


Action Partner Program

Accelerate Your Business with the Actian Partner Program

Actian's unique combination of data management, integration and analytics solutions, deep customer and industry experience and cutting-edge engineering is perfectly suited to help partners become essential players in their customers' digital transformations.

Participation in the Actian Partner Program offers industry leading solutions and competitive pricing, an all-inclusive set of sales tools and marketing resources and a comprehensive support package, to help you grow your business.

Program Benefits

				
 Sales	Executive Sponsor		Yes	Yes
	Dedicated Account Team	Yes	Yes	Yes
	Joint Sales	Yes	Yes	Yes
	Sales Incentives	By Proposal	By Proposal	By Proposal
	Contracted Discounts	Yes	Yes	Yes
	Lead Referral	Yes	Yes	Yes
	Deal Registration	Yes	Yes	Yes
 Marketing	Partner Level Logo	Yes	Yes	Yes
	Marketing Program Support	Yes	Yes	Yes
	Co-Branded Marketing	Yes	Yes	Yes
	Joint Marketing Events	Yes	Yes	Yes
	Access to Marketing Funds (MDF)	By Proposal	By Proposal	By Proposal
	Participation on Partner Website	Yes	Yes	Yes
	Access to Marketing Materials	Yes	Yes	Yes
	Partner Newsletter	Yes	Yes	Yes
	Partner Portal Access	Yes	Yes	Yes
	Display in Partner Locator		Yes	Yes
	Joint Press Release/Partner Spotlight		Yes	Yes
	Video Case Study		Yes	Yes
 Support	Dedicated Marketing Manager		Yes	Yes
	Eligible for Seat on Roadmap Council		Yes	Yes
	Eligible for Customer Support	Yes	Yes	Yes
	Access to Partner Support Portal	Yes	Yes	Yes
	Technical Certification Training*	Yes	Yes	Yes
	24/7 Tech Support	Yes	Yes	Yes
	Online Sales Training	Yes	Yes	Yes
	Quarterly Partner Cast	Yes	Yes	Yes

Program Requirements



	ACTIAN [®] Referral Partner	ACTIAN [®] Silver Partner	ACTIAN [®] Gold Partner	ACTIAN [®] Authorized Distributor
Deal Registration		Yes	Yes	Yes
Minimum Annual Revenue Targets		Yes	Yes	Yes
Professional Services Staff		Optional	Yes	Optional
Joint Business Planning		Optional	Yes	Yes
Business Reviews and Forecasting		Yes	Yes	Yes
Marketing Performance Reporting		Yes	Yes	Yes
Signed Business Partner Contract		Yes	Yes	Yes
Action Logo on Partner Website		Yes	Yes	Yes

Our mission

To deliver data management, integration and analytics solutions to power the next shift in computing around hybrid data

We know data

20+ year pedigree in Data Management, Integration & Analytics

We are successful, proven and diversified

Over 10,000 customers. Independent entity owned by HCL Technologies & Sumeru Equity Partners

We are global

Offices in 15+ Countries, 7x24 multinational support, Cloud, SME and Enterprise solutions with Enterprise-class and OEM business model support

We innovate

World's fastest cloud data warehouse, world's first native hybrid transactional and analytics database, industry leading embedded IoT database, dozens of industry patents and more

Interested in partnering with Actian?

Sign up at <https://www.actian.com/lp/become-a-partner/> or [contact us](#) to discuss our joint future.



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