

PARTNER CLASSIFICATION



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COMPLETE FLEXIBILITY WITH OUR PARTNER CLASSIFICATIONS

Collaborating with CYBERTEC and our partners goes beyond addressing current business needs. It's about seizing new growth opportunities, gaining a competitive edge, and maximizing returns. Select a partnership committed to your success and see your business thrive. Different requirements and different circumstances mean that it makes sense to divide the partners into special groups. We would like to introduce these to you here:



KEY ELEMENTS FOR SUCCESSFUL PARTNERSHIPS

In any strategic partnership, cultivating trust and promoting collaboration are essential for achieving success. Without a foundation of trust, partners may be reluctant to share sensitive information or engage in joint risk-taking, which can stifle the partnership's growth and potential. Likewise, ineffective collaboration can lead to misalignment in goals, strategies, and resources, resulting in inefficiencies and lost opportunities.

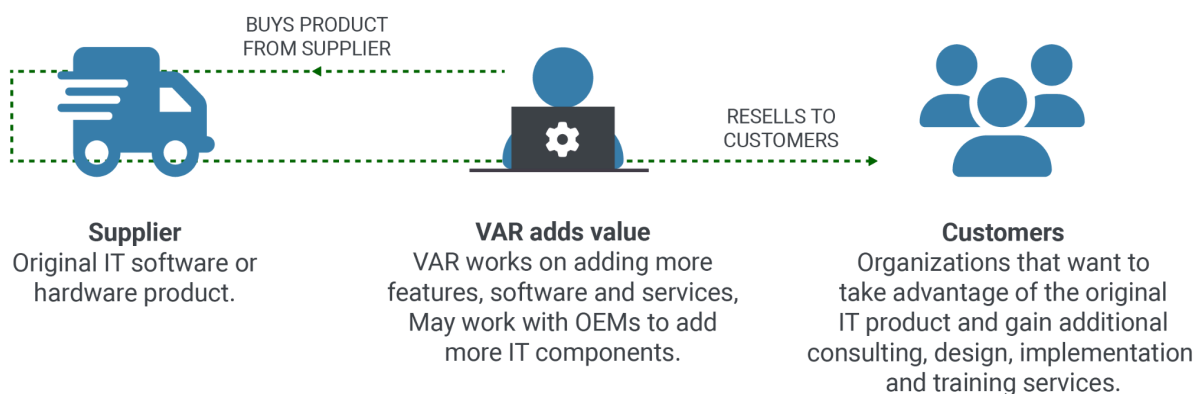
We appreciate the enthusiasm for growth and collaboration within our ecosystem. However, we believe that there is ample opportunity for all of us to thrive together without fostering competition. At CYBERTEC, we are committed to supporting a cooperative environment that benefits everyone involved.

To ensure a flourishing strategic partnership, consider focusing on these five critical elements:

- **Open and Honest Communication:** Effective communication is the cornerstone of trust and collaboration. Partners should establish clear communication channels and maintain open lines of dialogue, sharing relevant information and updates consistently. This openness fosters trust and enables informed decision-making.
- **Common Vision and Objectives:** Partnerships thrive when all parties share a unified vision and aligned objectives. This collective understanding ensures that everyone is working towards a common goal, which enhances collaboration and reduces conflicts.
- **Clear Roles and Responsibilities:** Defining roles and responsibilities is vital for effective collaboration. Each partner should have a clear understanding of their specific contributions, tasks, and expectations. By outlining these roles, partners can avoid overlapping efforts and ensure resources are utilized efficiently.
- **Mutual Respect and Support:** Successful partnerships are built on mutual respect and support among partners. Each party should recognize and value the unique expertise and capabilities that the other brings. By appreciating each other's strengths, partners can cultivate a collaborative environment that encourages innovation and effective problem-solving.
- **Ongoing Assessment and Improvement:** Maintaining trust and collaboration requires continuous effort and evaluation. Partners should regularly assess the effectiveness of their partnership, identifying areas for enhancement and implementing necessary adjustments. Actively seeking feedback and addressing concerns can help nurture a robust foundation of trust and collaboration.



1. VALUE ADDED RESELLER (VAR)



A Value-Added Reseller (VAR) is a specialized business that goes beyond the basic task of selling software, hardware, and services by enhancing these offerings to deliver greater value to customers. Unlike traditional resellers, who simply facilitate transactions, VARs customize and tailor third-party products to meet the specific needs of their clients. This process often involves bundling products with additional services, such as integration, training, and ongoing support, thereby creating comprehensive solutions that foster strong, long-lasting customer relationships and increase the likelihood of repeat business.

VARs play a crucial role in the technology ecosystem by delivering comprehensive solutions that integrate various components and services. By customizing products to align with their client's operational requirements, VARs enhance customer satisfaction and cultivate loyalty, as clients feel supported throughout their technology adoption journey.

CYBERTEC AND VALUE ADDED RESELLER

United we stand, divided we fall is the basis for this partnership. The world is a big place, and no one can be everywhere at the same time. By working together in spreading the message around open source in general and PostgreSQL specifically, we can cover much more ground! CYBERTEC's Value Added Resellers carry our banner, our values, and our propositions to every corner of the world. It allows us the necessary bandwidth, and it allows the partner to extend and expand their portfolio.

THE BENEFITS OF THIS PARTNERSHIP INCLUDE

For Manufacturers:

VARs significantly expand manufacturers' market reach by customizing solutions for niche audiences, enabling them to penetrate markets that may be underserved. Additionally, by providing tailored support and services, VARs alleviate the burden on manufacturers to engage directly with end customers, allowing them to focus on core activities, such as product development and innovation.

For End Customers:

Customers benefit from the unique advantage of tailored solutions that precisely address their business challenges. VARs offer expert advice and ongoing support, empowering businesses to adopt new technologies with confidence and ease. This personalized approach leads to smoother transitions and better utilization of technology, ultimately enhancing operational efficiency.

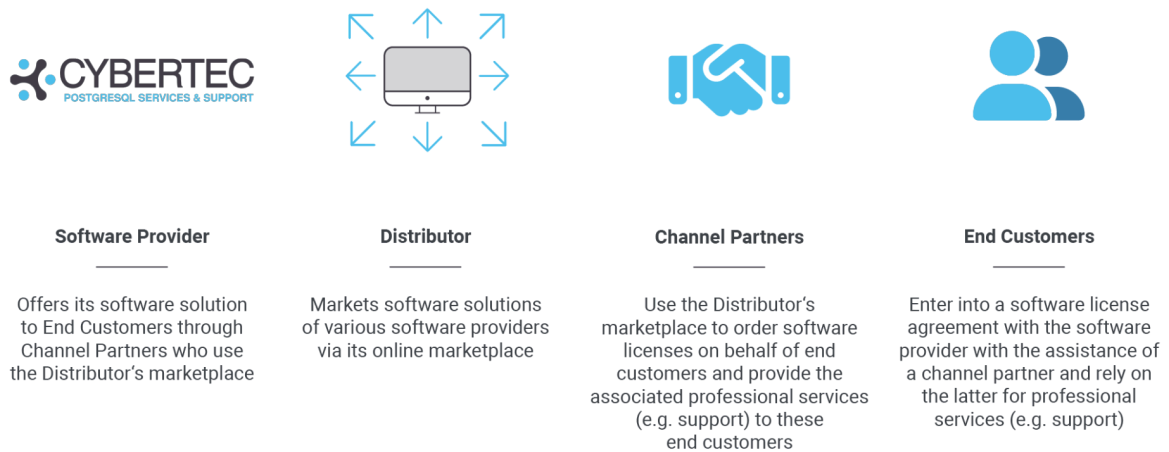
For Channel Partners:

VARs serve as valuable intermediaries between manufacturers and customers, improving communication and collaboration across the supply chain. Their ability to add value through customization and support leads to higher product adoption rates and increased customer satisfaction, benefiting all parties involved.

GROWTH OPPORTUNITIES

The demand for tailored solutions and end-to-end services continues to grow, presenting significant opportunities for VARs. By investing in technical expertise and expanding their offerings into new technology domains, VARs can position themselves as indispensable partners in their clients' technology journeys.

2. DISTRIBUTOR



A distribution partner, or “distributor,” is a company or individual that purchases products from you and resells them. The distributor is the “in-between” when it comes to your products and your customers.

CYBERTEC AND DISTRIBUTORS

We are building upon a solid strategy for the resale of our products and services. Combining this with the ever-growing demand for PostgreSQL in larger and smaller organizations, there is a need for extending the reach. Value Added Distributors play a vital role in managing a larger network of resellers in many regions across the world, combining CYBERTEC products and services in complex engagements, as well as participating in framework agreements.

THE BENEFITS OF THIS PARTNERSHIP INCLUDE

Increased Market Reach

Distributors often possess established networks and relationships across various regions and industries. By leveraging these connections, companies can enter new markets more quickly and efficiently than if they were to attempt this expansion independently. Distributors have the local knowledge and presence that can facilitate smoother market entry.

Focus on Core Competencies

Partnering with a distributor allows companies to concentrate on their core competencies, such as product development, marketing, and customer service. By outsourcing the operational responsibilities of getting products to market, businesses can free up resources and attention, enabling them to innovate and improve their offerings.

Expertise and Experience

Distributors bring a wealth of expertise and experience to the table. They understand the nuances of different markets, including regulatory requirements. This knowledge can be invaluable, especially when entering new or complex markets, as distributors can provide insights that help companies navigate potential challenges.

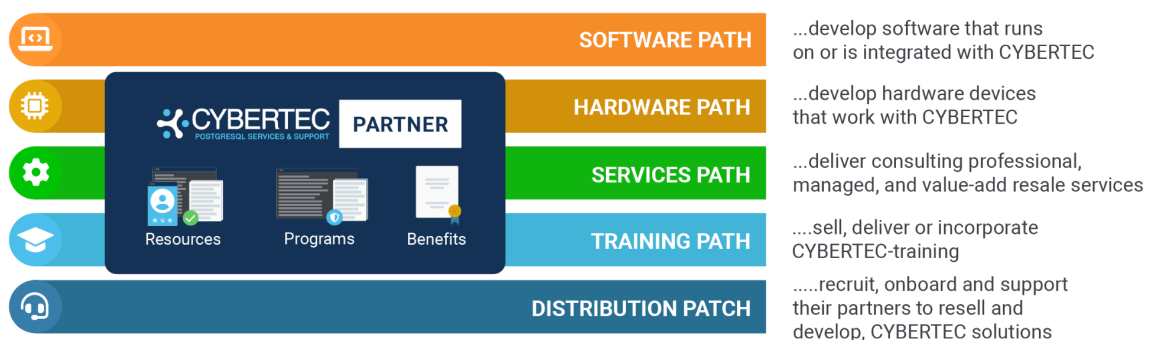
Scalability

Working with distributors can offer scalable growth opportunities. As a manufacturer's business grows and demand increases, a well-established distributor can manage the scaling of distribution efforts without requiring significant changes to internal operations. This scalability supports rapid growth and expansion, allowing manufacturers to respond swiftly to market demands.

3. SOLUTIONS PARTNER

CYBERTEC Partner Paths

For partners that...



A Solutions Partner is not just a reseller or a service provider; it is a strategic partner that collaborates with a company to create, sell, and implement solutions that meet specific customer needs. This partnership goes beyond mere product distribution and focuses on delivering end-to-end solutions that encompass products, services, and support. The Solutions Partner leverages its expertise, resources, and market knowledge to co-create value with the primary company, leading to mutual growth and success.

The goal is to provide clients with a holistic and efficient solution by combining the strengths of CYBERTEC with the expertise and offerings of the Solutions partner.

CYBERTEC AND SOLUTIONS PARTNERS

Nobody uses a database for the sake of using a database, not even if that database is PostgreSQL. Together with our Solutions Partners, CYBERTEC creates a more holistic approach to our customer's challenges and comes up with compelling

solutions. These solutions can work vertically or horizontally, from applications through databases to storage, or to manage and monitor a zoo of data management platforms. There is no telling where we might go together.

THE FUTURE OF SOLUTIONS PARTNERING IN PARTNER MARKETING

As the business landscape continues to evolve, the role of Solutions Partners in partner marketing is expected to become even more critical. Companies are increasingly recognizing the value of offering integrated solutions rather than standalone products. This shift in focus will drive the demand for Solutions Partners who can bring specialized expertise and capabilities to the table.

In the future, we can expect to see more companies forming strategic alliances with Solutions Partners to co-create innovative solutions that address complex customer needs. The emphasis will be on building long-term, collaborative relationships that go beyond transactional partnerships.

4. INDEPENDENT SOFTWARE VENDOR (ISV)

An Independent Software Vendor (ISV) is an organization that specializes in developing and selling software products that operate independently of specific hardware and operating systems. These software solutions are typically designed to address particular customer needs, such as the creation and management of sales or financial data. In our context, we focus on PostgreSQL. ISVs play a crucial role in ensuring that their software is compatible with a variety of hardware platforms, allowing them to reach a diverse customer base.

CYBERTEC AND INDEPENDENT SOFTWARE VENDORS

There's an app for that! But what is an app without data? But also, what is data without an app? For CYBERTEC, working with ISVs is the ultimate way to drive PostgreSQL adoption. Most PostgreSQL installations are built into applications that large and small companies use, often completely without being aware of PostgreSQL. Supporting software vendors and their customers is a unique way of adding value and ensuring business processes keep running with optimal performance and without interruption.

THE BENEFITS OF THIS PARTNERSHIP INCLUDE

Enhanced Visibility and Brand Awareness

Participating in an ISV partnership program can significantly elevate the profile of your software solution, helping it to differentiate itself in a crowded market. By aligning with a reputable partner platform, you gain access to a wider audience of potential customers that you may not have reached otherwise.

Integrated Marketing Support

Many partner platforms provide integrated marketing opportunities, such as featured listings in their marketplace, mentions in blog articles, press releases, and promotional webinars. This support can further amplify your product's exposure and connect it with a larger pool of prospective customers.

Boosted Revenue Potential

Being part of an ISV-certified partner program not only enhances your brand's credibility but also instills trust among customers who view you as an authorized vendor. Furthermore, many platforms extend exclusive discounts, offers, and resources to their partners, equipping you with the tools needed to drive greater business success.



Direct Partner Program, Vendors can sell their products on the platform's marketplace.



Indirect Partner Program, Programs provided by a third party offering benefits to vendors in exchange for products.



Software Marketplace Partnerships. Vendors sell software on the marketplace of a computer hardware vendor, OS, or cloud platform.

5. TECHNOLOGY PARTNER

A technology partner is a company that collaborates with another company with a similar audience to leverage its technologies, expertise, and resources. The goal is to achieve shared objectives, such as improving products, expanding market reach, or driving innovation.

CYBERTEC AND TECHNOLOGY PARTNERS

The PostgreSQL ecosystem is large, and the number of developments and contributors is tremendous. Even though CYBERTEC builds unique products and solutions in and around PostgreSQL, we can never do it all. Our technology partners bring unique technological features and extensions to and around PostgreSQL that help construct a unique value proposition for our clients.

THE BENEFITS OF THIS PARTNERSHIP INCLUDE

Access to Specialized Knowledge and Innovation

Collaborating with a technology partner grants businesses access to specialized skills and insights that may not exist within their own teams. This connection to advanced technologies and industry-leading practices empowers companies to adopt innovative solutions and maintain a competitive edge in the marketplace.

Cost Savings

Engaging a technology provider can result in significant cost reductions by minimizing the need for extensive internal development and upkeep. Technology partners typically offer scalable solutions that are often more economical than creating and managing technology infrastructure in-house.

Faster Market Entry

Working with a technology partner can greatly accelerate the creation and launch of new products and services. Their expertise and resources streamline development processes, enabling businesses to introduce offerings to the market more swiftly.

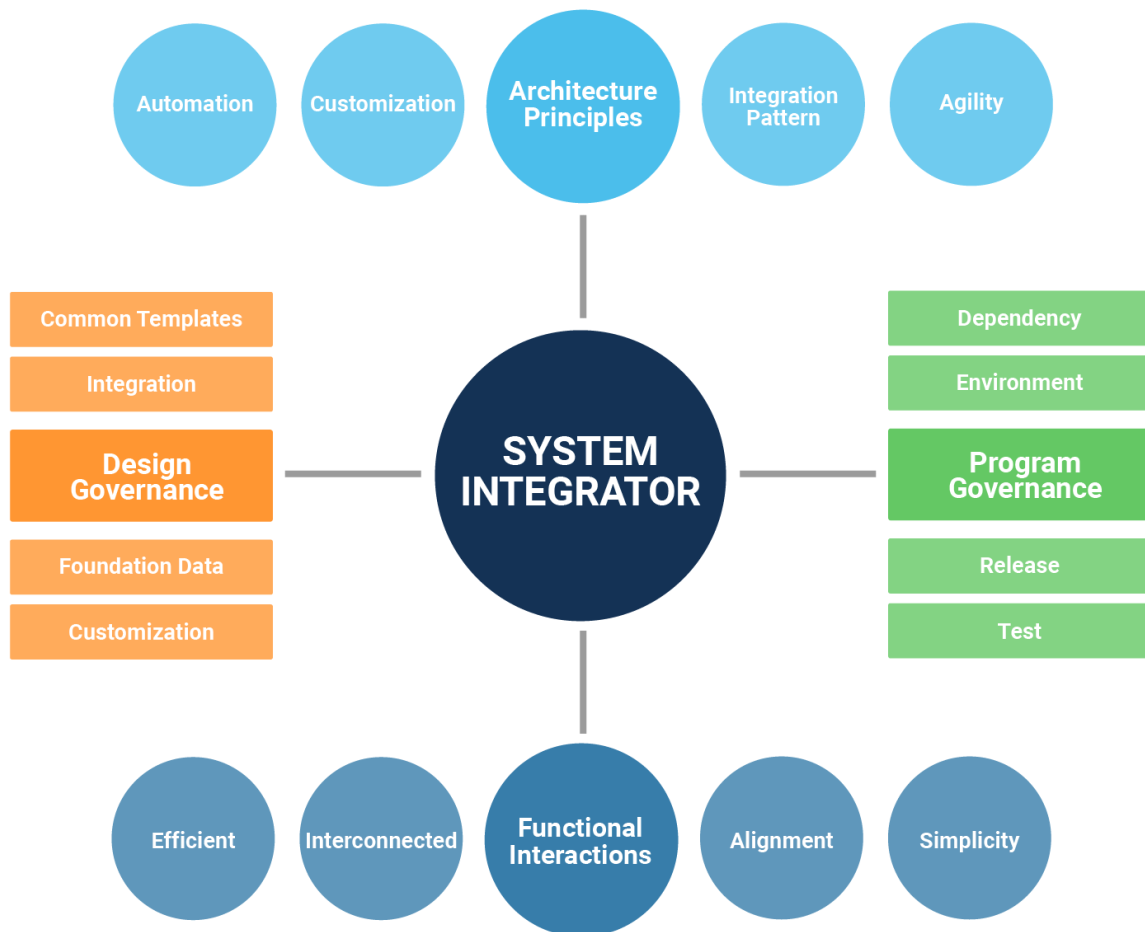
Risk Reduction

Forming a partnership with a technology provider helps alleviate the risks linked to technology investments. These partners offer continuous support and maintenance, ensuring that systems remain current and secure, which diminishes the chances of expensive disruptions and security vulnerabilities.

Optimized Resource Allocation

By outsourcing certain technological functions to a partner, businesses can direct their internal resources toward their primary strengths and strategic goals. This strategic allocation enhances the overall efficiency and effectiveness of the organization.

6. SYSTEM INTEGRATOR (SI)



A system integrator is an individual or organization that focuses on combining various component subsystems into a cohesive whole, ensuring that these subsystems operate together seamlessly. This process is referred to as system integration.

CYBERTEC AND SYSTEM INTEGRATORS

As a community-governed open-source solution, PostgreSQL is part of a major strategic shift for many large enterprises. Introducing, implementing, and managing such a transformation is no small feat. As a PostgreSQL vendor, CYBERTEC needs to focus on building and managing the database server and surrounding infrastructure. Working with system integrators allows us to keep that focus, while this category of partners has the opportunity to focus where it matters: doing projects successfully at scale.

THE BENEFITS OF THIS PARTNERSHIP INCLUDE

Agility

System integration enhances operations by automating data sharing and workflow processes, enabling businesses to remain agile and competitive.

Market dynamics

As integration challenges become increasingly intricate—especially with the rise of cloud-based solutions—the importance of system integrators is heightened. Their expertise ensures that an organization's IT framework is adaptable and scalable, ready to respond to changing technologies and market dynamics.

Fostering innovation

Acting as the link between disparate digital tools, system integrators create a unified and efficient IT ecosystem that drives growth and fosters innovation.

7. ALLIANCE



Partnership between two businesses

...to achieve mutual goals and growth that each business can't accomplish on its own



Both Businesses remain independent entities

...but they are contractually bound to help each other achieve objectives



Usually a long-term partnership

...where each business continues to bring its expertise and resources to the table

An alliance is a cooperation between two or more large organizations, with the aim to achieve a result one of the parties cannot (easily) achieve alone. The company might resell our products or come up with completely different combinations.

CYBERTEC AND ALLIANCES

We have seen it before: the world is a big place. Sometimes, you just need to board a train to get to your next destination. CYBERTEC's strategic alliances allow us to do just that. Databases, data management, and PostgreSQL are all relatively small pieces in a much bigger puzzle. These are the puzzles our strategic alliances are solving, and we are there to ensure our puzzle piece has crisp edges and fits seamlessly into the bigger picture. From migration to deployment and from operations to support, it all comes together here.

THE BENEFITS OF THIS PARTNERSHIP INCLUDE

Enhancing Short-Term Financial Performance

Organizations aiming for quick financial gains may find it beneficial to tap into the resources of another company, thereby improving their immediate market position.

Overcoming Market Entry Barriers

Many companies may lack the necessary capital to penetrate specific markets. By collaborating with firms that have already invested in those areas, they can access these markets more affordably and efficiently.

Obtaining Valuable Business Insights

Businesses often have uncertainty regarding the potential success of a new business model. Instead of investing in a comprehensive model and funding an experiment independently, they can form strategic alliances to conduct "trial runs." This allows them to gather insights that inform future decision-making.

Distributing Financial Risk

In the event of a failed business venture, both parties in a strategic alliance typically share the financial repercussions. This collaborative approach means that the burden of failure is not shouldered by one entity alone, as each partner provides support as outlined in their alliance agreement.

Expanding Innovation Beyond Current Limits

For instance, the partnership between Panasonic and Tesla brought together leading experts in electric vehicles and battery technology, significantly enhancing the innovative capabilities of both companies.

THE FUTURE OF ALLIANCE PARTNERSHIPS

Looking ahead, strategic alliances are anticipated to become increasingly essential for fostering innovation, expanding market presence, and gaining a competitive edge across various sectors. Emerging trends, such as digital transformation, sustainability efforts, and global economic integration, are expected to significantly influence the evolution of these partnerships:

- *Digital Transformation:* As organizations strive to leverage technology for improved efficiency and competitive advantage, partnerships centered around digital technologies, artificial intelligence, and data analytics will become more common.
- *Sustainability Initiatives:* Collaborations focused on promoting sustainability, renewable energy, and environmental responsibility are likely to gain traction as businesses emphasize Environmental, Social, and Governance (ESG) criteria in their operations.

- *Global Collaboration:* In a globally interconnected economy, cross-border partnerships will increasingly emerge, allowing companies to tap into new markets, diverse talent, and varying regulatory landscapes.

In summary, alliance partnerships are pivotal in today's fast-evolving business landscape, enabling organizations to meet strategic goals, fuel innovation, and boost competitiveness. By capitalizing on complementary strengths, sharing risks, and broadening market access, businesses can discover new growth avenues and generate lasting value through collaboration. However, for these alliances to be successful, they require meticulous planning, effective communication, and a mutual commitment to shared benefits. By adhering to best practices and addressing critical factors, organizations can forge strong and resilient partnerships that lead to sustained success in an increasingly interconnected world.

If you need further information

For more information, or if you have any questions about our range of products, tools and services, contact us. There's no obligation—send us an inquiry via email or give us a call.



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VERSION HISTORY

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