Couchbase

PARTNERENGAGE PROGRAM GUIDE

Partner tier assignments

Couchbase PartnerEngage
REGISTERED

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

Couchbase PartnerEngage
ADVANCED

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

Each tier bring benefits and requires various 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 (Capella). 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 Your Relevance

Couchbase helps you keep your clients ahead of the curve in a world where customer experience is quickly becoming the #1 competitive differentiator.

- Customers spend **1,000x** more time interacting than transacting
- **89%** of consumers who have a poor experience leave for the competition
- **84%** of IT leaders have had digital projects canceled or delayed due to legacy database limitations

Achieve Clear Differentiation

Only Couchbase is built with the latest and most powerful NoSQL technology that lets you differentiate your company from your competitors.

- Only our SQL++ query language combines the power of SQL with the flexibility of JSON
- Couchbase delivers unparalleled performance and agility at any scale
- Ours is the easiest platform to manage – customers say that's one of the reasons they switch to Couchbase
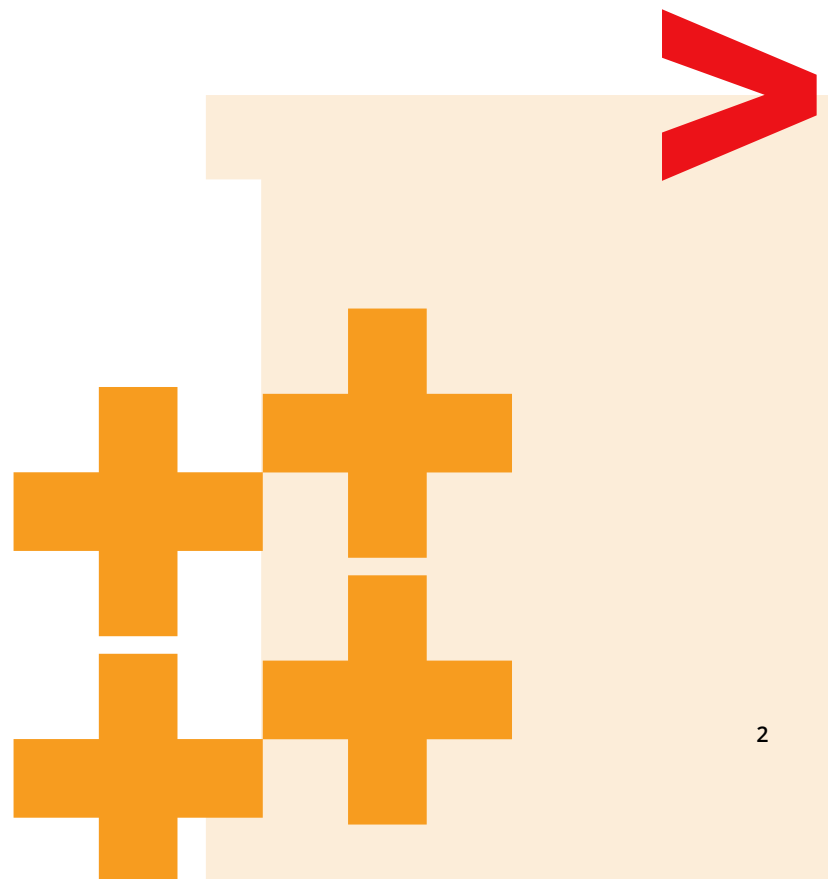
Solution Partner Requirements	Registered	Advanced
Sign Couchbase partner agreement	✓	✓
Opt-in for communications	✓	✓
Couchbase presence on partner website		✓
Promote Couchbase events		✓
Promote and drive joint events		✓
Joint case study/customer references		1
Accredited* sales resources		2
Accredited* tech resources		2

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

Technology Partner Requirements	Registered	Advanced
Sign Couchbase partner agreement	✓	✓
Furnish partner contact information	✓	✓
Opt-in for communications		✓
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.)
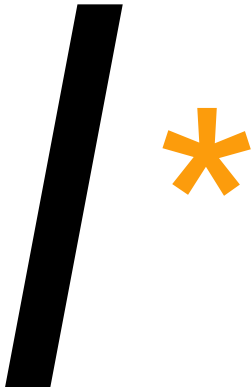
Grow Your Business

Couchbase is the only NoSQL vendor that can offer you the power of 10, so you can offer clients a fast, flexible, and affordable cloud database platform.

- The dynamic data management systems (DDMS) market will grow to $123B by 2026 – IDC

- Service offerings give you the potential to generate income **10x over** and above license revenue

- Your margin potential with Couchbase is **10x more** than it is for a commodity product

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		✓

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Eligible to participate in Couchbase events		✓
Eligible for early access to beta program		✓
Pre-sales support		✓
Technical support		✓

Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase's mission is to simplify how developers and architects develop, deploy and run modern applications wherever they are. We have reimagined the database with our fast, flexible and affordable cloud database platform Capella, allowing organizations to quickly build applications that deliver premium experiences to their customers – all with best-in-class price performance. More than 30% of the Fortune 100 trust Couchbase to power their modern applications. For more information, visit **www.couchbase.com** and follow us on X (formerly Twitter) @couchbase.