

Program Guide

for System Integrators
and Consulting Partners

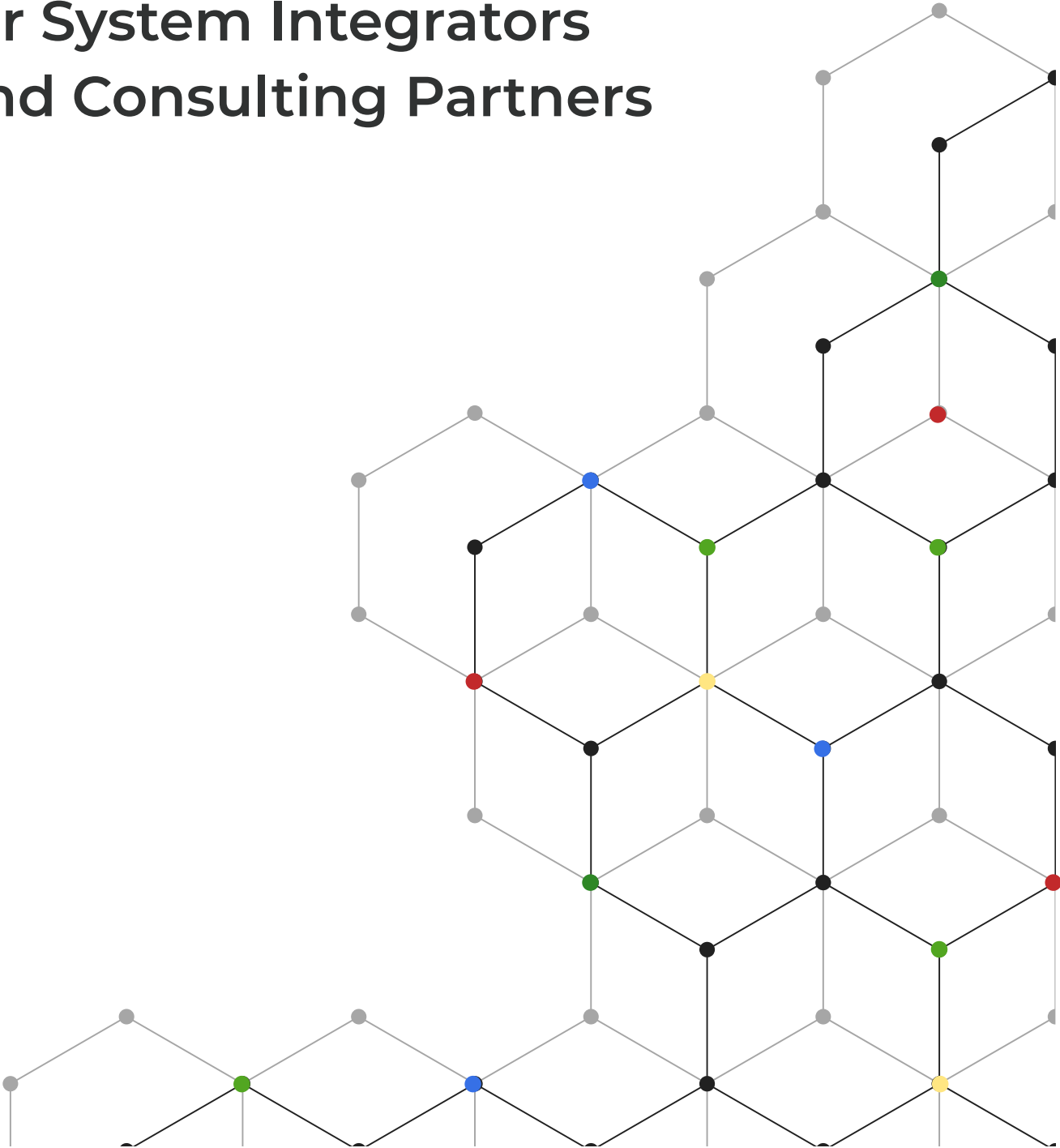


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We are fortunate to have an outstanding community of partners from across the globe who work every day to make customers successful by providing industry-leading services and technologies. Our partners help customers along their own analytics journey and show them how they can better leverage a more modern approach to analytics. It is for this community of partners that we've built the Matillion Partner Network – through it we are 100 percent focused on better enabling, supporting, and rewarding the work they do. Together, we can do amazing things!

Josh Lewis,

**Matillion Vice President
Global Channels & Alliances**

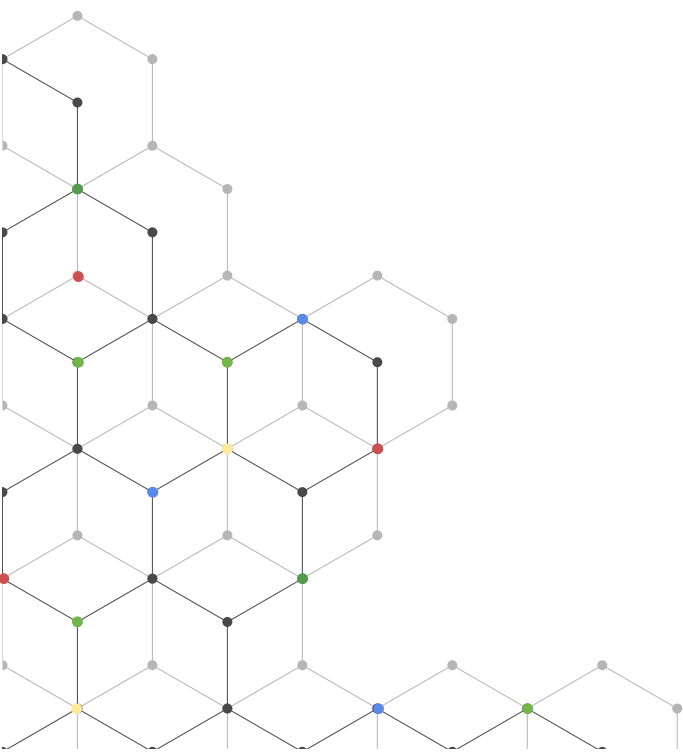
Introduction

Matillion makes the world's data useful.

We help modern enterprise data teams convert raw data into actionable, analytics-ready data in the cloud in minutes for new insights and better business decisions.

We believe that every business is a data business. Yet most organizations still struggle to capture and transform data into useful assets and stay competitive. At Matillion, we break down these barriers by creating an easy-to-use, cloud native data integration and transformation software platform for modern data teams. And we also do it by supporting the user community and surrounding ecosystem.

Partners play a critical role in how Matillion brings our offerings to market. We rely on an active and aligned ecosystem of leading System Integrators and technology providers across the globe to make customers successful. Our ecosystem is made up of organizations who view the modern enterprise data stack as the critical business and technology architecture for solving today's analytics challenges.



 MATILLION
Partner Network

The Matillion Multiplier

According to a new market research report published by MarketsandMarkets, the data integration market is expected to grow from USD 11.6 billion in 2021 to USD 19.6 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 11.0%. As the leading cloud data integration platform for modern data enterprise teams, Matillion is at the forefront of this growth trend and our partners are well-poised to benefit.

We call this collective opportunity the Matillion Multiplier.

Whether your clients want to simply migrate their data to the cloud or transform their data for consumption by data analytic tools, Matillion's cloud-native ETL solutions make the process fast, easy, scalable, and more cost-efficient, resulting in faster time-to-value and greater ROI.

Our partners have demonstrated how including Matillion in projects drives demand for professional services, from consulting and change management to implementation and maintenance. A recent survey of Matillion partners revealed that for every dollar a client spends on Matillion solutions, the client may spend up to an additional five dollars on professional services. In addition, many Modern data enterprise teams with Matillion projects often have other related high value project services related to digital transformation (e.g. AI/ML, data analytics and dashboarding).

By partnering with Matillion, you create measurable value for not only your clients, but also your bottom line.

Section 1

Matillion Partner Network Overview

To better enable, support, and reward the Matillion partner ecosystem, Matillion offers the Matillion Partner Network. It was developed to support a range of partners and engagement models, including:

System Integrators and Consulting Partners (SI Partners):

These partners provide customers with Matillion-related services such as technical guidance, advisory services, implementation, and training. These partners may refer new business to Matillion or become eligible to resell Matillion (future capability).

Technology Partners/ Independent Software Vendors:

These partners are typically ISVs that develop their software to integrate with Matillion so we can present a combined capability to mutual customers. These ISVs are typically focused on the modern enterprise data stack.

This Program Guide focuses on System Integrators and Consulting Partners and provides an overview of the Matillion Partner Network, including:

How to join

Benefits and incentives partners receive

Requirements for becoming a partner

Partner-friendly policy guidelines

Section 2

Program Benefits

(Sales, Partnership, Technical, Marketing, Professional Services)

As a global partner Program with a standard tiered structure, the Matillion Partner Network provides benefits that increase as your sales success, product knowledge, and technical expertise grow. Program requirements and incentives outlined in the sections below are designed to recognize and reward your investments in building a Matillion practice and delivering successful customer engagements. As you achieve higher levels within the Program through greater sales and customer success, the benefits, incentives, and level of collaboration with Matillion increase as well.

The Matillion Partner Network provides members with financial incentives (described in Section 3) as well as a variety of sales, marketing, and enablement benefits described in the matrix below. These benefits are provided to help you successfully sell, implement, and support your customers' use of Matillion.

Benefits	Global Platinum	Platinum	Gold	Silver	Affiliate
Sales					
Financial incentives	See Financial Incentives Program below				
Access to sales presentations, battle cards, customer references, and other sales resources	●	●	●	●	●
Sales collaboration, opportunity support and account mapping support	● ● ●	● ● ●	● ●	●	Partner Support Desk
Lead and Opportunity Sharing ("reverse deal registration")	● ● ●	● ● ●	● ●		
Partnership Support					
Portal access	●	●	●	●	●
Partner Account Manager	● ● ●	● ● ●	● ●	●	Partner Support Desk
Partner Program events (summit, quarterly updates)	●	●	●	●	
Partner Advisory Board participation	●	By invitation	By invitation		
Contract structure	1 contract globally	Per-country agreements			
Technical					
Access to demo environment	5+ concurrent users	5+ concurrent users	5 concurrent users	5 concurrent users	
Online technical onboarding Program	●	●	●	●	
No-cost technical certifications	●	●	●	●	
Product roadmap updates	●	●	●	●	
Technical Support	● ●	● ●	● ●	●	
Access to Partner Technical Success Manager	●	●			
Marketing					
Matillion Partner logo by tier	●	●	●	●	
Marketing tools and resources	●	●	●	●	
Public relations opportunities	●	●	●	As Available	
Self-service demand gen resources	●	●	●	●	
Professional Services					
Authorized Matillion Delivery Partner designation	Future				
Authorized Matillion Training Partner designation	Future				

Section 3

Program Financial Incentives

The Matillion Partner Network provides members with a standard set of financial incentives. The referral incentives are globally consistent, while the resell incentives (future entitlement) may be modified regionally based on Matillion's level of sales coverage in a specific geography (e.g. Brazil).

Within the Matillion Partner Network, we have implemented a "pay for value" structure for referral fees, where partners have the opportunity to be rewarded for helping to source opportunities ("opportunity registration"), supporting closing the opportunity ("sales assist"), and ensuring the customer is satisfied with their Matillion deployment ("customer success"). These activities do not need to be linked to receive the incentive. For example, partners can receive Sales Assist + Customer Success incentives on opportunities sourced by Matillion.

Benefits	Global Platinum	Platinum	Gold	Silver	Affiliate
Collaborative Sales Incentive - Year One Referral ("Land") ***					
Opportunity Registration	7%	7%	6%	5%	5%
Sales Assist	5%	5%	4%	3%	
Customer Success *	5%	5%	3%	0%	
Max payout per opportunity	17%	17%	13%	8%	5%
Collaborative Sales Incentive - ("Expand") **					
Opportunity Registration	7%	7%	6%	5%	5%
Sales Assist	5%	5%	4%	3%	
Customer Success *	5%	5%	3%	0%	
Max payout per opportunity ***	17%	17%	13%	8%	5%
Rebate	Rebates may be established quarterly				
VAR	Future				
MSP	Future				

* requires a positive survey from customer

** requires an Enterprise Contract

*** initial 12 month ACV only

Section 4:

MATILLION Partner Network

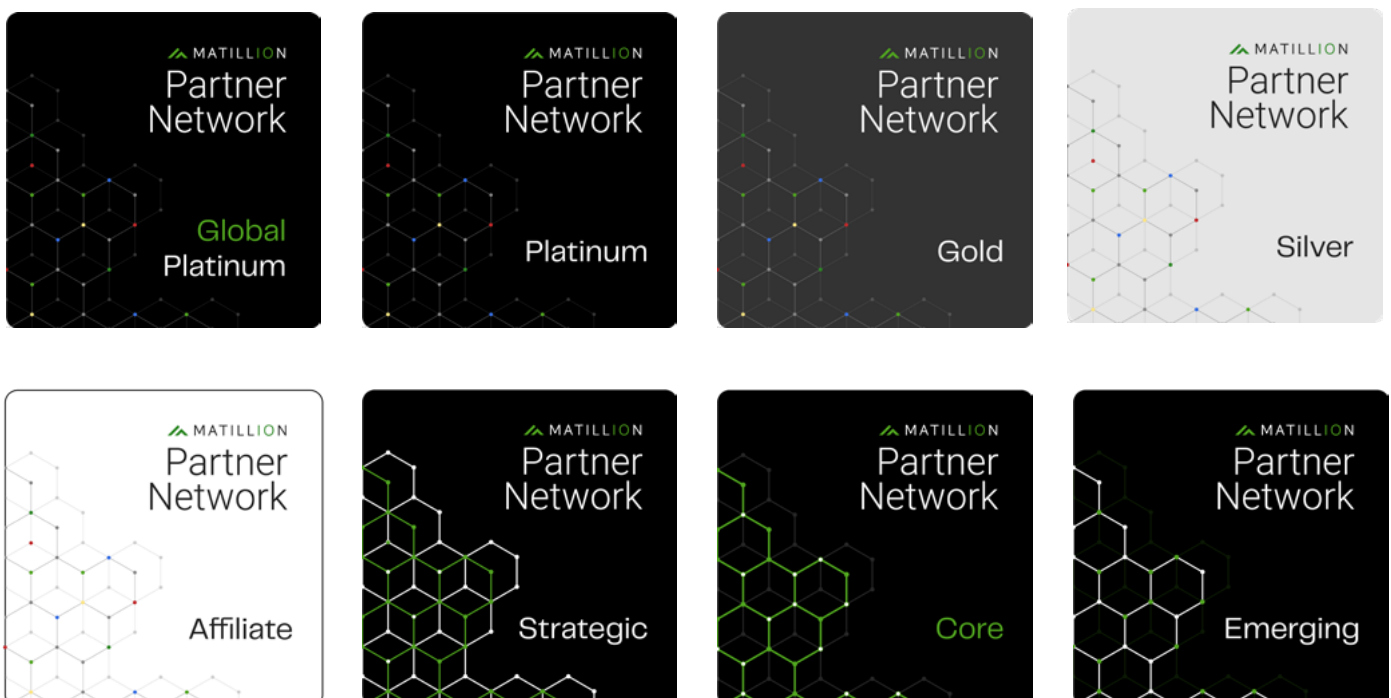
Program Structure and Tiers

At Matillion, our goal is to work closely with our partner community to grow our collective businesses and support our common customers. As such, we designed Matillion Partner Network with ease of doing business in mind. We provide a single global partner Program, with globally consistent agreements (contracts), benefits, resources, as well as standard and transparent policies.

Additionally, Matillion provides an associated Program for our ISV community, developed for technology companies from the modern enterprise data and analytics ecosystem who have either a product integration with Matillion and or an established go-to-market relationship with Matillion. ISVs in the Program range from established technology vendors to innovative start ups. More information

on the Matillion Partner Network for ISVs can be found on the Partner Portal (<https://partners.matillion.com/>). We encourage our SI and ISV partners to leverage the Matillion ecosystem, collaborate, and drive better results together!

Within the Matillion Partner Network Program for SIs and Consulting Partners, there are five tiers, beginning with our Affiliate level up through our Global Platinum tier.



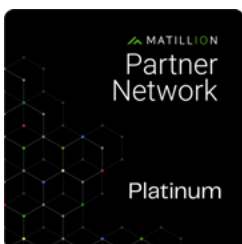
Section 4

Matillion Partner Network Program Structure and Tiers



Global Platinum (multinational)

Global Platinum tier partners are similar to Platinum tier partners but operate on a larger, multinational scale. Global Platinum tier partners do business with Matillion in at least three countries under a single contract agreement with Matillion. They typically have developed a global center of excellence (CoE) around Matillion. They often support customers via an offshore or near-shore model. Global Platinum tier partners receive the same financial and other benefits as Platinum tier with the additional benefit of a single agreement and the ability to aggregate their performance towards tier status under that agreement.



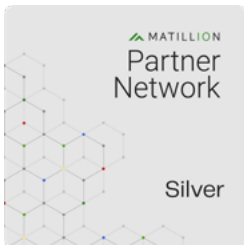
Platinum

Platinum tier partners have a strong and growing Matillion practice with many certified practitioners and customer deployments. They are recognized within the industry for consistently delivering successful customer outcomes. Platinum tier partners have achieved the highest level within the Matillion Partner Network and are committed to a collaborative go-to-market relationship with Matillion. They demonstrate their technical and sales expertise through a track record of customer engagements. Many Platinum tier partners have developed Matillion-based solution offerings, which they promote to their customers and prospects. Platinum tier partners are also well aligned with Matillion sales and marketing teams. Matillion rewards Platinum tier partners with the Program's highest sales incentives, marketing opportunities, and support resources.



Gold

Gold tier partners have an established Matillion practice with certified practitioners and multiple successful customer deployments. Gold tier partners demonstrate their competency with Matillion through a combination of product knowledge, technical expertise, and sales achievement. Program benefits for Gold tier partners are enhanced to reflect the partners' expanded commitment to Matillion and to incentivize continued growth in their Matillion practice.



Silver

Silver tier partners are beginning their journey with Matillion technology and starting to build Matillion data integration capabilities into their professional services business. Silver tier is typically the entry point for partners into the Matillion ecosystem. Program benefits at this level are designed to help partners develop initial technical competencies (certifications), initiate successful Matillion business practices and build sustainable customer engagement models.



Affiliate

Affiliate partners are organizations supporting a specific customer or project, who need the value of Matillion's technology, but whose data integration practice isn't ready to commit to a formal partnership, or repeatable business around Matillion. For these organizations, Matillion will provide Programmatic support and enablement as well as a base level of compensation for sourcing their opportunity.

Section 5

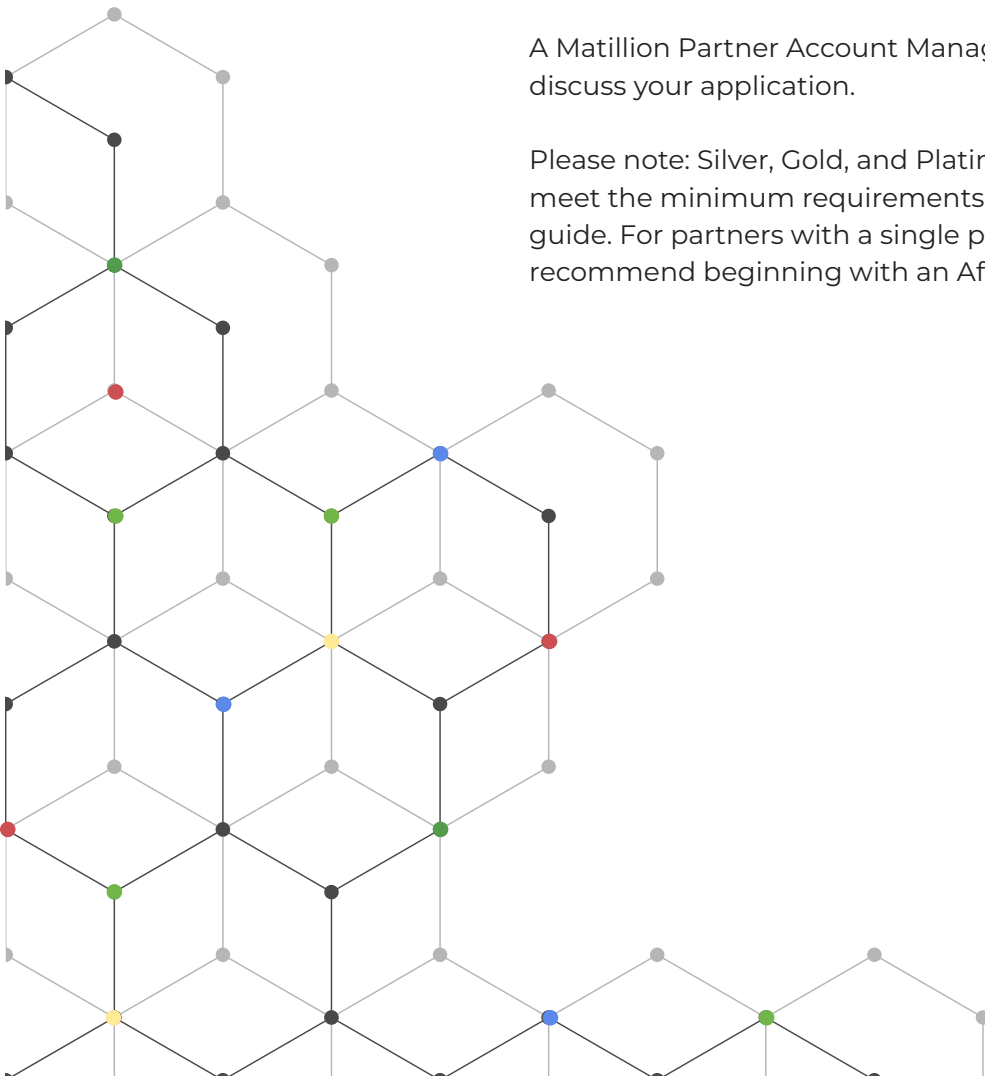
Joining the Matillion Partner Network

If you are interested in applying to become a Matillion Partner, please review the Program requirements and then visit:

<https://www.matillion.com/partners/>

A Matillion Partner Account Manager(PAM) will contact you to discuss your application.

Please note: Silver, Gold, and Platinum partners are expected to meet the minimum requirements as outlined in this Program guide. For partners with a single project or transaction, we recommend beginning with an Affiliate agreement.



Section 6



Program Requirements

To be a member of the Matillion Partner Network, partners must achieve the Program Requirements described in the matrix below. These requirements are consistent globally and need to be achieved annually.

Requirements	Global Platinum	Platinum	Gold	Silver	Affiliate
Sales					
Opportunities Registered	20	12	5	2	
Closed/Won Opportunities	8	5	2	1	
Customer Success					
Customer Surveys	3	2	1		
Win Wire	3	2	1		
Technical					
Certifications - Technical	10	6	4	2	
Certifications - Partner	10	6	4	2	
Marketing					
Demand Generation Plan	Required	Required	Recommended		
Go To Market Points	100	80	20		
Partnership Governance					
Annual Business Plan	Required	Required	Recommended		
Bi-annual Business Reviews	Required	Required	Recommended		
Business					
Established Partnership with CDP Vendors	Required	Required	Required	Required	
Signed Partnership Agreement	Required	Required	Required	Required	Simple Agreement
Partner in Good Standing	Required	Required	Required	Required	N/A

* Developing Region Exception - Matillion has established a lower Program requirement threshold for sales activities in countries with limited Matillion representation. Partners who achieve 10 deal registrations and 4 closed-won opportunities will be eligible for Platinum tier status. Developing Regions include Latin America, Eastern Europe, MEA, and APAC (excluding ANZ).

Section 7

Program Requirements

Definitions and Policies

Outlined below are the definitions and specific policies for the Matillion Partner Network. Policies are subject to change with 60 days notice. Questions concerning policies should be directed in writing to your Partner Account Manager.

Program Requirements	Definition & Policy Description
Sales: Opportunity Registration	<p>To participate in the Matillion Partner Network or to achieve a higher level within the Program, Partners must source a specific number of qualified opportunities. Opportunities must be submitted via the Partner Portal and then accepted by Matillion. Opportunities must be BANT qualified.</p> <p>For more details, please review the Matillion Opportunity Registration Policy Guide on the Partner Portal (https://partners.matillion.com/).</p>
Sales: Closed/Won	<p>To participate in the Matillion Partner Network or to achieve a higher level within the Program, Partners must support closing the minimum number of sales transactions as defined in the Program Guide. Closed/won transactions include either new logo customers or expanding existing customers via either an Enterprise Contract (EC) or PayGo. Transactions must be partner-sourced.</p> <p>New logo customers are defined as companies who have never been a Matillion customer or have not been a Matillion customer in the prior 12 months. Subsidiaries that are separate legal entities are considered new logos.</p>
Customer Success: Customer Surveys	<p>Partners are expected to drive successful customer deployments of Matillion. To ensure customers are satisfied with their deployment, partners and Matillion will work together to survey specific end users through a standard survey process provided by Matillion. Partners can determine which customers and users to be surveyed and the results will be made available to the partner.</p> <p>Note that the survey requirement must be achieved on a yearly basis.</p>
Customer Success: Win Wires	<p>Win Wires are documents provided by partners to Matillion summarizing successful customer engagements. They help Matillion partner managers, sellers, and marketing staff understand more about the customer engagement, use cases, competition, and related aspects of the deployment. Win Wires are treated as confidential and are not externally facing documents.</p> <p>Partners should use the Win Wire template provided by Matillion. Partners must provide new Win Wires on an annual basis.</p>

<p>Technical: Certifications (Technical and Partner)</p>	<p>Partners must achieve and maintain Technical and Partner Certifications as defined in the Matillion Partner Network based on their specific tier. Certifications must be updated every three years. Refer to the Partner Portal for details on the certifications, how to prepare, where to take the test, etc. Certifications are offered at no cost. Global Platinum tier partners must have at least 1 person certified in each country where they are authorized.</p>
<p>Marketing: Demand Generation Plan</p>	<p>Matillion is committed to helping partners build a robust business based on the Matillion platform. Creating an annual Demand Generation Plan is a key element in that process.</p> <p>In the development of the Demand Generation Plan, partners will be provided with a range of go-to-market (GTM) tools and resources, ranging from sample best practices (e.g. social media posts), self-service demand generation campaigns, collaborative activities like joint webinars with Matillion (pending availability). This is intended to be a highly flexible model that allows each partner to leverage its specific strengths and focus areas.</p> <p>Partners should work with their Partner Account Manager to define and document the plan.</p>
<p>Marketing: GTM Activities</p>	<p>In support of the Demand Generation Plan, partners are provided with a range of tools and resources to build their own custom GTM plan.</p> <p>Matillion has created a scoring system (i.e. point system) for the GTM resources based on complexity and impact of the activity. To achieve higher tier status within the Matillion Partner Network, partners are expected to meet the scoring targets outlined in the Program Guide. Details on the scoring system and GTM Activities can be found on the Partner Portal (https://partners.matillion.com/).</p>
<p>Partnership Governance: Annual Business Plan</p>	<p>Matillion encourages all partners to develop an Annual Business Plan around their Matillion practice. Joint planning is a best practice that ensures both parties have aligned expectations. For higher tier partners, the Annual Business Plan is a requirement to achieve tier status. Matillion provides a Business Plan template that can be found on the Partner Portal (https://partners.matillion.com/).</p>
<p>Partnership Governance: Bi-annual Business Review</p>	<p>Matillion requires Global Platinum and Platinum tier partners to participate in bi-annual (twice yearly) business reviews with their Partner Account Manager and related Matillion team members. These sessions are designed to be highly collaborative and provide greater clarity on the state of the business, demand generation activities, joint sales pursuits, and technical enablement efforts.</p>
<p>Business: Established partnership with CDP vendors</p>	<p>To be a member of the Matillion Partner Network, partners must have an established partnership with cloud data platform vendors Snowflake, Databricks or AWS (Amazon Redshift). Partners should provide their tier status (level) within these Programs.</p>
<p>Business: Signed Partnership Agreement</p>	<p>To be a member of the Matillion Partner Network and a partner in good standing, partners must have a signed and executed Partnership Agreement with Matillion.</p>
<p>Business: Partner in Good Standing</p>	<p>To ensure that the Matillion Partner Network maintains high business and ethical standards, participation requires that partners function within the terms of the Partner Program and meet the guidelines defined in this and related Partner Program documentation (i.e. remain in good standing). Partners are expected to maintain strong professional business and social media standards, have a public facing website, and possess an email domain.</p>

Program Benefits

Definitions and Policies

Program Benefits	Definition & Policy Description
Sales: Access to sales resources	Sales resources such as data sheets, standard presentations, and battle cards are available to all partners via the Partner Portal.
Sales: Sales collaboration, opportunity support and account mapping	<p>The Matillion sales model is collaborative with our SI and ISV partner community. We rely on our partners to provide significant value added resources related to the Modern Enterprise Data Stack (MEDS), industry and various analytic use cases. As such, Matillion will seek out opportunities to build business together with our partners, with preference given to higher tiered partners.</p> <p>Matillion will work proactively with partners on joint customer pursuits and to identify potential prospects via account mapping sessions, providing greater levels of support to higher tier partners.</p> <p>For Affiliate tier partners, Matillion will provide support via the Partner Support Desk (email and phone).</p>
Partnership: portal access	Matillion provides all partner end users with access to the Matillion Partner Portal. Partner organizations are registered on an email domain basis.
Partnership: Partner Account Manager	<p>All partners have an assigned Partner Account Manager. For higher tier partners, Matillion provides a greater level of proactive support.</p> <p>For Affiliate tier partners, Matillion will provide support via the Partner Support Desk (email and phone).</p>
Partnership: Partner Program events	Silver tier partners and above are eligible to participate in enablement events and activities (e.g. Partner Summit, Webinars, and other important briefings).
Partnership: Partner Advisory Board (PAB) participation	Matillion has a Partner Advisory Board (PAB) with membership consisting of approximately 12 partners from across the globe, representing a range of partner tiers. Global Platinum partners can request to join the PAB while partners from other tier levels may be invited by Matillion to participate.
Partnership: Contract (geographies)	<p>Global Platinum tier partners can request to sign a single Partnership Agreement with Matillion. This multinational agreement defines the specific countries the Global Platinum partner conducts business and has trained and certified Matillion resources. All activities for tier achievement are aggregated under this single agreement (e.g. sales metrics, GTM activities, certifications, etc).</p> <p>For example, to be a Global Platinum partner in five countries across Latin America, the partner would need Matillion certified resources in all five countries.</p> <p>Contracts for all other partner tiers are based on a single country.</p>
Technical: Access to demo environment	<p>All partners are eligible to receive access to a Matillion ETL and Matillion Data Loader demo environment. This environment is intended to support the partner's sales, marketing, internal training, customer training, and offer development activities.</p> <p>Partners may not use any portion of their Matillion environment for commercial purposes, internal production work, hosting, MSP, outsourcing, or subcontracting.</p>

Technical: Technical onboarding Program	Matillion provides all partners with a technical onboarding path. This is free of charge and is focused on helping partners build the skills needed to pass the two certification tests required to maintain partnership status. The onboarding Program is available via the Partner Portal.
Technical: No-cost technical certifications	Matillion has two certifications (Technical and Partner) and both are offered free of charge. Technical certification details can be found at https://www.matillion.com/certifications/ . Matillion will provide the exam code. Partner certification details will be available on the partner portal (https://partners.matillion.com)
Technical: Product updates	Matillion's product management team provides regular product updates to all partners (e.g. quarterly updates). These are delivered through a webinar with replays available via the Partner Portal (https://partners.matillion.com/).
Technical: Technical support	Whether you are getting started with Matillion ETL, need technical advice, or are attempting to troubleshoot issues, we are eager to help. Contact support at support.matillion.com
Technical: Access to Partner Technical Success Manager	Matillion may provide additional technical resources to conduct workshops, support deeper technical challenges, discuss advanced use-case scenarios, review project design, or help position Matillion products.
Marketing: Partner logo by tier	Matillion will provide partners with access to the appropriate partner tier logo within the Matillion Partner Network. Logos are posted on the Partner Portal and in the Matillion Brand & Media Kit. [https://www.matillion.com/about/brand-resources/].
Marketing: Tools and resources	Marketing resources such as logos, branding guidelines,, and product messaging are available to all partners via the Matillion Brand & Media Kit - https://www.matillion.com/about/brand-resources/
Marketing: PR opportunities	<p>Matillion will provide partners with support in public relations activities (e.g. quotes or joint releases) with preference given to higher tier partners. Support of press releases must fall within Matillion's PR Guidelines for topics/subject matter. Examples include:</p> <ul style="list-style-type: none"> - Joint offering/solution with a customer using the solution - New Enterprise customer that is ready to be featured. - Enterprise expansion capabilities where the partnership empowers us to serve a new region, target market, etc. <p>Contact your Partner Account Manager for more information.</p>
Marketing: Case studies and testimonials	Matillion will provide partners with support in creating customer-facing case studies and testimonials.
Marketing: Self-service demand generation campaigns	On a regular basis, Matillion will provide partners with self-service demand generation campaigns that can be customized for the partner's specific needs and requirements. Campaign materials can be found on the Partner Portal (https://partners.matillion.com/).
Marketing: Marketing event sponsorship opportunities	Matillion may sponsor events that partners plan and host. The events must exclusively focus on Matillion products
Professional Services: Authorized Delivery Partner designation	Future
Professional Services: Authorized Training Partner designation	Future

Financial Incentives

Definitions and Policies

Program Benefits	Definition & Policy Description
Deal Registrations	<p>Matillion's deal registration policies are posted on the Partner Portal (https://partners.matillion.com/)</p>
Collaborative Sales Incentives	<p>Matillion provides a Collaborative Sales Incentive (CSI) to partners in good standing who help either source, sell, or deliver successful customer outcomes. The CSI is broken down by each step in the sales process and a different incentive based on activity and partner tier (e.g. a partner can provide sales assist ("Sell") and implement Matillion ("Deliver") and receive those specific incentives).</p> <p>Additionally, partners can earn the CSI when they land or expand a customer opportunity.</p> <p>To earn the CSI, the partner must have a valid deal registration in place or have been added to a Matillion-sourced opportunity (viewable via the Partner Portal).</p> <p>Whether the opportunity was a valid deal registration or sourced by Matillion, partners can earn a "sales assist" incentive by supporting the sales process through activities in the following categories:</p> <ul style="list-style-type: none">• Pre-Sales Technical Collaboration: activities such as data strategy discussions, demonstration support, trial support, discovery sessions.• Customer Expansion Collaboration: Via activities such as customer workshops, hosting Lunch and Learns, working with customers to build custom advanced workflows or data pipelines, and identify additional data sources or expansion use cases.• Advanced Expertise: During the sales process, provide value-added domain expertise in areas such as industry (e.g. Healthcare, Retail), department (e.g. Human Resources, Marketing), related ISV solutions (e.g. Sigma, Tableau, AI/ML), security requirements (e.g. authentication), or advanced data integration requirements (e.g. SAP).• Customer Relationship Support: Leverage the partner's professional network to advance the sales process through introduction to a key influencer or decision maker or advocate for Matillion as an independent third party.• Strategic Consulting: Work with the customer to develop a strategic modern analytics road map [specifically recommending Matillion], manage or influence the RFP or procurement process, work with a customer's IT department to size and scope solution architecture, develop a training and enablement strategy and/or the implementation project plan with the customer. <p>A critical element in any opportunity is a successful implementation for the customer. Partners will be rewarded for delivering on a successful outcome based on feedback from the customer, obtained through survey results, once the implementation is complete.</p> <p>For example, if a Gold tier partner registers an approved opportunity, they will earn 6% of the Year One value. If the partner continues to support the sales process through activities such as data strategy discussions, demonstration support, trial support, or discovery sessions, they will earn an additional 4%. And if the customer responds with positive results once the implementation is complete, they will earn an additional 4% for a total of 14% of Year One value.</p>

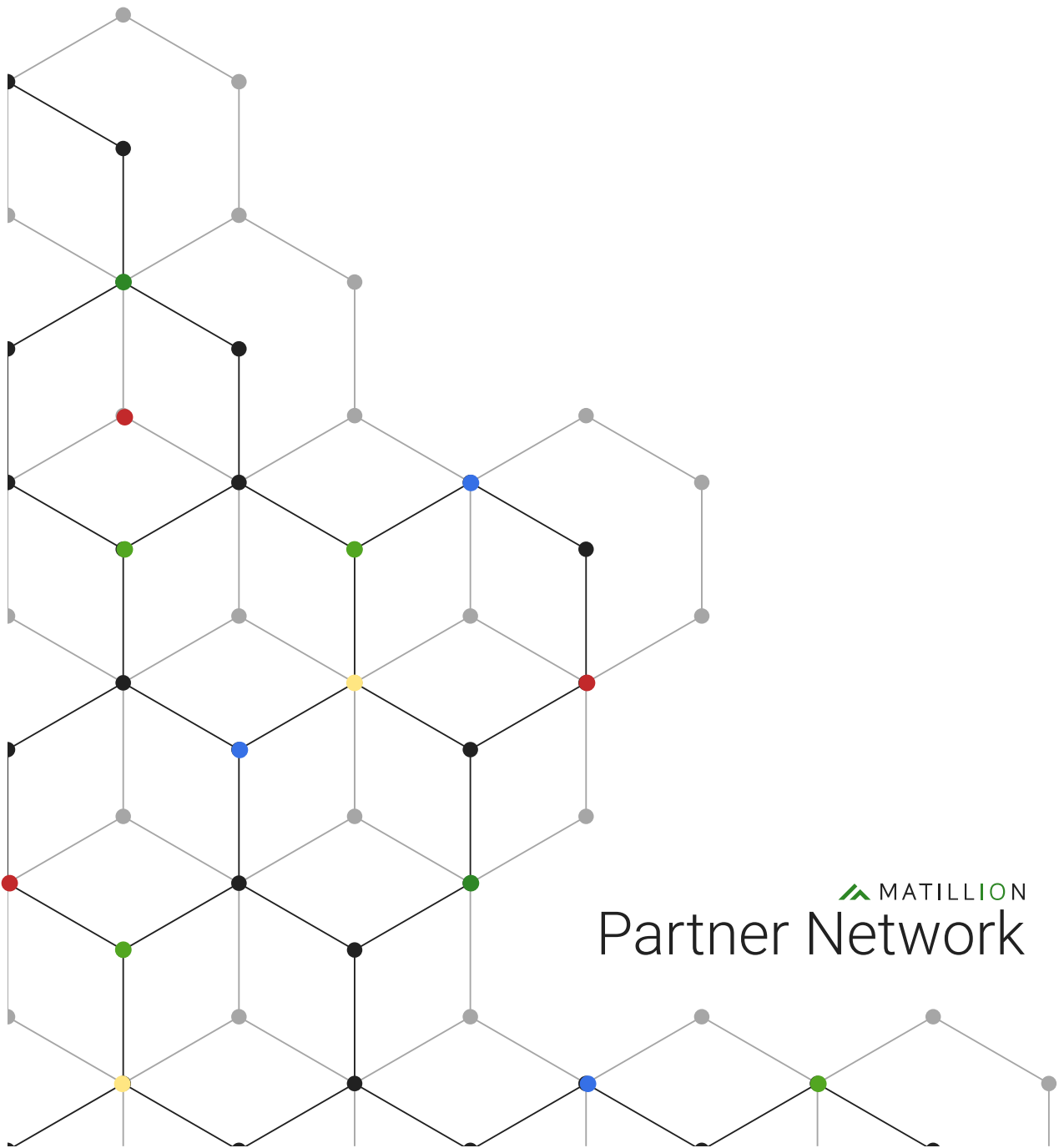
Collaborative Sales Incentive Payment Schedule	Collaborative Sales Incentives are calculated and paid quarterly. Additional details can be found in the Opportunity Registration Policy posted in the Partner Portal.
Rebates	From time to time, Matillion may offer partners incremental financial incentives (i.e. “rebates”) for achieving specific sales objectives. For example, there may be a rebate paid to partners for sourcing and landing new logo accounts. Details on rebates will be posted on the Partner Portal, or partners can speak with a Partner Account Manager.
VAR and MSP	Later in 2022, Matillion will provide qualified partners the option to apply to become a Value Added Reseller or purchase Matillion on an MSP agreement. Details will be posted in the Partner Portal.

Section 8

Marketing / Demand Generation

Partners can undertake designated marketing activities to not only amplify their Matillion business, but also attain and retain Matillion Partner Network status. Each activity has been assigned a points value that can go toward additional benefits and higher levels of collaboration with Matillion. This Program features a wide range of go-to-market activities and allows each partner to select activities according to their strengths and areas of focus. **Partners should work with their Partner Account Manager to define and document their go-to-market plan.**

Activities	Descriptions	Points
Customer Reference	Partner creates an externally facing customer reference	50
Solution Offering	Partner creates a solution offering featuring Matillion.	50
Partner Campaign (assisted by Matillion)	Partner collaborates with Matillion to run a joint campaign, driven by the partner and supported by Matillion	50
Partner-Led Webinar or Event	Partner runs a webinar (live or on-demand) or in-person regional event promoting/featuring Matillion	50
Campaign including a core ISV or cloud provider	Partner campaigns that include either a core ISV (e.g. Snowflake) or cloud provider (e.g. AWS)	50
Paid Search Campaigns	Partners use the content they've created in paid search campaigns (Google, LI)	30
Partner Campaign (independent of Matillion)	Partner runs a campaign, either one of the self-service campaigns or something of their own creation	30
Matillion Campaign (assisted by partner)	Matillion campaign where partner(s) are included. Partners are typically brought in as subject matter experts. The majority of the campaign is run by Matillion with support (and customer database) contributed by partner	20
eBook	Partner creates an eBook featuring Matillion	20
Event	Partner supports an event and demonstrates/promotes Matillion	20
Brochure	Partner creates a brochure for their offering	10
Documented use case	Document with technical details of a specific use case (industry or other)	10
Presentation in Matillion booth	Participate in a trade show and join Matillion to present the partner's offering or unique capabilities (e.g. AWS re:invent) (By invitation only)	10
Win Wires (internal)	Complete form documenting a customer win. This is for internal use and is intended to capture a customer story, ideally with use case and industry details.	10
Blog	Partner creates and promotes a blog featuring Matillion	10
Logo on partner's website	Partner posts the Matillion logo on their website	5
Social media campaign	Partner posts and tags Matillion in a social post (LI, Twitter, FB)	5
Lunch and learn (for Matillion)	Partner meets with and presents to Matillion sellers as part of a lunch-and-learn	5



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