sourced	N/A	\$250K
JOINT CUSTOMERS		
Reference Customers within first year	N/A	2
ENABLEMENT		
Sales Training	N/A	✓
Pre-Sales Training	N/A	✓
Delivery Training	N/A	✓

Deal Registration:

All referrals and resell opportunities are required to originate from a deal registration. Deal registrations can be completed through the Starburst Partner Portal. Deal registration provides partners with protection on referral and first right to resell for a registered opportunity on the condition that the registration has been validated and actively maintained under deal registration guidelines.

Starburst Partner Program for Resell Partners

The Starburst Partner Program for Resellers is designed to enable GTM success for select Resell partners aligned to Starburst. The Program is designed to generate revenue and profit for Resell Partners aligned with Starburst on the following objectives:

Generate Profitable Revenue
Through the resale of Starburst Enterprise Presto

Drive New Customer Acquisition
Generate New Logo wins

Generate Recurring Revenue and Growth through Customer Success
Focus on customer time to value, renewals and expansion

Starburst Partner Program - Partner Levels, Requirements and Benefits

RESELLER PARTNER PROGRAM BENEFITS	Standard
<i>What you get</i>	
GENERAL	
Partner Portal Access	✓
Partner Logo Display/Use	✓
Development & Demo Licenses	✓
Review of Joint Messaging Guide	✓
Monthly Cadence	✗
Partner Management	✗
Product Roadmap Sessions	✗
Basic Business Plan	✗
Featured Website Listing	✗
Annual Business Planning	✗
ENABLEMENT	
Onboarding Program	✓
Sales and Technical Training	✓
Discounted Product Training & Certification Session	✗
Bi Weekly Partner Meeting	✗
Dedicated Partner Manager & Technical Resource for Immediate Assistance	✗

SALES	
Referral Program	✓
Opportunity Registration	✓
Field Sales Alignment per Opportunity	✗
Account Mapping	✗
Shared Slack Channel	✗
MARKETING	
Partner Lead Press Release	✓
Starburst Lead Joint Case Study	✗
Field Marketing Events	✗
Co-Branded Solution Brief	✗
Joint Marketing Plan	✗
Market Development Funds	✗
Discounted Presence at Presto Summit	✗

RESELLER PARTNER PROGRAM REQUIREMENTS	Standard
<i>What you need to achieve</i>	
GENERAL	
Partner Program Fee	N/A
BUSINESS CONTRIBUTION	
Minimum ACV Sourced	N/A
JOINT CUSTOMERS	
Reference Customers within first year	N/A
ENABLEMENT	
Sales Training	N/A
Pre-Sales Training	N/A
Delivery Training	N/A
Presales/Delivery	1

Deal Registration:

All referrals and resell opportunities are required to originate from a deal registration. Deal registrations can be completed through the Starburst Partner Portal. Deal registration provides partners with protection on referral and first right to resell for a registered opportunity on the condition that the registration has been validated and actively maintained under deal registration guidelines.

Starburst Partner Program for Technology Partners

The Starburst Partner program for Technology and ISV partners is designed to create alignment, value-added solutions, tight integration and co-sell relationships with other key ecosystem technologies.

Benefits to Being a Starburst Technology Partner:

Generate Referral Fees

Starburst is an ecosystem-centric solution and looks to work closely with other ecosystem technologies. To help drive better customer and opportunity alignment Starburst has a referral fee model for partner-sourced Starburst opportunities.

Value-Add Joint Solutions

Presto is inherently a connected architecture and one of Starburst’s major platform focuses is ecosystem connectivity and integration. This provides a strong complementary component to other best-in-class solutions within the partner’s reference architecture and practice.

Integration

Starburst’s Partner program offers access to enablement resources - including education, product access and technical support to help partners certify or integrate with the Starburst platform.

TECHNOLOGY PARTNER PROGRAM BENEFITS	Standard	Platinum
<i>What you get</i>		
GENERAL		
Partner Portal Access	✓	✓
Partner Logo Display/Use	✓	✓
Development & Demo Licenses	✓	✓
Review of Joint Messaging Guide	✓	✓
Monthly Cadence	✗	✓
Partner Management	✗	✓
Basic Business Plan	✗	✓
Featured Website Listing	✗	✓
Annual Business Planning	✗	✓
ENABLEMENT		
Access to Starburst Marketing Collateral	✓	✓
Discounted Starburst Technical Training	✓	✓
Dedicated Partner Manager	✗	✓
Access to Technical Resource/Support	✗	✓

SALES		
Referral Program	✓	✓
Opportunity Registration	✓	✓
Field Sales Alignment per Opportunity	✗	✓
Account Mapping	✗	✓
Shared Slack Channel	✗	✓
MARKETING		
Partner Lead Press Release	✓	✓
Starburst Lead Joint Case Study	✗	✓
Field Marketing Events	✗	✓
Co-Branded Solution Brief	✗	✓
Joint Marketing Plan	✗	✓
Market Development Funds	✗	✓
Discounted Presence at Presto Summit	✗	✓

TECHNOLOGY PARTNER PROGRAM REQUIREMENTS		
<i>What you need to achieve</i>	Standard	Platinum
GENERAL		
Partner Program Fee	N/A	\$1,000
BUSINESS CONTRIBUTION		
Minimum ACV sourced	N/A	\$150K
JOINT CUSTOMERS		
Reference Customers within first year	N/A	2
INTEGRATION		
Partner Lead Press Release	N/A	✓
ENABLEMENT		
Sales Certified Lead	N/A	✓
Pre Sales Certified Lead	N/A	✓
Partner Lead Co-Marketing Activity	N/A	✓

