

# PARTNERING WITH MARKLOGIC



**Adrian Carr**

SVP, Worldwide  
Enterprise Sales,  
MarkLogic



**David Northmore**

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MarkLogic



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VP, Global Consulting  
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# THE WORLD'S BEST DATABASE FOR INTEGRATING DATA FROM SILOS

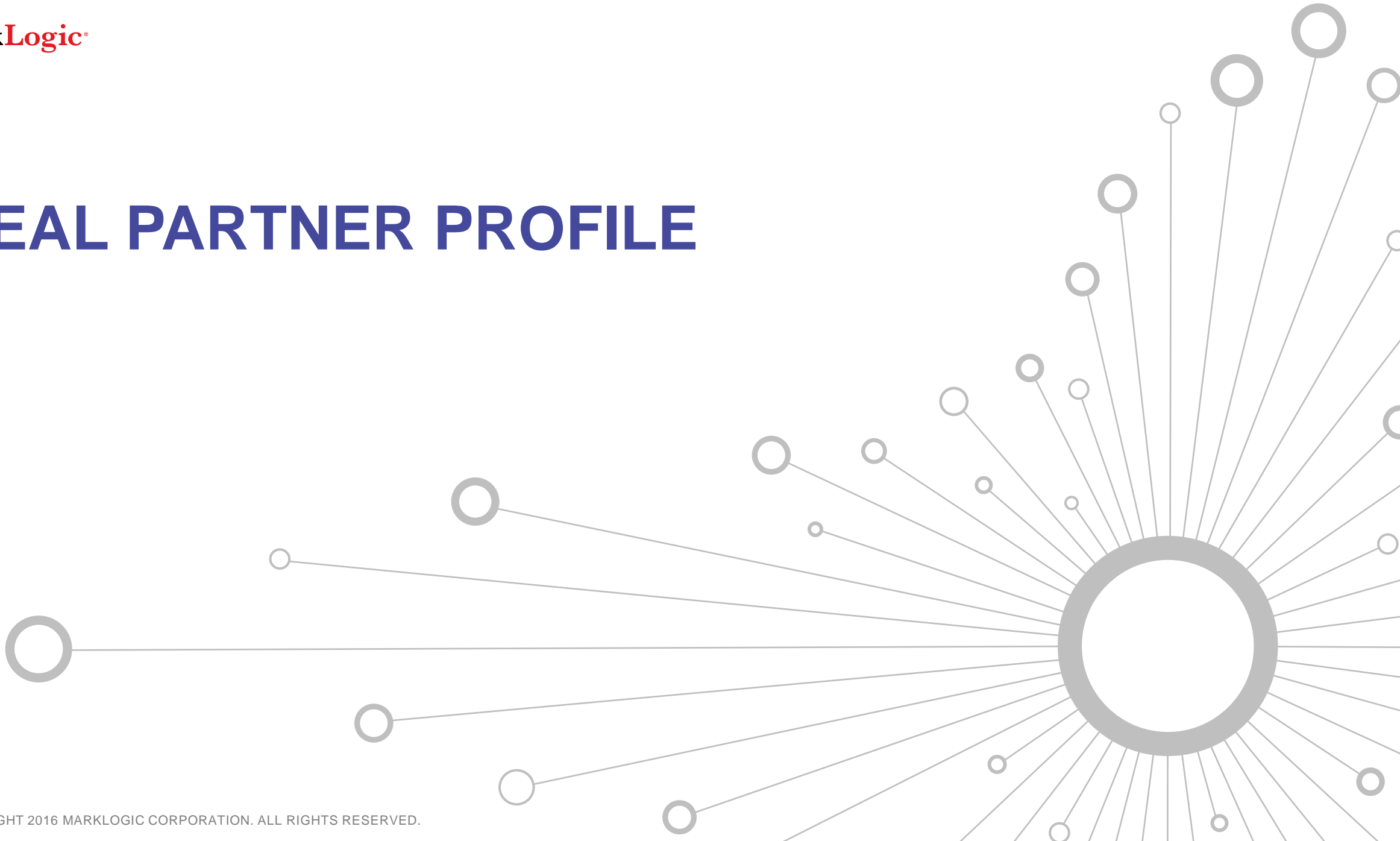
Enabling you to successfully sell the MarkLogic solution



# WHAT'S GOING ON?

- Market Evolution
- Customer Awareness
- Integrator Attention
- MarkLogic Evolution

# IDEAL PARTNER PROFILE



# Ideal Partner Profile



# OUR INVESTMENT IN YOUR SUCCESS



# Our Investment in Your Success

- Field Engagement
  - Pre-sales and CTO Support
  - 20+ Account Executives
  - Partner-friendly
  - Mutually beneficial
- Profitability
  - Referral fee
  - Resell margin
  - Services revenue



# Our Investment in Your Success

- Team of Sales Engineers specifically for Alliances
  - Sales and pre-sales enablement training
  - Technical presentations
  - Pre-sales technical support
  - Partner product roadmap definition
  - Collaborative demo and POC support
  - RFP support

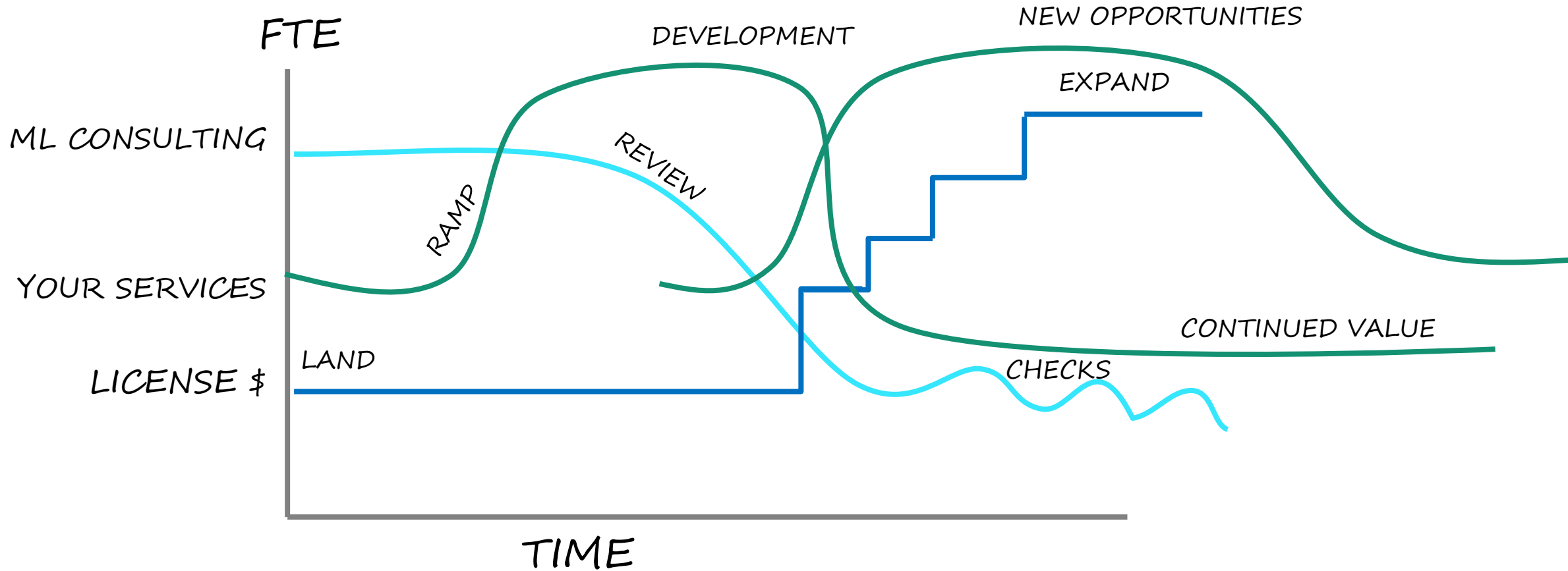


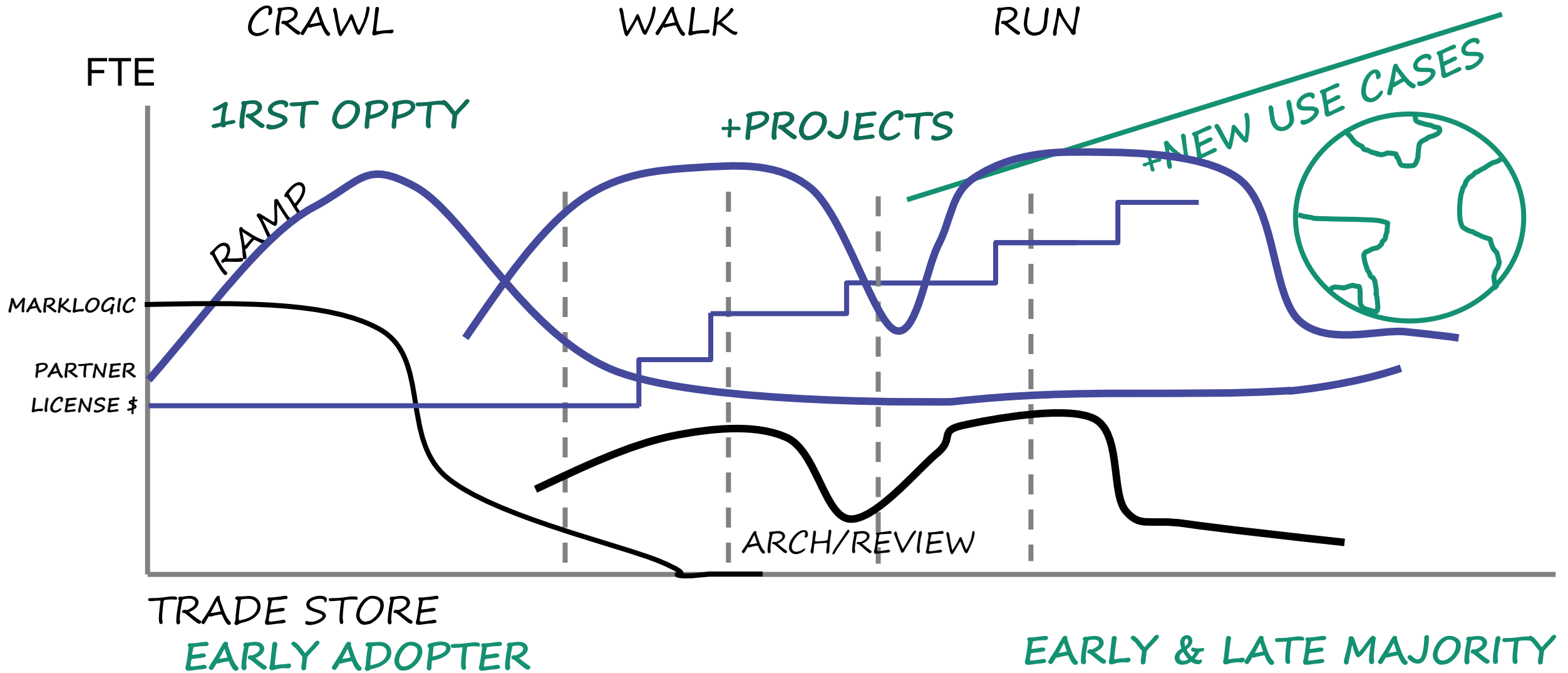


# SERVICES MARKET OPPORTUNITY

Leveraging MarkLogic for Predictable Services Revenue







# HOW WE ENABLE PARTNERS TO SUCCEED



# Training for Partners

- Sales Enablement
  - Two hours
  - For sales, business development, and executive personnel
  - WebEx or live
  - Available NOW
- Technical Sales Enablement
  - Half-day
  - For Pre-sales Systems Engineers
  - Hands-on, workshop agenda
  - Available Summer **2016**

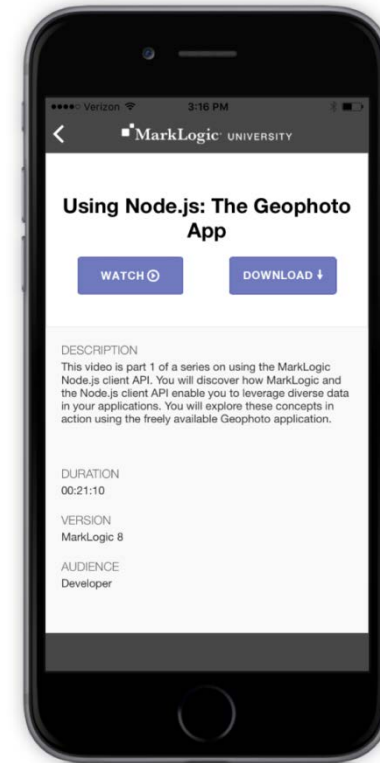
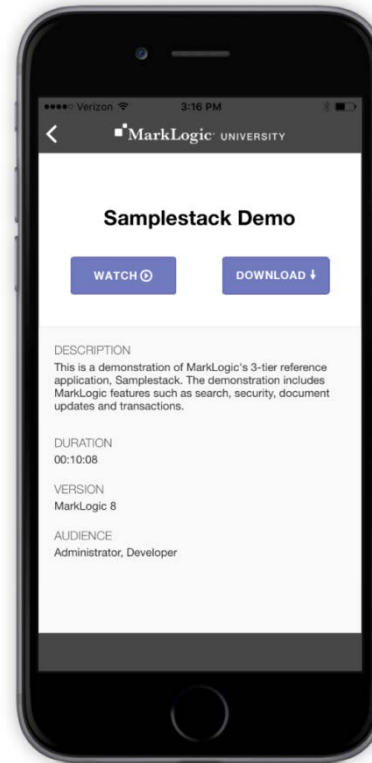
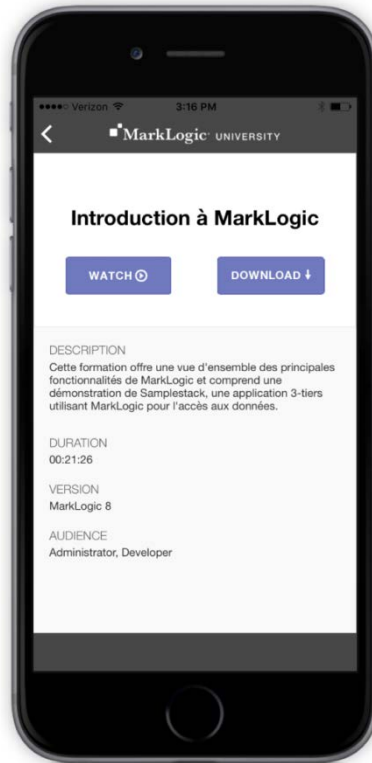
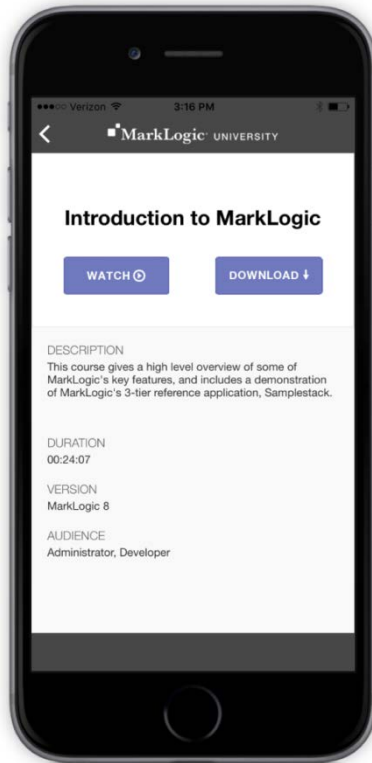
# Implementation Enablement: Get to the Goal

MarkLogic University and Consulting Services provide a roadmap to success:



# Get Started

Select on-demand tutorials designed for early stage technical education:



# Learn More – Hands-on Product Training Courses

Instructor-led and self-paced courses filled with discussions and hands on labs

## Instructor-Led



- Scheduled
- Interactive, personable, adaptive
- Ideal for learners who want guidance

## Self-Paced



- Flexible
- Same content as ILT, less interactive
- Ideal for confident self-starters

Get Started

Learn More

Check  
Progress

Gain  
Experience

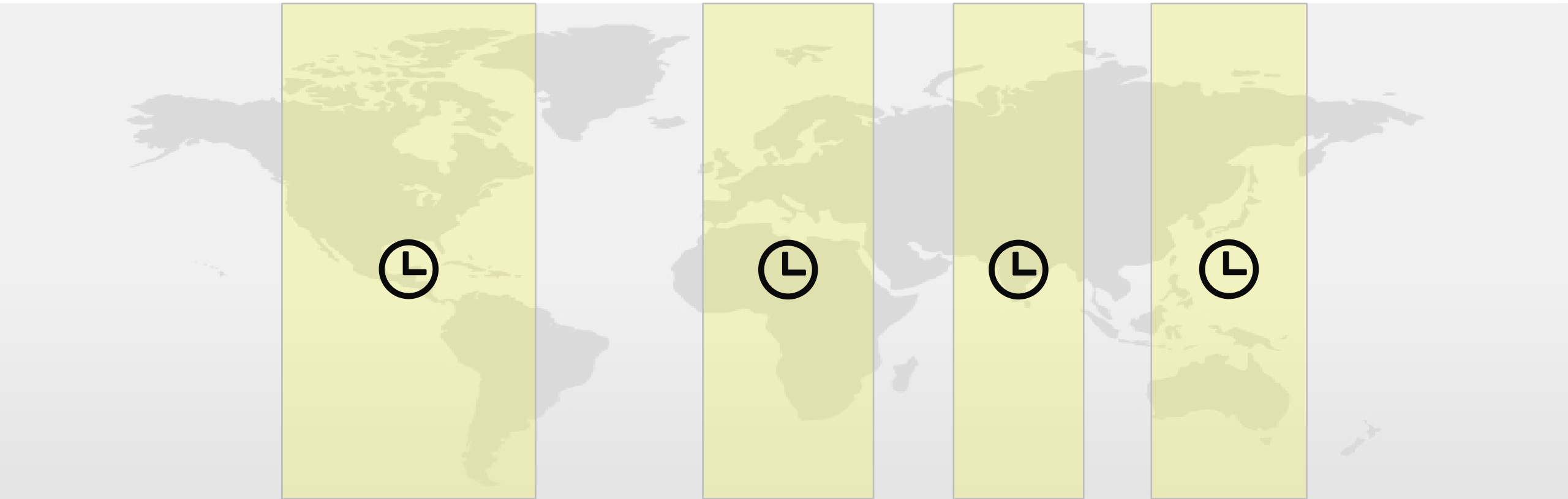
Explore  
and Learn

Get  
Certified



# Available Worldwide in Multiple Languages

Training is available worldwide in English, French, and Japanese





# Learn More – Administrators

- Role-based learning tracks:
  - [marklogic.com/training](http://marklogic.com/training)



### 1. Get Started


  8 HOURS

#### MarkLogic Fundamentals

Jump-start your technical team's broad understanding of MarkLogic; how to setup, ingest and get developing!

[LEARN MORE](#)

### 2. Administering MarkLogic Server

 24 HOURS

#### Administering MarkLogic Server

This course provides administrators with necessary hands-on experience and knowledge to install, deploy, configure, monitor and maintain MarkLogic.

[LEARN MORE](#)



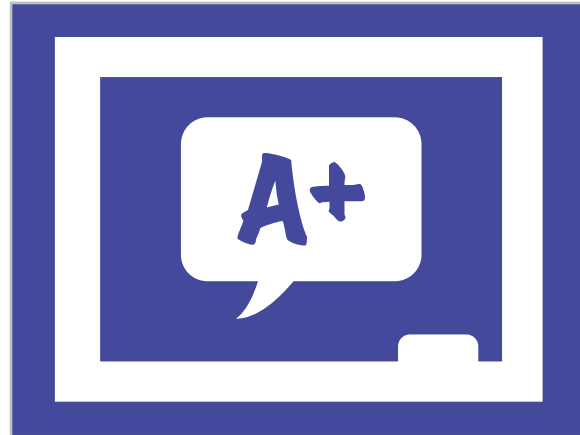
# Learn More – Developers





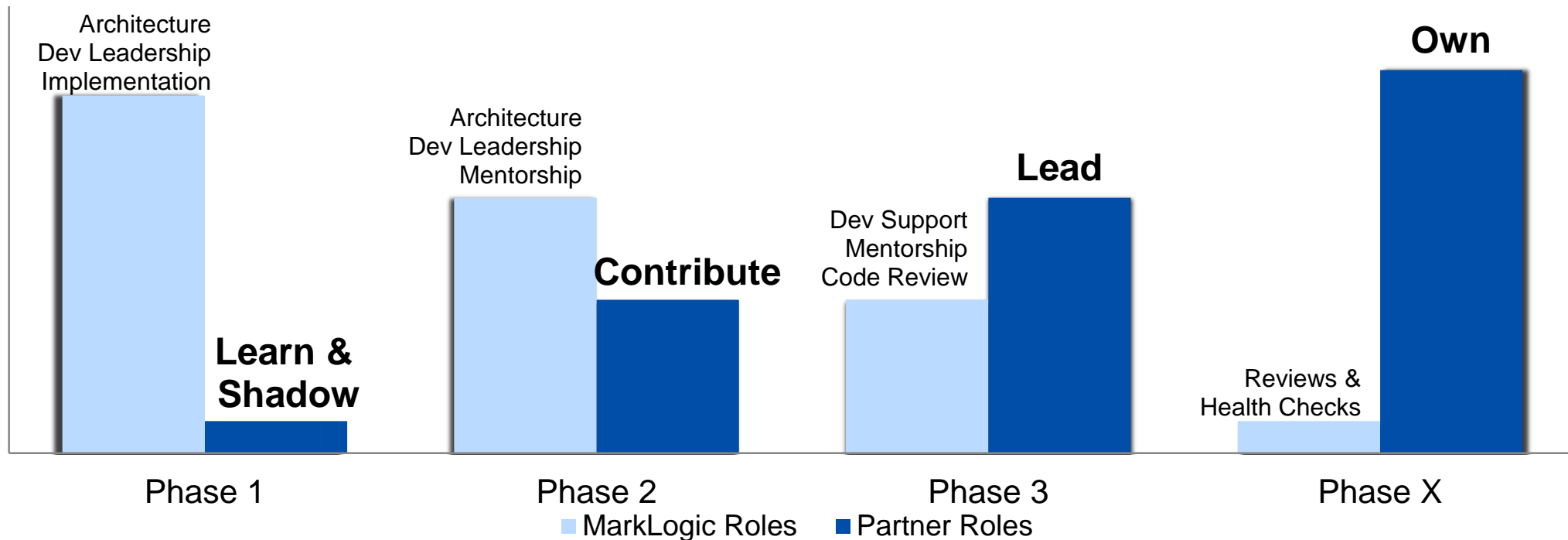

# Check Progress With Learning Assessments

- Validate achievement of course objectives after a training course
- Test out of prerequisite courses for those who already have experience



# Gain Experience

Our approach is to assist our partners to implement their initial critical functionality, train and mentor their staff over project iterations, and then transition into an advisory capacity over time, as needed



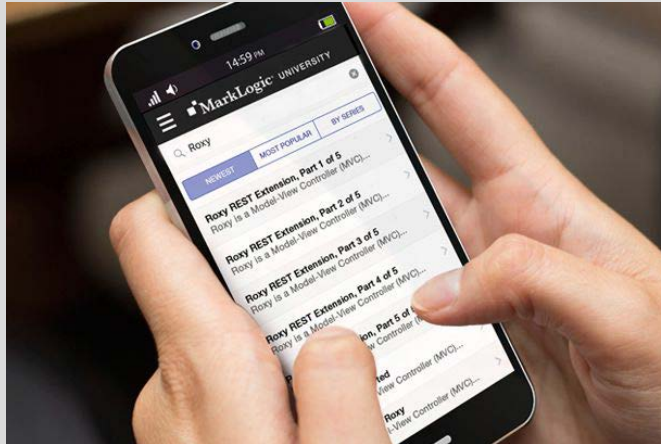
## Knowledge Transfer from MarkLogic to Your Organization – Taking Ownership Over Time



# Explore and Learn

On-Demand tutorials enable continuous learning to explore product features

## On Demand



- Feature based tutorials
- Flexible and focused
- Fast on the go learning

Get Started

Learn More

Check  
Progress

Gain  
Experience

Explore  
and Learn

Get  
Certified

# Get Certified

- Demonstrated expertise
- Must pass written and hands-on exams to achieve certification
- Successful candidates have a mix of both MLU training and real world experience



# CALL TO ACTION





# Call to Action

- Sharpen your MarkLogic skills
  - Get your sales reps trained
  - Get your SEs trained
  - Get certified as ML Developer/Admin
- If you see something that looks like an opportunity
  - Get engaged, call in the ML troops
  - Register opportunity
    - 6 month term, may be extended with demonstrated progression of opp'y
    - Opportunities registered, not accounts

# Call to Action

- Get to know your MarkLogic resources
  - Channel/Alliance Manager
  - Sales AE/Sales RM
  - Alliances & Channels SE
  - Local Pre-Sales Engineer
  - CTOs
  - MarkLogic Consulting
- **THINK BIG!**

# PARTNER AWARDS & CLOSING



**Gary Bloom**

CEO and President,  
MarkLogic



**Adrian Carr**

SVP, Worldwide  
Enterprise Sales,  
MarkLogic





Cognizant



Tahzoo

**NEW**BOOKS  
**SOLUTIONS**



Software & Consulting for the Publishing Industry

# THANK YOU!

