

Guide

The Databricks Partner Program for ISVs

Partnering for data and AI success



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Overview

This guide provides an overview of the Databricks Partner Program for ISV partners.

In this guide, you'll learn:

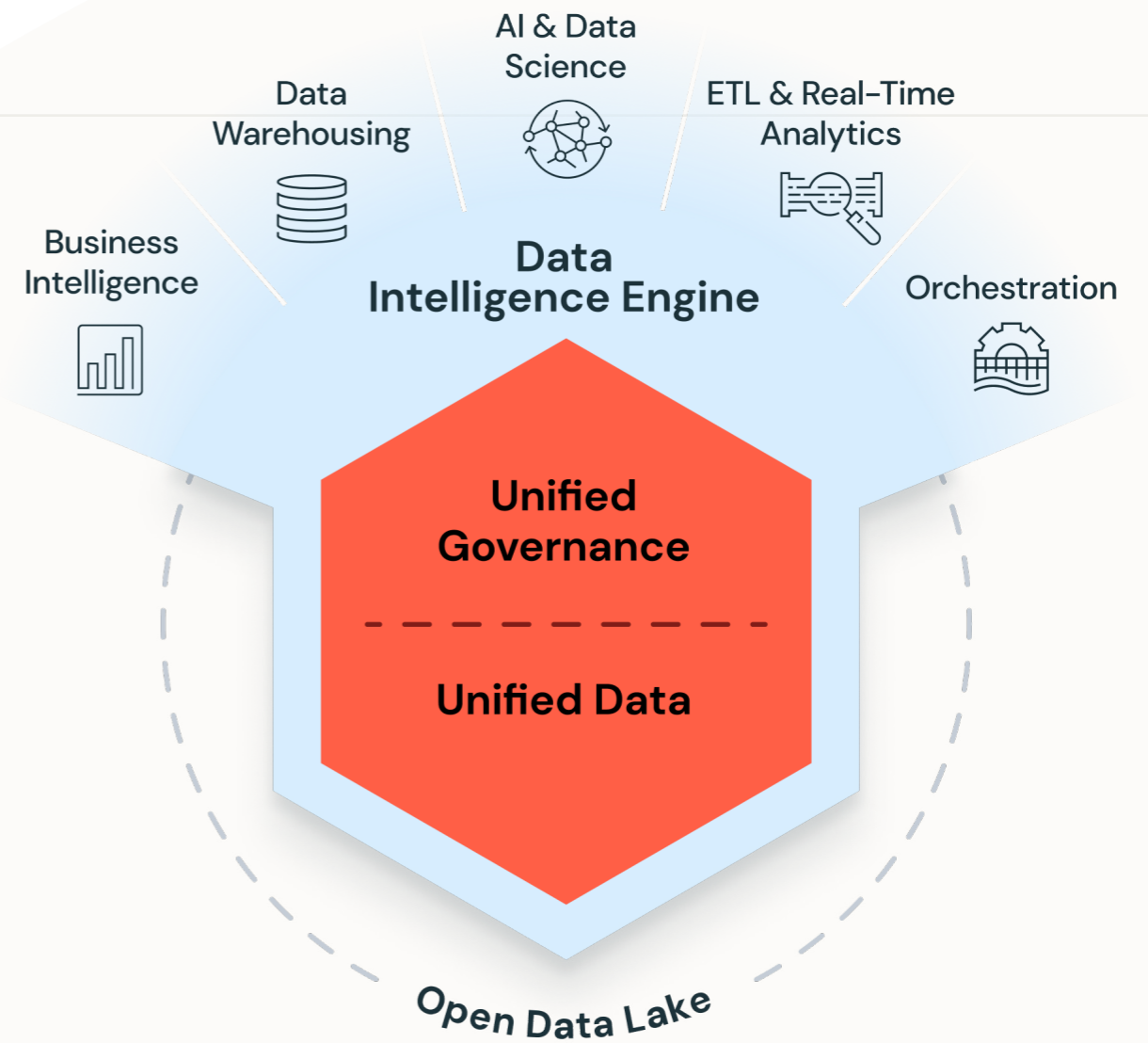
- How Databricks can empower partners to drive joint success
- The different ways ISVs can partner with Databricks
- The best go-to-market practices for partnering with Databricks to drive customer adoption

Together, we're helping data and AI teams solve the world's toughest problems.

Databricks



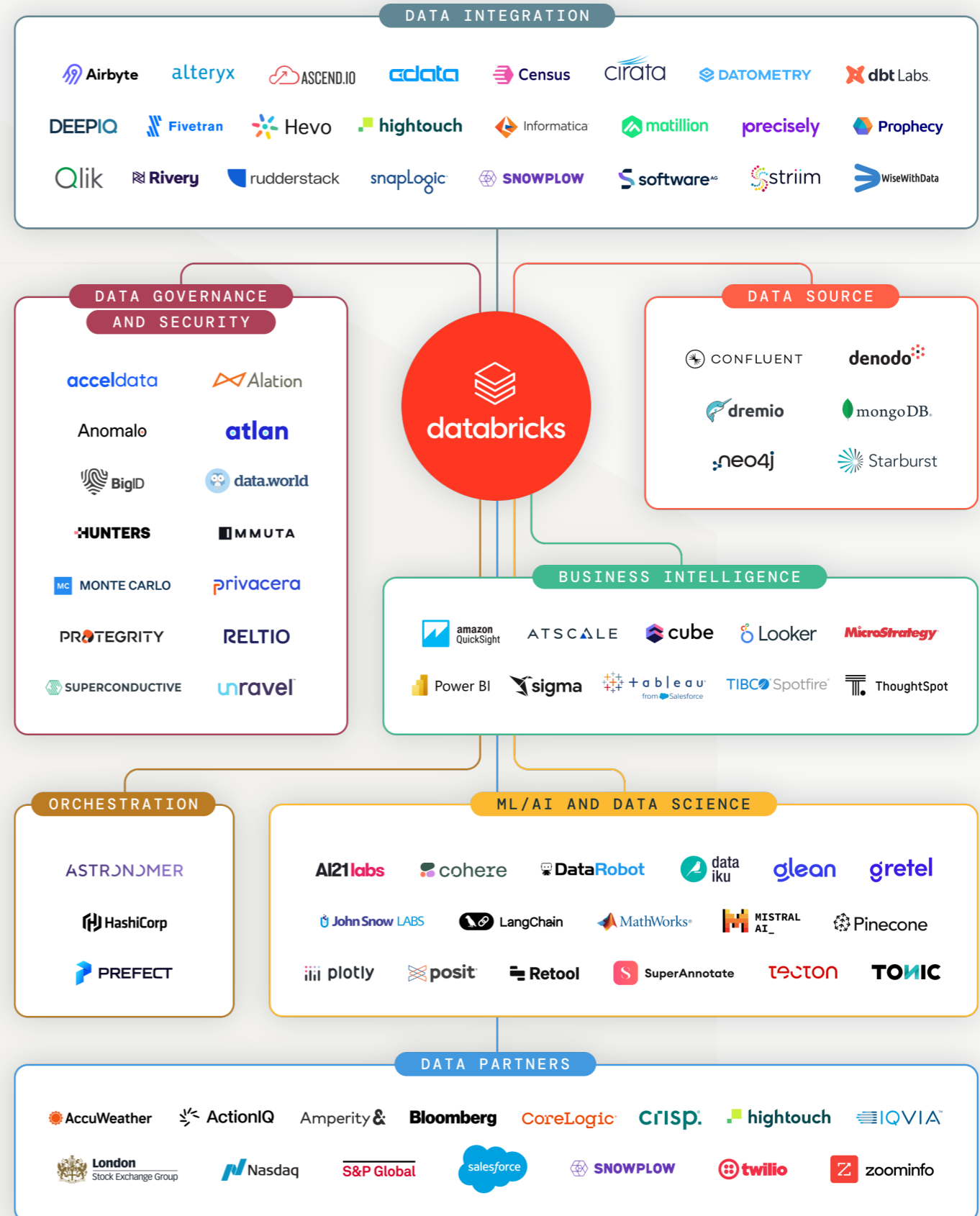
The Databricks Data Intelligence Platform, built on lakehouse architecture, provides an open, unified foundation for all data and governance and is powered by a Data Intelligence Engine that understands the uniqueness of your data. From ETL to data warehousing to generative AI, Databricks helps you simplify and accelerate your data and AI goals.



Growing value with partners



The Databricks partner ecosystem has more than 2,500 global partners who provide data, analytics, and AI solutions and services to over 10,000 joint customers using the Databricks Data Intelligence Platform. These partners enable customers to leverage Databricks to unify all their data and AI workloads for more meaningful insights across 5,000+ use cases, which generates business expansion opportunities for our partners.



Databricks ISV partners



Databricks ISV partners are uniquely positioned to help customers implement and scale their strategic initiatives by integrating their technology with the power of the Databricks Data Intelligence Platform. Integrating with Databricks makes it easier for customers to buy and use your products in conjunction with Databricks.

The Databricks Partner Program for ISVs supports the following ISV types:



Technology partners: Technology partners build integrations with the Databricks Data Intelligence Platform to provide cutting-edge solutions for shared customers. These integrations rely on Databricks services and data programmatically through SQL, APIs, drivers and connectors. Partner solution categories include Business Intelligence, AI/ML, Data Ingestion, and Governance and Security.



Data partners: Data partners are either “data vendors” focused on data monetization or “SaaS data providers” who may share customer data collected within the SaaS app with the customer’s Databricks lakehouse architecture for enhanced data analytics capabilities.

Through the Databricks Partner Program, as an ISV partner, you have access to Databricks tools, technical information expertise and go-to-market support to help integrate with the Databricks Data Intelligence Platform, grow your business and deliver greater customer value.

Partner Success Story

“We’ve had a great experience using Databricks within our own platform, so becoming a Databricks partner was a natural fit. We value the Databricks Partner team’s collaborative approach and the guidance they’ve provided throughout the process. Since becoming a partner, we’ve seen a significant increase in the number of our customers choosing Databricks. We’ve adapted our own platform to a native lakehouse architecture, enabling seamless use of features like Delta Sharing and Unity Catalog. We’re really excited to continue building on our partner momentum.”



— Derek Slager | CTO and Co-founder

Amperity &

Benefits of Partnering With Databricks

The Databricks Data Intelligence Platform opens new use cases and opportunities for partners.



Unify all your data and AI

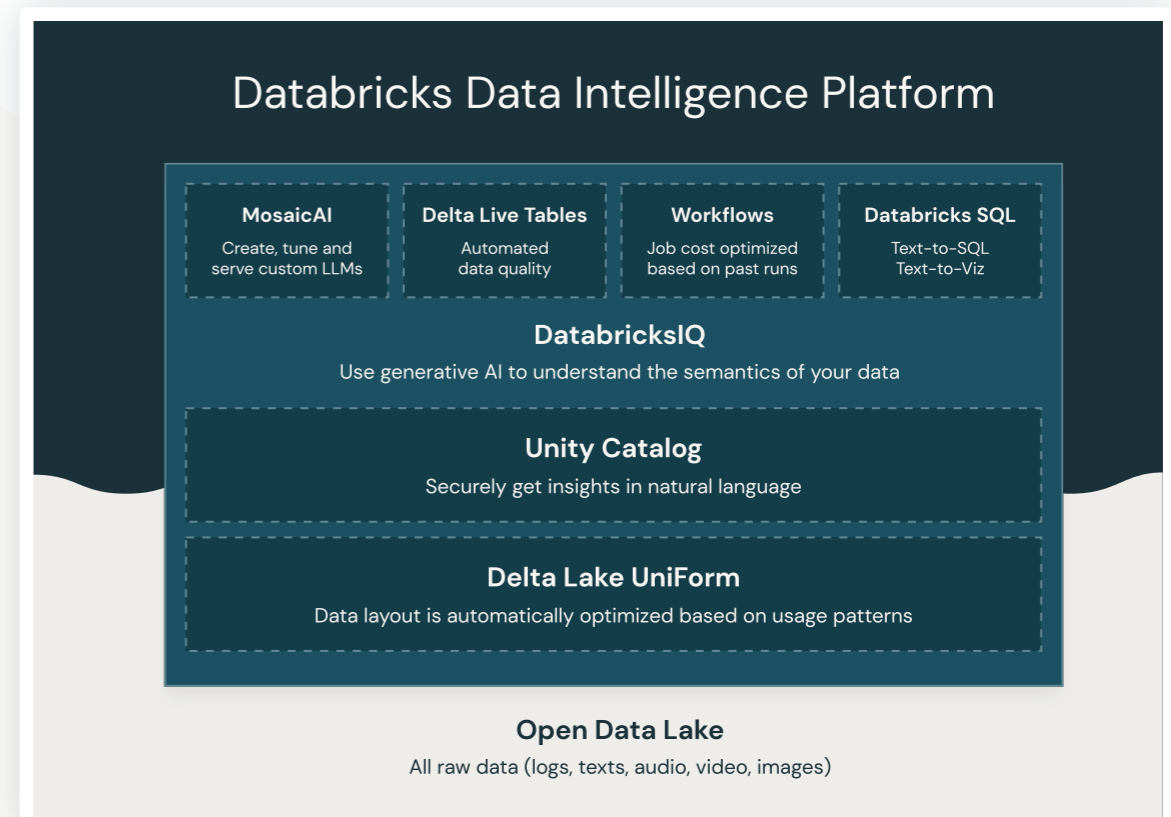
Databricks covers the new frontier of AI and the existing data warehouse world. Together, we're creating the Data Intelligence Platform category, which is helping data teams solve the world's toughest problems.

1. Depth of product vision and differentiation

With its lakehouse foundation, the Data Intelligence Platform provides an open, unified hub for data and governance — powered by a Data Intelligence Engine (DatabricksIQ) that understands the uniqueness of every customer's data.

We're building on the capabilities of the Databricks Data Intelligence Platform as the only data platform in the industry with:

- A unified governance layer across data and AI
- A single unified query engine that spans ETL, SQL, machine learning and BI



Partner Success Story

In addition, Databricks Marketplace stands out as the sole open exchange for all data products. Constructed on open standards, Databricks Marketplace leverages Unity Catalog to provide a secure platform for discovering and accessing data products. It also facilitates a connection between data vendors and an extensive range of data tools across all clouds, enabling data vendors to monetize not just their datasets but also their data assets such as AI models, notebooks and dashboards.

2. Large addressable market

More than 10,000 innovative companies across every industry worldwide — including companies like ABN AMRO, Condé Nast, Regeneron and Shell — rely on the Databricks Data Intelligence Platform for success. Using the Databricks Platform enables these companies to realize massive-scale data engineering, collaborative data science, full-lifecycle machine learning and business analytics.

3. Partner investment

We've made a significant investment into our partner program to help accelerate your business through access to **Marketing Development Funds (MDF)** and unique **co-selling programs** to better reach joint customers.

In addition:

- We offer the **Databricks for Startups** program to help new companies leverage the power of the Data Intelligence Platform to quickly get their products up and running
- **Databricks Ventures**, our strategic venture investment program, selectively invests alongside lead institutional VCs in early- and growth-stage startups that build on or extend the Databricks Platform ecosystem

Sigma, a leader in the BI category, has continued to lean into our partner benefits to drive momentum. Recognizing the value of our Data Intelligence Platform, they've adopted a variety of solutions across our diversified product offerings. This has unlocked a differentiated position in their category and accelerated GTM field engagement with our Sales team. Sigma has further strengthened this collaboration by tapping into our MDF benefits.

"Co-selling with Databricks is the cornerstone to our success, fueling Sigma's pipeline growth and turbocharging opportunities through the sales journey. This invaluable partnership has not only expanded our reach but has also streamlined the sales process, ensuring swift progression from prospect to closed-won."



— Kayleigh Mack | Senior Manager



Databricks Partner Program

The Databricks Partner Program features structured benefits for ISVs. These benefits empower our partners to drive joint success.



Build on a modern data and AI platform

- Leverage the market-leading lakehouse architecture for unified data, analytics and AI
- Access our solution architects for expert guidance and validation as well as a development and test account to aid your integration



Reach more customers

- Expand your reach to any data customer from one open, secure platform
- Increase the visibility of your validated integration within our platform, website and documentation



Go to market together

- Access marketing investments to help increase exposure and scale your reach
- Receive MDF and co-marketing activations such as webinar and blog support through your validated partnership



Sales collaboration

- Develop more opportunities through enablement and collaboration with the Databricks Sales team
- Co-sell with the Databricks Global Sales team, develop customer-facing materials and promote joint wins

Select Your Path to Success

What are you looking to achieve?



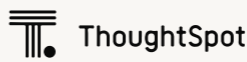






Understanding the solution you're interested in providing to our mutual customers is the baseline of a successful partnership. Using this as your north star, you can define which partner category best suits your company's initial intent.

Partners can belong to multiple categories. For example, a partner can be a Technology Partner, providing a data ingestion solution, as well as a SaaS Data Provider with a listing and sample dataset on the Databricks Marketplace. It's recommended to focus on one solution and method of partnering at the beginning and expand as our partnership grows.

Here's an overview of partner category definitions.

Overview of partner category definitions

PARTNER TYPE	I WANT TO	EXAMPLE PARTNERS	PARTNER PATH
Technology Partner	<p>Develop an integration facilitating a product offering that interacts programmatically with Databricks services and data through SQL, APIs, drivers and connectors.</p> <p>The primary focus is on writing and reading data that resides in Databricks.</p>	 dbt Labs  Alation  ThoughtSpot  dataiku	<p>If this sounds similar to your solution, please click here to learn more about the Technology Partner path.</p>
Data Partner (SaaS Data Provider)	<p>Enable my customers to improve their data analytics capabilities by importing data gathered from their SaaS application environments into their Databricks Platform environment.</p> <p>Leverage open source Delta Sharing as the method of data exchange between your platform and the Databricks Data Intelligence Platform for customer consumption.</p>	<p>Amperity &</p> <p>AVEVA</p> <p>/LiveRamp</p>	<p>Please click here to learn more about the Data Partner path (SaaS Data Provider) if this sounds like your solution.</p>
Data Partner (Data Vendors)	<p>Sell datasets or AI models to other businesses or individuals who can use them for various purposes such as market analysis, strategic decision-making or enhancing their own products and services.</p> <p>Securely share public data, free sample data and commercialized data offerings with consumers.</p>	 AccuWeather  S&P Global  John Snow LABS	<p>If this sounds like what you're looking to achieve, please click here to learn more about the Data Partner path (Data Vendors).</p>

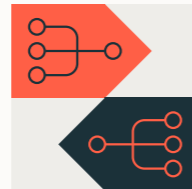
Apply, Validate and Execute

Becoming a Databricks partner is a three-step process.



Apply

Register for the Databricks Partner Program



Validate

Verify your solution and complete your partner profile



Execute

Raise awareness and execute co-marketing with Databricks




Apply

The first step in partnering is to [sign up for the Databricks Partner Program](#).

- Register within your chosen partner category
- Sign the click-through agreement for your partner type

Registering provides access to our ISV Partner Portal, which includes onboarding details and best practices to guide you through validating your solution and building your GTM foundation.



[Partner Directory](#) [Apply Now](#)

Become a Databricks Partner

Databricks partners include global, regional and industry-leading consulting services firms, technology and data companies integrating with or building their products on top of the lakehouse.

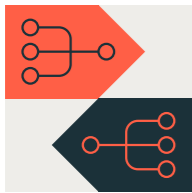
We seek to partner with organizations who have the right customer focus, innovative spirit, and integrity, and we hold partners to the same standards we hold ourselves, as explained in our [Third Party Code of Conduct](#).

Working together, we help customers become data-driven enterprises.

Apply Now

Existing Partner User | [Forgot Password](#)

Existing Partners | [Partner Training \(Partner Academy\)](#)



Validate

The next step in becoming an ISV partner is to validate your technical integration or create your listing on the Databricks Marketplace, depending on which partner category you choose. Databricks provides access to technical assistance, best practices and support to ensure success.

Sign in to the Partner Portal for onboarding details:

→ [Technology Partner](#)

→ [Data Partner](#)

TECHNOLOGY PARTNERS

1. Define your integration type
2. Develop and validate your integration
3. Create your partner profile and Databricks partner page
4. Build technical documentation and assets

DATA PARTNERS

1. Activate your Databricks workspace
2. Get access control and permission for Delta Sharing and Unity Catalog
3. Fill out the Databricks Marketplace onboarding form
4. Create your Databricks listing



Execute

Congratulations — you're now an official Databricks partner! It's time to develop and grow your Databricks partner practice.

- Build your marketing and sales foundation
- Raise awareness among Databricks sellers and customers
- Drive joint demand

GTM Best Practices for Success

Once you've validated your solution, it's time to drive customer adoption.

The best way to do this is by clearly articulating the value of our partnership solution.

There are two forms of raising awareness:

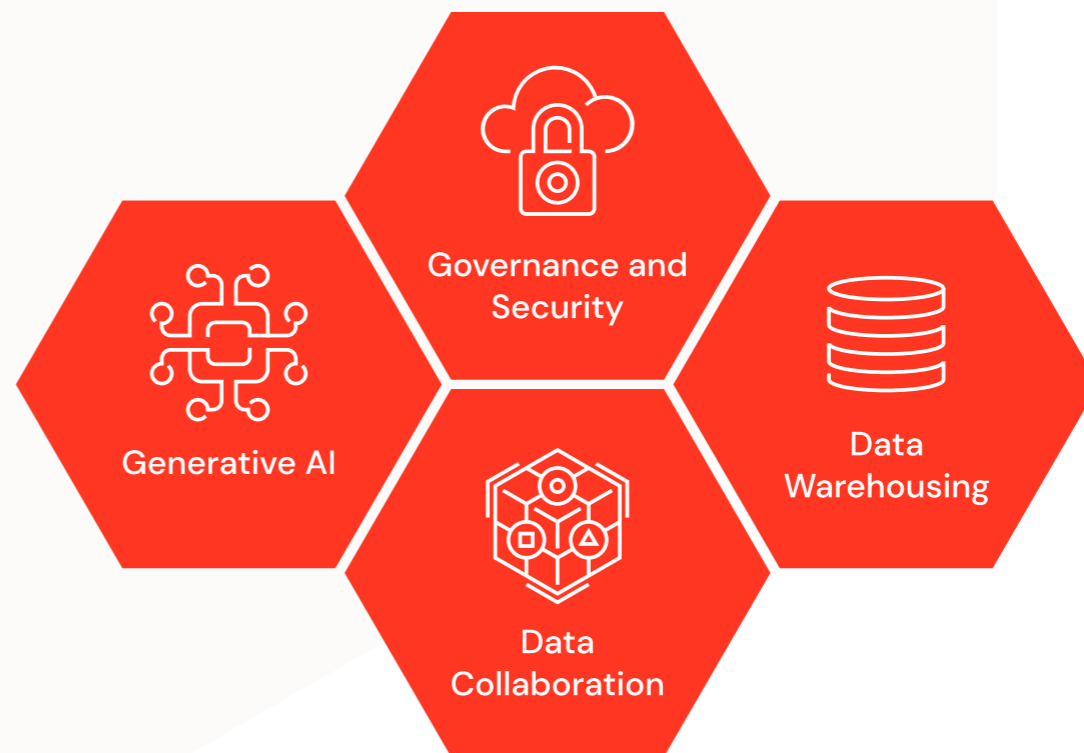
1. Driving knowledge of our partnership to the Databricks internal GTM teams and sellers
2. Externally build momentum for your solution to potential and existing customers

Included are best practices to help you distinguish our partnership across both audiences.



Map to Databricks GTM priorities

The best way to build your partnership foundation is to map your solutions to the Databricks co-selling organization and GTM priorities.



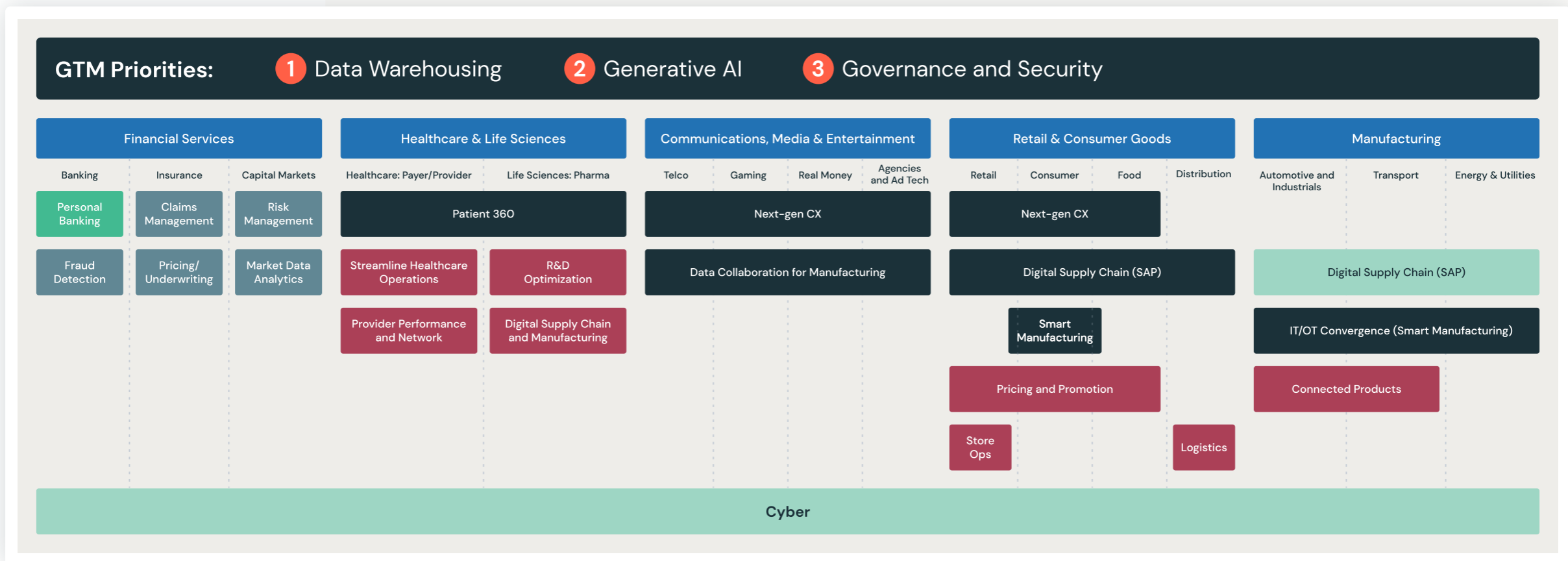


Align to Databricks industry priorities

One effective way to engage with our sales team and drive adoption is through an industry lens. When developing a co-selling motion, consider the following:

- What industry do most of our adopted customers fall within?
- What is the use case?
- What value does it drive for the customer and the Databricks Sales team?
- How can we make this compelling and scalable?

Once you narrow down the industry and solution, it's easier to formulate a repeatable, captivating marketing strategy and sales motion.



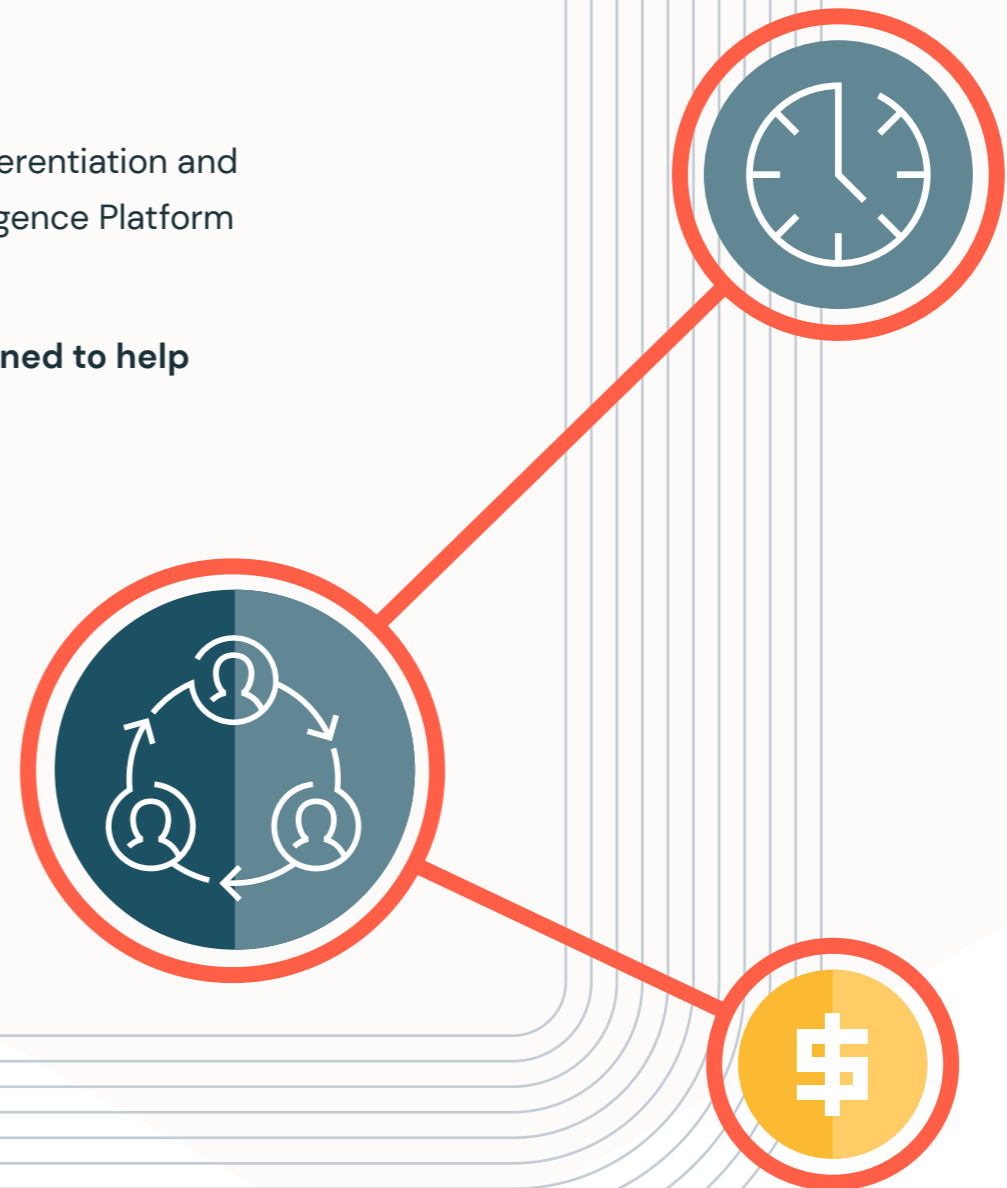


Build a joint value proposition

Build a Better Together joint value message that includes your unique product differentiation and submit it to Databricks for review. Ensure you reference the Databricks Data Intelligence Platform correctly as you build your message.

Log in to the Databricks Partner Portal to access the following resources designed to help you talk about the Databricks Data Intelligence Platform:

- [Databricks pitch deck](#)
- [Databricks Data Intelligence Platform product messaging](#)
- [Partner joint value message template](#)





Leverage the Databricks brand

Our partners are an extension of our organization. The more you share the power of Databricks, the more the world can benefit from the power of the Databricks Data Intelligence Platform.

If you are a Validated, a Select or an Elite partner, you qualify to use the Databricks logo. Please make sure your materials meet the Databricks [brand](#) and [logo](#) guidelines.

Before you get started, please remember you need permission from Databricks to use our logos or trademarks, and any permitted use is subject to our [Terms and Conditions](#).

If you have any questions, please do not hesitate to reach out to partner-marketing@databricks.com.





Establish your web presence

Get noticed on databricks.com: We're excited to feature your logo on the [databricks.com partner page](#) to highlight our partnership.

- To add your logo to our partner page, you must first complete a partner agreement
- Select, Validated and Elite partners are eligible
- Once done, please fill out [this form](#). Please keep your company description to less than 50 words. Provide a high-res, full-color logo on a white or transparent background.

Please allow at least five business days for your logo to appear on the Databricks website.

Update your website: Build out your own Databricks partner page on your website. We will link to this from your partner logo on databricks.com.



The image shows a screenshot of the Databricks Technology Partners website. The top navigation bar includes the Databricks logo, links for 'Why Databricks', 'Product', 'Solutions', 'Resources', and 'About', along with 'Login' and 'Contact Us' buttons. The main heading is 'Databricks Technology Partners', followed by a sub-heading: 'Connect with Databricks Technology Partners to integrate data ingestion, business intelligence and governance capabilities with the Databricks Lakehouse Platform.' Below this is a quote from Jan-Niklas Mühlenbrock, Team Lead, Business Intelligence & ERP at Paul Hewitt: 'With Databricks and Fivetran, we will be able to significantly improve marketing insights in the future. From a technical standpoint, the two tools interact harmoniously together and the integration feels very native.' The website features a grid of partner logos categorized into 'DATA INTEGRATION', 'DATA GOVERNANCE AND SECURITY', 'DATA SOURCE', 'BUSINESS INTELLIGENCE', 'ORCHESTRATION', and 'ETL'. A 'Partner Connect' section is also visible. In the foreground, a search interface titled 'Search available partners' is shown, with a search bar and filters for 'Use cases', 'Partner Tier', and 'Product'. The search results display a grid of partner logos, including Acante, Acceldata, ActionIQ, Amazon ENGINE, ai squared, AIShield, Alation, ALTAIR, Alteryx, Amplitude, Anomalo, Aporia, appsmith, ASCEND.IO, Astrato, ATSCALE, BigD, BoostKPI, braze, CARTO, cdata, Census, chartFactor, Cirata, claritype, CLOUDFLARE, CLOUDZERO, COACTIVE, and Cogniti.

Activate Databricks sellers




Build a Money Card

This piece of collateral is a high-level view of our partnership that is shared with Databricks internal GTM teams so they can help drive adoption and new business for our partners.

When developing your Money Card, consider the following:

- What is your customer persona?
- What value are you bringing to the customer?
- What key discovery questions should our team address to drive interest in our partnership?



databricks Money Card

Databricks is the data and AI company. We help data teams solve the world's toughest problems.

About

- Founded in 2013
- Creator of the lakehouse
- Raised over \$3B
- 80% YoY growth
- 5,000+ employees
- 8,000+ customers
- Industries: FS, Retail, HLS, M&E, MFG, Public Sector

Elevator Pitch

A lakehouse architecture is the ideal data architecture for data-driven organizations. It combines the best qualities of data warehouses and data lakes to provide a single solution for all major data workloads and supports use cases from streaming analytics to BI, data science and AI.

- **Simple** — Unify all of your data, analytics and AI/ML use cases on a single platform
- **Open** — Build on open source and open standards
- **Multicloud** — One consistent data platform across all clouds

Key Personas and Industries

Streaming: IT Decision Makers VP/Dir – (Business Analytics, Data Engineering, Data Platforms), CDO, CIO

Machine Learning: CTO, CDO, Chief Data Scientist

Data Analytics and Data Warehousing: CIO, CTO, Data Officer, Digital Officer

Customer Benefits From Databricks

- Streamline your data ingestion and management
- Derive new insights from the most complete data
- Accelerate ML across the entire lifecycle
- Unify governance and sharing for data, analytics and AI
- All data into single architecture, make it ready for SQL and AI/ML, and do so quickly within their own cloud infrastructure environment based on open source and open standards

Key Discovery Questions

Streaming: What are your needs for making real-time decisions or predicting behavior in real time?

Machine Learning: How would you describe your level of maturity in DS and ML?

Data Analytics and Data Warehousing: What technology and collaboration challenges prevent you from delivering top priorities?



Release a Win Wire

This document highlights how your team has successfully won new business in conjunction with our Sales team to drive joint customer value with the Databricks Data Intelligence Platform.

When developing your Win Wire, consider the following:

- What was the customer situation prior to your engagement?
- What issues did you help solve?
- How did your differentiated solution drive results?



Record a partnership demo

A demo is a great way to illustrate your solution.

The demo should showcase the technical elements of the integration, but also highlight the value to the customer.

The demo video shouldn't be more than eight minutes and it should include:

- Our joint value proposition
- Amplify how our integration leverages components across the Data Intelligence Platform
- Be easily digestible and accessible with links to amplify it across social channels

Drive customer awareness and demand



We encourage all partners to announce and promote our partnership. Share your status.

- Let the world know via social media that you are now in the Databricks Partner Program. Please make sure to tag Databricks!
- Use your tier badge in your marketing materials. It looks great in email signatures, event banners and slide decks. The list goes on and on.

Launch a press release

Publicity, such as a press release, helps notify customers that we support our partnership and have a new solution to drive success. Databricks encourages all our partners to announce the engagement between our two companies. Please adhere to these guidelines when using the Databricks brand:

1. Send the draft press release (with a targeted date for distribution) to your Databricks Partner Manager and/or Partner Marketing contact so that Databricks PR can review and approve it
2. Allow at least 10 business days for the Databricks review cycle
3. Both parties must agree on a distribution date and time; Databricks may advise on a date change due to our company's editorial calendar
4. Partners are responsible for distributing the press release to the media or a wire service
5. Link to your PR in a social post and request a "like" from Databricks

Databricks reserves the right to alter and/or decline any proposed mentions or quotes. Please refer to the [Databricks x Partner Communications Guidelines](#) for more details.



Publish a blog

We encourage our partners to publish blogs that build up your Databricks practice and establish your company as a thought leader in data and AI.

Publishing a blog on your website is a great way to raise awareness. We recommend using our shared joint value proposition and customer success stories as a template for developing a compelling blog piece.

Hot topics include:

- Generative AI
- Data governance
- Data warehousing
- Partner-created solutions

Work directly with your Databricks Partner Manager on any joint content.

A few things to keep in mind when writing a blog post:

What do you want to achieve?

- Are you trying to drive awareness of the partnership? Share an example of a successful customer? Garner increased adoption of our partnership? Knowing the ideal impact of the post will make it much more effective.

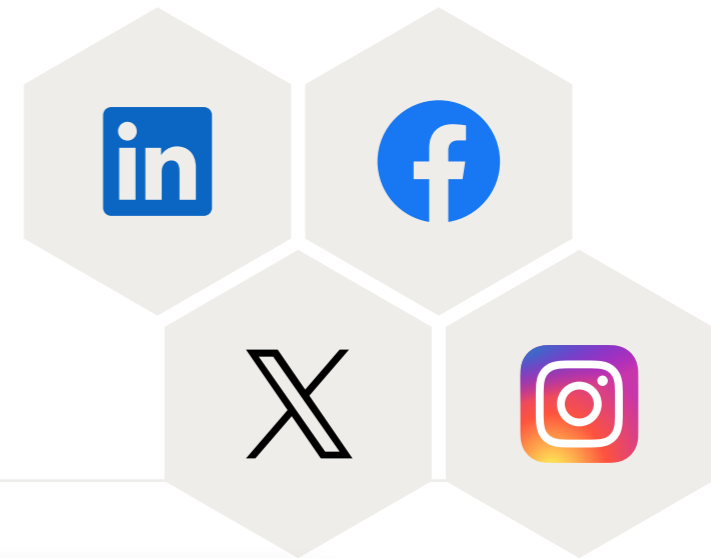
Who is your audience?

- Are you trying to reach practitioners or executive-level readers? Understanding this will inform the proper tone and level of detail for your content.

Make it engaging

- Tell a compelling story that will pull readers in, and intermix hyperlinks to further drive the thought leadership you've generated.

The Databricks service level agreement for reviewing and approving partner-hosted blogs is 10 business days. Once your blog goes live, remember to post on social media and tag @Databricks.

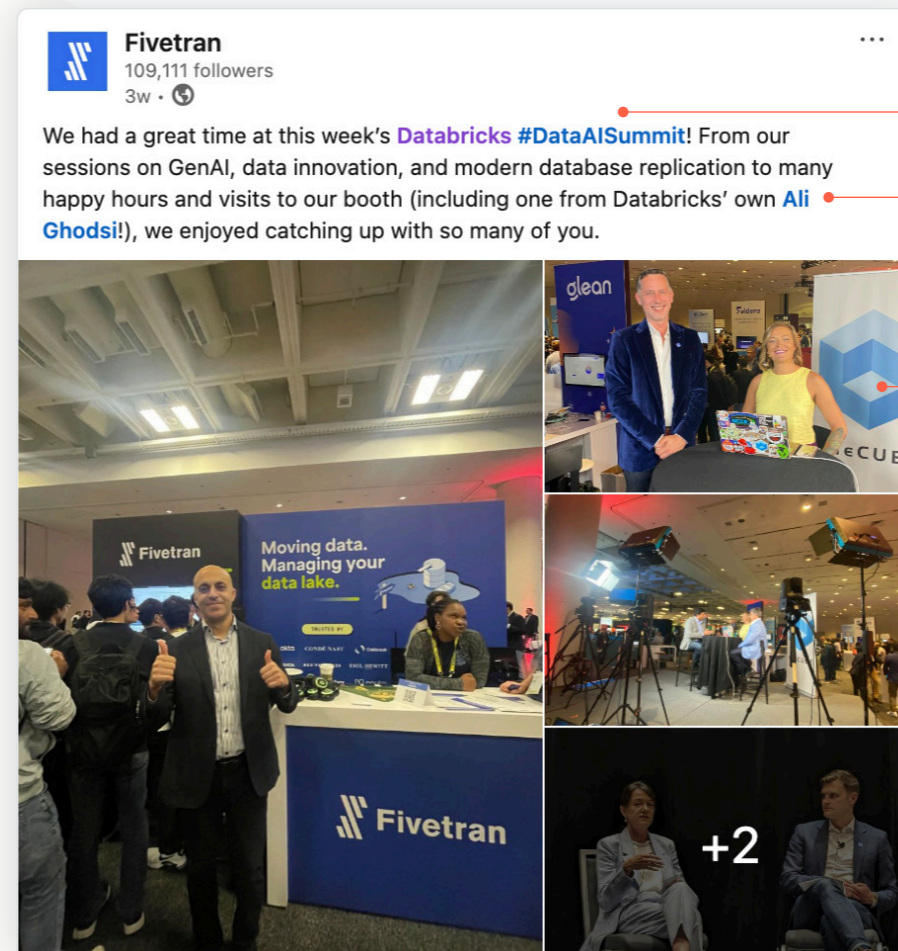


Post on social media

Databricks will like/react and comment on partner social media posts that promote jointly relevant solutions, events and news. We have thousands of followers across these social media channels:

- [LinkedIn](#)
- [X](#)
- [Facebook](#)
- [Instagram](#)

To promote a topic about Databricks on social media, partners should use @Databricks in their posts. Partners should also tag their Databricks Partner Manager and Databricks Marketing contacts, and use the #DatabricksISV hashtag. Using @Databricks automatically notifies us once the post is live. From there, we'll reshare the post depending on its content and our editorial calendar.



Use hashtags to add content to relevant feeds

Tag the customer or speaker so they can like or reshare

Upload an image or ensure that the image pulled from the landing page fits to size



Utilize Marketing Development Funds

Our Marketing Development Fund (MDF) program is designed to help offset your marketing costs and support your go-to-market activities. For qualifying partners, Databricks will co-invest (up to 50%) toward targeted marketing demand generation activities to help generate leads, build customer pipeline and develop new sales opportunities.

Our goal is to help you, our Databricks Data Intelligence Platform partners, reach new customers and grow your business with Databricks.

Go to the [Partner Portal](#) to learn more about the Databricks MDF program.



Build a case study

First-hand examples are a fantastic way to showcase the quality, utility and data-driven success metrics of our partnership.

Go to the [Databricks Partner Portal](#) to create a new success story or rebrand an existing customer case study to promote the success of our partnership.

CUSTOMER STORY

Serving up multimedia content on a global scale

CONDÉ NAST

30%
Increase in self-service for data warehouse engineers

85
dbt models built on its data platform, Evergreen, across various domains

16
Hours saved per data integration sprint project

INDUSTRY: [Media and entertainment](#)
 SOLUTION: [Advertising effectiveness](#), [customer retention](#), [customer segmentation](#), [recommendation engines](#)
 PLATFORM USE CASE: [Lakehouse](#), [Delta Lake](#), [data science](#), [machine learning](#), [Databricks SQL](#), [ETL](#)
 PARTNERS: [dbt](#), [Fivetran](#)
 CLOUD: [AWS](#)

databricks × **dbt Labs**

“Our Evergreen platform, built on dbt and Databricks lakehouse, lets our teams around the world work from the same datasets. That translates to higher productivity and greater trust in our data as we work to become a global enterprise.”

– Nana Essuman, Senior Director of Data Engineering & Data Warehouse, Condé Nast

Get in touch!

Have questions about messaging or looking for something specific? Please contact your **Databricks Partner Marketing Manager** or email partner-marketing@databricks.com.

About Databricks

Databricks is the data and AI company. More than 10,000 organizations worldwide — including Block, Comcast, Condé Nast, Rivian, Shell and over 60% of the Fortune 500 — rely on the Databricks Data Intelligence Platform to take control of their data and put it to work with AI. Databricks is headquartered in San Francisco, with offices around the globe, and was founded by the original creators of Lakehouse, Apache Spark,™ Delta Lake and MLflow.

To learn more, follow Databricks on [LinkedIn](#), [X](#) and [Facebook](#).

