



# dbWatch Partner Program for Resellers (VARs)

Expand your software portfolio with industry-leading database monitoring solutions.

## Why Partner with dbWatch?

dbWatch empowers resellers to deliver proven database monitoring and management solutions to their local markets. With a scalable platform, flexible pricing, and dedicated support, dbWatch makes it easy for partners to succeed, whether you're reselling to SMEs or large enterprises.

As a dbWatch reseller, you benefit from:

- A mature, reliable monitoring platform with multi-database support
- Partner discounts and territory-based opportunities
- Leads and co-marketing support for your region
- Ongoing training and 2nd-line technical support

## Who Is This Program For?

- Value-Added Resellers (VARs)
- Regional Software Distributors
- Technology Integrators with domain expertise in database solutions
- Firms seeking exclusive or semi-exclusive distribution in their market

## Partner Tiers

To reward commitment and performance, dbWatch offers three partner tiers:

### **Registered Partner**

- Entry-level access to the program
- 20% discount on licenses
- Self-serve training and documentation access
- Listed on dbWatch.com as a partner

### **Silver Partner**

- Requires new sales target (at or above \$25K/year)
- Access to leads in your region
- One trained sales and one trained technical resource
- 30% discount
- Listed on dbWatch.com as a silver partner

### **Gold Partner**

- Requires significant new sales target (at or above \$100K/year)
- Exclusive rights to an agreed territory
- Priority for inbound leads
- Joint marketing with dbWatch
- 40% discount
- Full training, onboarding, and support package
- Listed on dbWatch.com as a gold partner

## Tier Criteria Breakdown

<b>Criteria</b>	<b>Registered</b>	<b>Silver</b>	<b>Gold</b>
Annual Sales Target	None	At or above \$25K/yr	At or above \$100K/yr
Territory Rights	None	Non-exclusive	Optional Exclusive
Sales Staff	Optional	1 trained	1 or more certified
Marketing Plan	Not required	Annual Plan Submitted	Annual plan + joint execution
Lead Handling	Not included	Forwarded if relevant	Priority for all leads in territory
Discount Level	20%	30%	40%
Partner Listing	Listed with logo and region	Listed with logo and region	Featured with logo and region
Training Access	Online sessions	Online sessions	Full onboarding + roadmap
Support access	2 <sup>nd</sup> line from dbWatch	2 <sup>nd</sup> line from dbWatch	Priority support contact
Demo Licenses	NFR license	NFR license	Self-serving + NRF license
Co-Marketing	None	Optional	Joint marketing + optional cost-sharing

# Key Program Benefits

## **1. Licensing & Commercial Model**

- Sell dbWatch as 12-month RTU (Right-to-Use) licenses
- Attractive partner discounts by tier
- You invoice customers directly; dbWatch invoices you post-order

## **2. Territory Rights**

- Silver: non-exclusive rights
- Gold: exclusive rights based on performance and commitment

## **3. Lead Sharing**

- dbWatch forwards leads from your region to you (Silver & Gold)
- Gold partners have priority access

## **4. Support and Training**

- Access to training resources and certifications
- dbWatch provides 2nd-line technical support

## **5. Co-Marketing**

- dbWatch provides sales kits, demo licenses, and event participation (Gold)
- Silver partners can request co-marketing support on a case-by-case basis

## What dbWatch Expects from You

- Meet your tier's annual sales and activity targets
- Assign trained sales and technical representatives
- Submit an annual marketing/sales plan
- Provide first-line support for local customers
- Ensure all customers sign the dbWatch EULA

## Program Onboarding Flow

- Partner signs NDA and Reseller Agreement
- dbWatch provides access to training and marketing material
- Partner begins selling and servicing customers in region
- dbWatch shares leads and provides ongoing support
- Quarterly reviews and tier evaluations

## Get Started

Let's grow your business together.

Contact Sales: [sales@dbwatch.com](mailto:sales@dbwatch.com)

Program Info: [www.dbwatch.com/partnership-program](http://www.dbwatch.com/partnership-program)