Channel Partner Program

EMBARCADERO TECHNOLOGIES®

Embarcadero Technologies offers channel partners a unique opportunity for success, combining professional grade database tools and IDE's with a program built to accelerate time-to-market, expand market reach, enable cross-selling multiple product lines and delivery of best-in-class solutions.

Industry Leadership – With more than three million users in thousands of companies and organizations worldwide, Embarcadero leads the market with a best-in-class software tools portfolio spanning all major platforms, frameworks, and programming languages.

Why Embarcadero?

Product Excellence – A reputation for product excellence is mirrored by the numerous readership, editorial, analyst, and corporate awards that Embarcadero consistently wins. Continual reinvestment in R&D ensures regular updates to products and response to customer requirements results in an ever-increasing and loyal customer base.

Financial Stability – Customers have enabled Embarcadero to achieve fifty-four straight quarters of profitability. Our financial stability ensures that we can continue making the necessary R&D and support investments that will further our customers' success.

OUR OFFERING

Embarcadero empowers software developers and database professionals with award-winning tools to design, build, optimize, and run software applications and databases across multiple platforms and programming languages.

Rapid Application Development – Embarcadero® RAD Studio, Delphi®, C++Builder®, Delphi Prism™

- **Web Development** – 3rdRail™, TurboRuby®, Delphi® for PHP
- **Java™ Development** – JBuilder®
- **Application Optimization** – Embarcadero® J Optimizer™

Embedded and Workgroup Databases – InterBase® SMP, BlackfishSQL®

- **Database Management and Monitoring** – DBArtisan®, Rapid SQL®, Embarcadero® Change Manager™
- **Design and Architecture** – ER/Studio®, Embarcadero® EA/Studio™, ER/Studio® Enterprise Portal, Embarcadero® Schema Examiner™
- **Tuning and Performance** – Embarcadero® DB Optimizer™, Embarcadero® Performance Center™

OUR PROGRAM

Embarcadero's Channel Partner Program

Partner Engagement is designed to equip partners with the tools and information needed to work effectively and communicate efficiently with Embarcadero.

- **Dedicated Channel Manager** – All partners have a designated Embarcadero Channel Manager who works with partners on day to day activities and is the conduit to additional resources, technical, sales, marketing etc. as required
- **Partner Portal** – Partners have access to a partner-exclusive web-based portal that provides sales tools, marketing resources, and technical information.

Sales Benefits provide partners with the tools and programs required to close new business opportunities and to achieve mutual financial success.

- **Joint Business Planning** – The Channel Manager will work closely with the partner to strategically align the Embarcadero products with the partner's and Embarcadero's business development objectives.
- **Sales Tools & Training** – Partners have access through the partner portal to the sales tools, competitive intelligence and training needed to effectively position and sell Embarcadero products.
- **Product Trials** – Extended software keys are available for partners for internal use for training and customer demonstrations.

Marketing Benefits provide partners with the tools, resources, and programs necessary to achieve go-to-market and business development objectives.

- **Online Partner Directory** – Partner profiles are included in Embarcadero's partner directory available from its corporate web site.
- **Marketing Resources** – Marketing tools such as logo usage guidelines, product descriptions, screenshots, customer lists, case studies and white papers are available to partners through the Partner Portal.
- **Press Releases & Customer Success Stories** – Embarcadero actively works with partners to publicize joint product, market and customer success through public relations activities and development of customer success stories.

Technical Benefits provide partners with pre- and post-sales technical information and assistance needed to achieve and maintain customer satisfaction.

- **Pre-Sales Support** – Partners are provided with pre-sales support as needed to bring license deals to closure.
- **Online Forums & Technical Documentation** – Online benefits include resources rich in product information and knowledge including a searchable Knowledge Base, Discussion Forums and Technical Documentation.
- **Beta Product Program** – Partners are eligible to participate in our Beta Product Program, which provides partners with the opportunity to provide feedback on user experience prior to products becoming generally available, and gives partners hands-on experience with new products and product versions.

For additional information about Embarcadero's Channel Partner Program, please contact the Partner Program Team at partnerprogram@embarcadero.com