

Partner tier assignments



Registered is the default tier for new partners, offering many competitive benefits.



Partners work toward the Advanced tier by growing their skill level and their Couchbase business.

Each tier bring benefits and requires carious commitments, with Advanced bringing the highest level of both.



Welcome

Unlike other NoSQL databases, Couchbase provides an enterprise-class, multicloud to edge database that offers the robust capabilities required for business-critical applications on a highly scalable and available platform. As a distributed cloud-native database, Couchbase runs in modern dynamic environments and on any cloud, either customer-managed or fully managed as-a-service. Couchbase is built on open standards, combining the best of NoSQL with the power and familiarity of SQL, to simplify the transition from mainframe and relational databases.

Product innovation and strategic partnerships are behind Couchbase's strong customer interest and adoption. Couchbase's partner program, PartnerEngage, has been built from the ground up to provide significant value to our worldwide ecosystem of partners and to support them in creating value for our joint customers.

Our program brings together resources, benefits, and relationships that are essential for increasing your sales and maximizing your profits. We help you do more through streamlined onboarding, co-marketing programs, on-demand and live training curriculums, and joint sales planning.

We are 100% committed to working with our partners to serve the needs of our joint customers and to grow our collective businesses.



**Increase
relevance**

- The world's first Engagement Database
- Aligned to DX/CX - used by the biggest brands
- Customer experience is a key brand differentiator



**Clear
differentiation**

- Performance at scale
- Unsurpassed agility and flexibility
- The easiest platform to manage



**Grow
your business**

- Huge market opportunity - \$10B by 2021
- Services project yield 5-10x revenue of subscription fees
- Land and expand - new use cases and business application are the norm
- Attractive incentives and benefits

Solution Partner requirements:

Solution Partner Requirements	Registered	Advanced
Sign Couchbase partner agreement	✓	✓
Opt-in for communication	✓	✓
Couchbase presence on partner website		✓
Promote Couchbase events		✓
Promote and drive joint events		✓
Joint case study/customer references		1
Accredited* sales resources		2
Accredited* tech resources		2

*Accreditation means completion of required online training courses and assessments, depending on role.

Solution Partner benefits:

Solution Partner Benefits	Registered	Advanced
Partner logo	✓	✓
Eligible for deal registration	✓	✓
Access to communications	✓	✓
Access to partner portal	✓	✓
Listing on partner locator		✓
Eligible for featured partner page		✓
Eligible for co-marketing program funds		✓
PR/social media support		✓
Eligible to participate in Couchbase events		✓
Eligible for early access to product/beta program		✓
Pre-sales support		✓
Technical support		✓

Technology Partner requirements:

Technology Partner Requirements	Registered	Advanced
Sign Couchbase partner agreement	✓	✓
Furnish partner contract information	✓	✓
Opt-in for communication		✓
Blog posts/PR for solution		✓
Promote Couchbase events		✓
Promote and drive joint events		✓
Joint case study		1
Joint assets*		1

*Solution briefs, whitepapers, architectural mapping, assets (integration specs, etc.)

Technology Partner benefits:

Technology Partner Benefits	Registered	Advanced
Partner logo	✓	✓
Eligible for deal registration	✓	✓
Access to communications	✓	✓
Access to partner portal	✓	✓
Listing on partner locator		✓
Eligible for featured partner page		✓
Eligible for co-marketing program funds		✓
PR/social media support		✓
Eligible to participate in Couchbase events		✓
Eligible for early access to beta program		✓
Pre-sales support		✓
Technical support		✓

At Couchbase, we believe data is at the heart of the enterprise. We empower developers and architects to build, deploy, and run their mission-critical applications. Couchbase delivers a high-performance, flexible and scalable modern database that runs across the data center and any cloud. Many of the world's largest enterprises rely on Couchbase to power the core applications their businesses depend on. For more information, visit www.couchbase.com.

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