



# Partner Program Guide

Discover the world's largest network of graph practitioners, technology, and resources you need to profitably accelerate your business—  
**with Neo4j as your partner.**



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## Introduction

**By joining forces with Neo4j**, partners will have an opportunity to tap into the world's leading graph technology that plays an increasingly pivotal role in enterprise innovation and transformation. Neo4j has the first mover advantage and product maturity with deep IP that is challenging to replicate. Partners benefit from proven go-to-market success with the enterprise segment and Neo4j's land and expand strategy that creates a profitable opportunity for its channel partners.





## Leadership in Graph Technology

**Staying true to its mission** to help the world make sense of data, Neo4j welcomes partners to join the success of the graph movement, by enabling profitable acceleration of the global customer journeys in all industries. By joining forces with Neo4j, partners have an opportunity to leverage the world's leading graph technology that plays an increasingly pivotal role in enterprise innovation and transformation.

Neo4j is the world's leading graph technology that drives innovation and competitive advantage at Airbus, Comcast, eBay, NASA, UBS, Walmart and more. Over 400 customers harness connected data to reveal how people, processes, locations and systems are interrelated. Using this relationships-first approach, applications built using Neo4j tackle connected data challenges including artificial intelligence, fraud detection, real-time recommendations, master data and more.

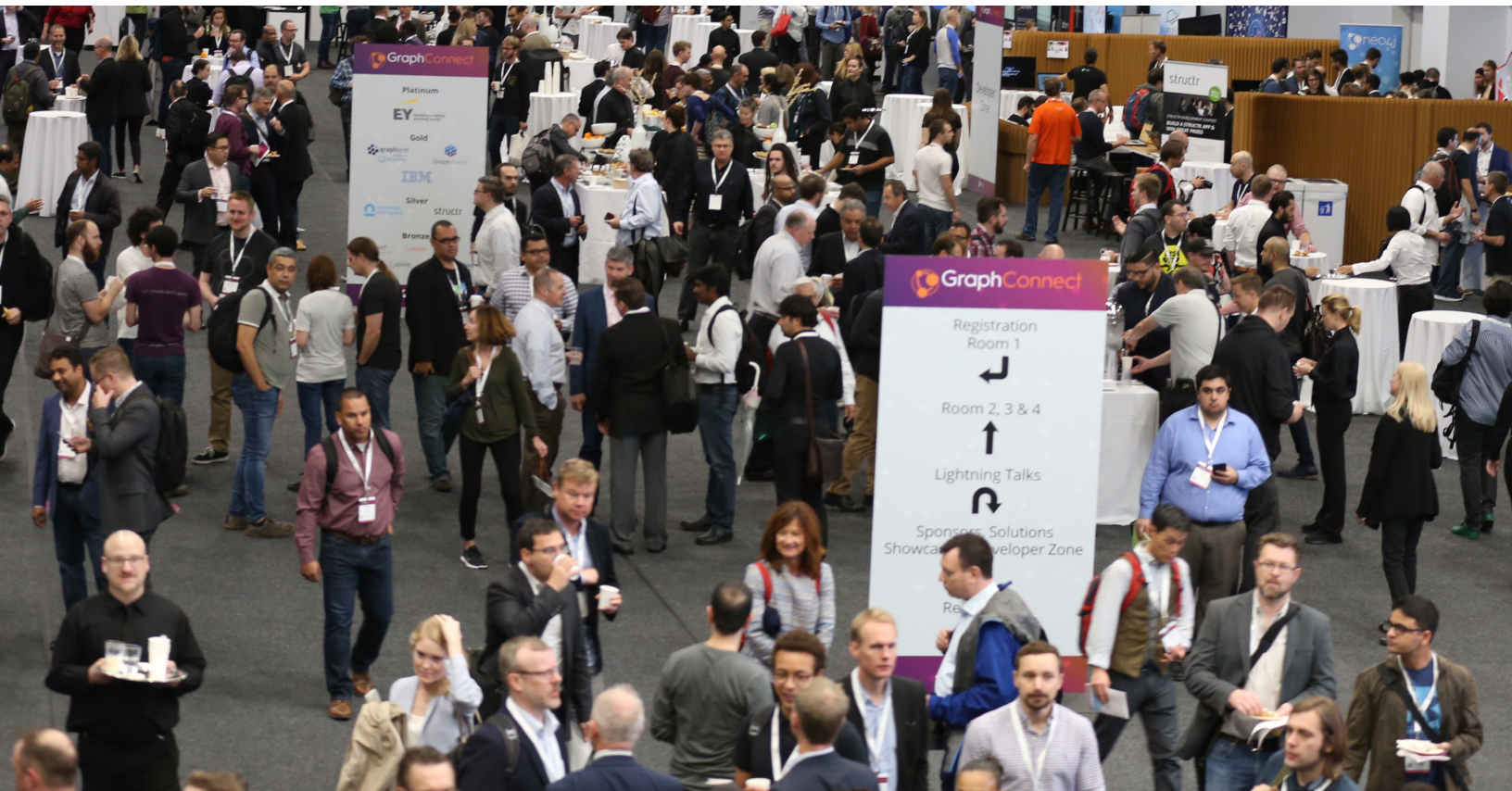
With over 260 years of engineering investment in graph technology, Neo4j is a category-defining leader in the fastest-growing segment of database management systems. As graph technology becomes central to data infrastructure, Neo4j customers have been innovating with graph technology solutions and products, [rating Neo4j highly on Gartner Peer insights](#). The company was featured in [Gartner's Magic Quadrant for Operational Database Management Systems](#), received recognition in [Gartner's Critical Capabilities for Operational Database Management Systems](#) report and was included in [The Forrester Wave™ Big Data NoSQL, Q1 2019](#).

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# Neo4j Partner Program Overview

**The Neo4j Partner Program (NPP)** enables solution and technology businesses to meet the needs of the global enterprise customers who are rapidly adopting graph technology. This program helps partners create and sell Neo4j solutions by offering valuable resources and support.

More than 75% of Fortune 100 companies already work with Neo4j and its hundreds of partners across the globe. Of those global enterprises, over 50% run Neo4j Enterprise Edition in the cloud, opening up hundreds of partnership opportunities for cloud consulting and deployment. As Neo4j continues to democratize mainstream data management platforms and integrations with popular Business Intelligence (BI) tools and workflows, opportunities for Neo4j partners will abound.



# Steps to Success

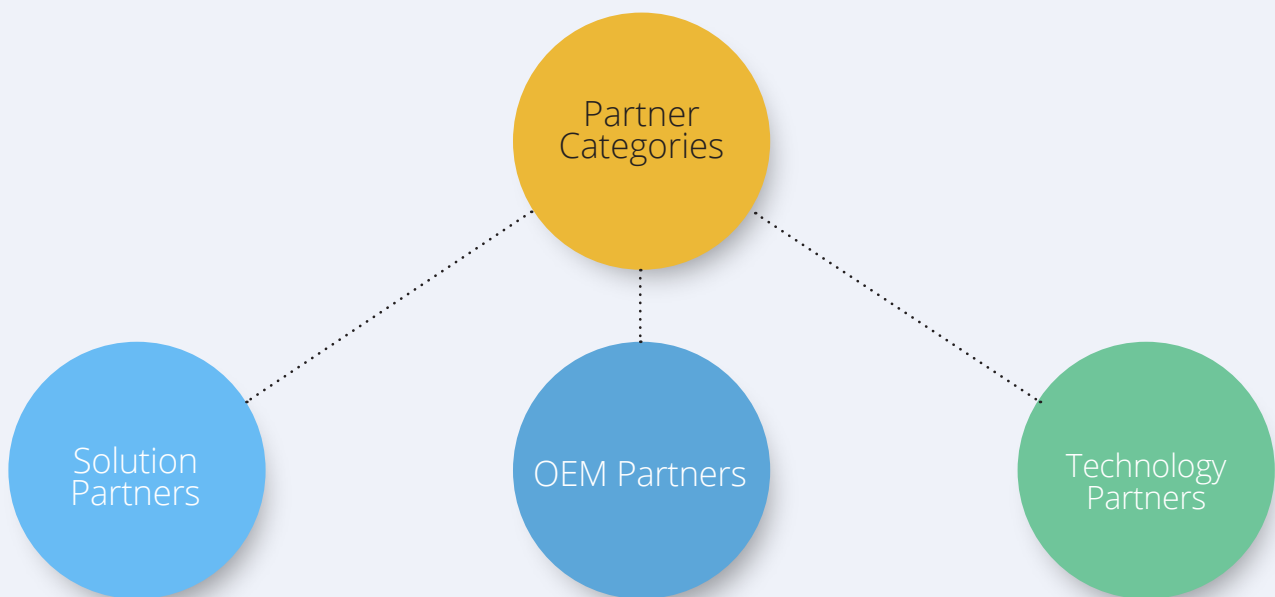
**Neo4j is committed to fostering joint success** by enabling our partners to profitably accelerate the graph technology journeys of customers in every industry and sector. Our program is focused around five elements needed for partner success.



\* not applicable to Technology Partners

# Partner Types and Tiers

**The Neo4j Partner Program** has three partner categories: Solution, Original Equipment Manufacturers (OEMs), and Technology partner types. Partner benefits are organized by tiers of partnership. As partners progress in the program, the support Neo4j provides grows respectively. Access the higher Premier tier of benefits by growing our partnership. The entry point is an Associate tier.



**Neo4j Solution Partners** include system integrators, strategic consultancies, managed service partners and value-added resellers. Solution partners provide services independently of or alongside Neo4j.

As Neo4j Solution Partner, you gain access to a variety of resources, training, tools and support to build, market and sell with Neo4j. As Neo4j drives the majority of revenue through annual subscriptions, an enormous amount of opportunities are created for our partners through a predictable revenue stream. Unlock more benefits and programs as you progress through the Neo4j Solution Partner tiers.

**OEM Partners** embed or integrate Neo4j graph technology into their own products and services for delivery as a combined product to their end customer.

As a Neo4j OEM Partner, you gain access to a variety of resources, training, tools and support to build, market and sell with Neo4j. Our partners also receive the latest releases of the products and our premium features prior to the day of release along with world-class know-how from the engineers behind the Neo4j graph technology.

**Technology Partners**, such as ISVs, integrate their technology with the Neo4j graph database through various packaging options like individual offerings and bundles.

As a Technology Partner, you gain access to the fast growing graph database market through integration with the industry leader, Neo4j. Technology Partners integrate their solutions with Neo4j to expand their businesses with enterprise accounts.

# Benefits and Requirements

**Neo4j partners gain access to a variety of resources and support** to build, market and sell with Neo4j. Program requirements are intended to preserve the integrity of the Neo4j partner community. Acceptance into the Neo4j Partner Program is based on the joint value proposition, solution fit, customer need and level of partner commitment.

## Solution Partners Program Benefits

	Associate	Premier
<b>Sales</b>		
Partner Portal access	✓	✓
Referral fee eligibility	✓	✓
Reseller eligibility	✓	✓
Internal use of Neo4j for training and demo purposes— subscription required for development purposes	✓	✓
Eligibility to present partner solutions for Neo4j field sales	✓	✓
Eligibility for discounted Innovation Lab engagements	✓	✓
Eligibility for participation in joint sales planning meetings		✓
Eligibility to earn fees for providing L1 and L2 support		✓
Dedicated Channel Partner Manager		✓
Joint Business Plan for territory		✓
<b>Marketing</b>		
Listing on Neo4j website, partner page	✓	✓
Neo4j Partner badge logo use	✓	✓
Eligibility for Neo4j field and digital events participation	✓	✓
Eligibility for marketing funding		✓
Early access to sponsorship opportunities		✓
Eligibility for joint Neo4j case study published on Neo4j web properties		✓
Press Release support		✓
<b>Technical</b>		
Access to Graph Academy for free online training & certification	✓	✓
Training discount on official Neo4j training	10%	20%
Onsite Instructor led training (fee based)		✓
Ability to Offer L1 and L2 Customer Support		Upon Meeting Advanced Certification Requirements
Access to Neo4j ticket system for managing support		✓
Eligibility for advanced certifications		✓
Dedicated SE support		✓



## Solution Partners

### Program Requirements

<b>Business</b>	<b>Associate</b>	<b>Premier</b>
Named business contact	✓	✓
Sign Partner Agreement	✓	✓
Program fees (\$1,995 per year)	✓	✓
Battle card/overview of partner business	✓	✓
Named marketing contact	✓	✓
Customer references	2	4
Partner contact for joint planning and enablement		✓
Quarterly Business Reviews and sales enablement sessions		✓
<b>Technical</b>		
Certified Pre-Sales Engineer (PSE)	2	4
Certified Consulting Engineer (CE)	2	4
Certified Support Specialist (SS)		2

## OEM Partners

### Program Benefits

OEM partnerships are a powerful component of Neo4j's global go-to-market strategy. Neo4j teams with industry-leading OEM businesses to optimize customer experiences with Neo4j graph technology. Being a Neo4j OEM Partner gives you and your sales organizations access to exclusive sales, marketing and support resources.

<b>Sales and Marketing</b>	
Partner Portal access	✓
Listing on Neo4j website, partner page	✓
Neo4j Partner badge logo use	✓
Eligibility for Neo4j field and digital events participation	✓
Eligibility for joint Neo4j case study published on Neo4j web properties	✓
Early access to sponsorship opportunities	✓
Press Release support	✓
<b>Technical</b>	
Access to Graph Academy for free online training & certification	✓
Training discount on official Neo4j training	✓
Onsite Instructor led training (fee based)	✓
Dedicated SE support	✓
Eligibility for advanced certifications	✓

## Technology Partners

### Program Benefits

Sales	Associate	Premier
Access to Partner Portal	✓	✓
Sales tools and resources		✓
Joint account planning		✓
Deal registration		✓
Strategic go-to-market plan		✓
<b>Marketing</b>		
Co-branding marketing assets: Neo4j logo, Partner badge logo, co-branded collateral	✓	✓
Eligibility for joint Neo4j case study published on Neo4j web properties		✓
Placement on Neo4j website	✓	✓
Eligibility for Neo4j joint events participation	✓	✓
Eligibility for early access to event sponsorship programs		✓
Joint marketing campaign planning		✓
Eligibility for marketing funding		✓
<b>Technical</b>		
Online technical training		✓
Discounted onsite, instructor led training		✓
Solution validation support		✓

## Technology Partners

### Program Requirements

Named business and marketing contacts	✓	✓
Application / Partner agreement	✓	✓
Solution / Technology description		✓
Proof of integration (video)	✓	✓
Two Joint customer references	✓	✓
Battle card / Overview of partner business	✓	✓



## How to Join Neo4j Partner Program

**Join the Neo4j Partner Program** by following these simple steps:

1. Complete the Neo4j Partner Program application online.
2. Sign the Partner Agreement.
3. Receive an onboarding email with the next steps.
4. Access the Neo4j Partner Portal to manage your program membership.

Make the most of the resources available to you as you progress through your partner tiers. Once you are registered as an Associate Partner, you will be able to access valuable resources to support your Neo4j Partner journey.

### Terms and Conditions

This Partner Program Guide is provided for informational purposes only, and is subject to change without notice. It is Partner's responsibility to check the Partner Program Guide periodically for changes; however, Neo4j will provide written notice to Partners of any significant changes to the Partner Program Guide, including notices posted on the Partner Portal. Membership in the Neo4j Partner Network is valid for one year from the Partner Agreement effective date.