



BRICKBUILDER  
PARTNER NETWORK

# GUIDE TO THE DATABRICKS PARTNER PROGRAM





For Independent Software Vendors (ISVs)  
and Data Providers

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# BUILD AND GROW ON DATABRICKS

Turn your product into a real revenue engine on Databricks.

-  Reach **20,000+** customers actively building on the Databricks Lakehouse
-  Tap into a **\$5B+** platform ecosystem where AI and data workloads are growing 65%+ year-over-year
-  **Co-sell with thousands of Databricks Account Executives** who are trained and incentivized to bring partners into deals
-  **Get funded** with sandbox credits, Proof-Of-Concept funding, and development grants to build and prove value fast

Whether you're integrating, sharing data, or building directly on Databricks, this program is designed to help you grow faster, with clear steps, real incentives, and direct access to our field and customers.



In this guide, you will learn:

- ▶ How the Brickbuilder Partner Network empowers you to deliver the full Databricks platform experience
- ▶ How Databricks' four-tier partner program — Bronze, Silver, Gold, Platinum — rewards your impact with increasing benefits, resources, and co-sell support
- ▶ How to progress through the program with a clear, step-by-step path
- ▶ Best practices for go-to-market (GTM) to drive customer adoption and revenue

Together, we are building what's next—turning shared innovation into joint revenue.

# BENEFITS OF PARTNERING WITH DATABRICKS

The Databricks Partner Program is designed to help you build a differentiated practice and accelerate your growth in the data and AI market.

## 1

### Massive Market Opportunity

- ▶ Databricks customers spend billions on the platform annually, and they're actively looking for partner solutions to extend their investment.
- ▶ Our 20,000+ customer base spans every major industry and geography, giving you access to accounts you might not reach on your own.
- ▶ Our partner ecosystem is growing rapidly: our customers have 70,000+ validated ISV integrations active across Databricks, and our active data sharing connections from Data Providers has grown more than 200% this year.

## 2

### Profitability and Incentives

- ▶ **Partner Credits:**  
Use Sandbox credits to develop and test new integrations, plus apply for funding for your end-customer Proof-of-Concepts (POCs) to help you demonstrate joint value faster.
- ▶ **Innovate Program:**  
Obtain funding for new partner solutions that integrate with or build on the Databricks platform.

## 3

### Enablement and Innovation

- ▶ **Partner Test & Demo:**  
Access a credit-based test and demo environment to build solutions and train teams.
- ▶ **Access to Enablement:**  
Access the Databricks Partner Portal for technical and sales enablement training.
- ▶ **MDF (Marketing Development Funds):**  
Apply for proposal-based co-investment funding to support demand generation activities.

# OUR PARTNERING PRINCIPLES



## Customer choice is paramount

Our open ecosystem empowers customers to choose the right tools for their needs. We aspire to have our partners' solutions work best on the Databricks platform with seamless integrations. Our focus is on ensuring that our customers have the information they need to build industry-leading solutions from a mix of Databricks and partner offerings.



## Open and differentiated platform

Open source is at the heart of everything Databricks does. We encourage partners to build differentiated offerings and collaborate on product development, integrations, and go-to-market strategies, driving continuous improvement and shared success. In return, we provide go-to-market benefits, technical resources, product and engineering access, and marketing support to help you grow your business and reach new customers.



## Security, privacy and trust

Trust is the foundation of every Databricks partnership. We protect partner data, support unbiased solution evaluations, and maintain respectful, fact-based marketing. We only use partner data to improve our ecosystem and partnership opportunities. Our partnerships are built on trust, transparency, and a shared focus on customer success.













# CHOOSE YOUR PARTNER PATH

Every Databricks partnership starts with one question: **How does your product create value for our joint customers?**

Your partner path — Connected, Data, or Built-on — defines your integration architecture, go-to-market approach, and which resources Databricks dedicates to your success.

## HERE'S AN OVERVIEW OF OUR PARTNER PATHS

PARTNER PATH	I WANT TO	EXAMPLE PARTNERS	ACTION
 <p><b>Connected Partner</b></p>	<p>Build an integration that connects my product to Databricks' services and data through SQL, APIs, drivers, and connectors.</p> <p>My primary focus is on reading and writing data that resides in Databricks.</p>	 	<p>If this sounds like your solution, please <a href="#">click here</a> to learn more about the Connected Partner path.</p>
 <p><b>Data Partner</b></p>	<p><b>SaaS Data Provider</b></p> <p>Enable my customers to improve their analytics capabilities by importing data from SaaS application environments into their Databricks environment.</p> <p>I leverage open-source Delta Sharing for data exchange between my platform and the Databricks platform.</p> <p><b>Data Vendor</b></p> <p>Sell my datasets or AI models to businesses or individuals for market analysis, strategic decision-making, or enhancing their products and services.</p>	<p>Amperity &amp; </p> <p> </p>	<p>If this sounds like your solution, please <a href="#">click here</a> to learn more about the Data Partner path.</p>
 <p><b>Built-on Partner</b></p>	<p>Embed the Databricks platform in my product to accelerate my product roadmap and benefit from Databricks product innovation.</p>	 	<p>If this sounds like what you're looking to achieve, please <a href="#">click here</a> to learn more and apply to the Built-on Partner Program.</p>

# UNDERSTAND YOUR PARTNER CATEGORY

Your partner category defines where your solution fits within the Databricks ecosystem. It determines how you're positioned in Partner Finder, how customers discover you, and which Databricks teams you'll work most closely with. Choose the category that best matches your product's primary function.

## NOT SURE WHERE YOU FIT?

If your product spans multiple categories, choose the one that reflects your primary Databricks integration. Your category determines how you appear in our Partner Directories and which Databricks teams you'll work most closely with. Your Partner Solution Architect can help you determine the best fit during validation.

## CONNECTED PARTNER AND BUILT-ON PARTNER CATEGORIES

CATEGORY	DESCRIPTION
AI AGENTS AND TOOLS	Tools and platforms that enable AI agents & apps and support AI-driven workflows on Databricks, including training, serving, orchestration, and underlying infrastructure.
BUSINESS INTELLIGENCE	Analytics, dashboarding, and visualization tools that connect to Databricks for querying and reporting.
DATA ENGINEERING AND INGESTION	ETL/ELT, data integration, pipeline orchestration, and data movement tools that read from or write to Databricks.
GOVERNANCE	Data cataloging, lineage, access control, quality, and compliance tools that integrate with and populate Unity Catalog or Databricks metadata.
GEOSPATIAL	Location intelligence, mapping, and spatial analytics platforms that process geospatial data in Databricks.
OBSERVABILITY	Monitoring, data quality, and pipeline observability tools that track Databricks workloads and data health.
SECURITY	ISVs that develop, market, and sell specialized cybersecurity solutions such as EDR, SSE, CNAPP, CSMP, IAM, SIEM/SOAR, and DSPM.
STORAGE	Storage platforms that serve as data sources or destinations for Databricks workloads.

## DATA PARTNER AND BUILT-ON PARTNER CATEGORIES

FINANCIAL SERVICES	Market data, risk analytics, ESG data, alternative data, and fintech datasets.
HEALTHCARE AND LIFE SCIENCES	Clinical, genomic, claims, and real-world evidence datasets for healthcare and pharma.
ADVERTISING TECHNOLOGY / MARKETING TECHNOLOGY	Customer data, audience insights, identity resolution, and marketing analytics datasets.
RETAIL	Consumer behavior, product data, location intelligence, and commerce datasets.
SYSTEMS OF RECORD	CRM, ITSM, HR, and operational system data shared into Databricks environments.
MANUFACTURING AND ENERGY	IoT, industrial, supply chain, and energy datasets.

# HOW THE PROGRAM WORKS

## TIERING OVERVIEW

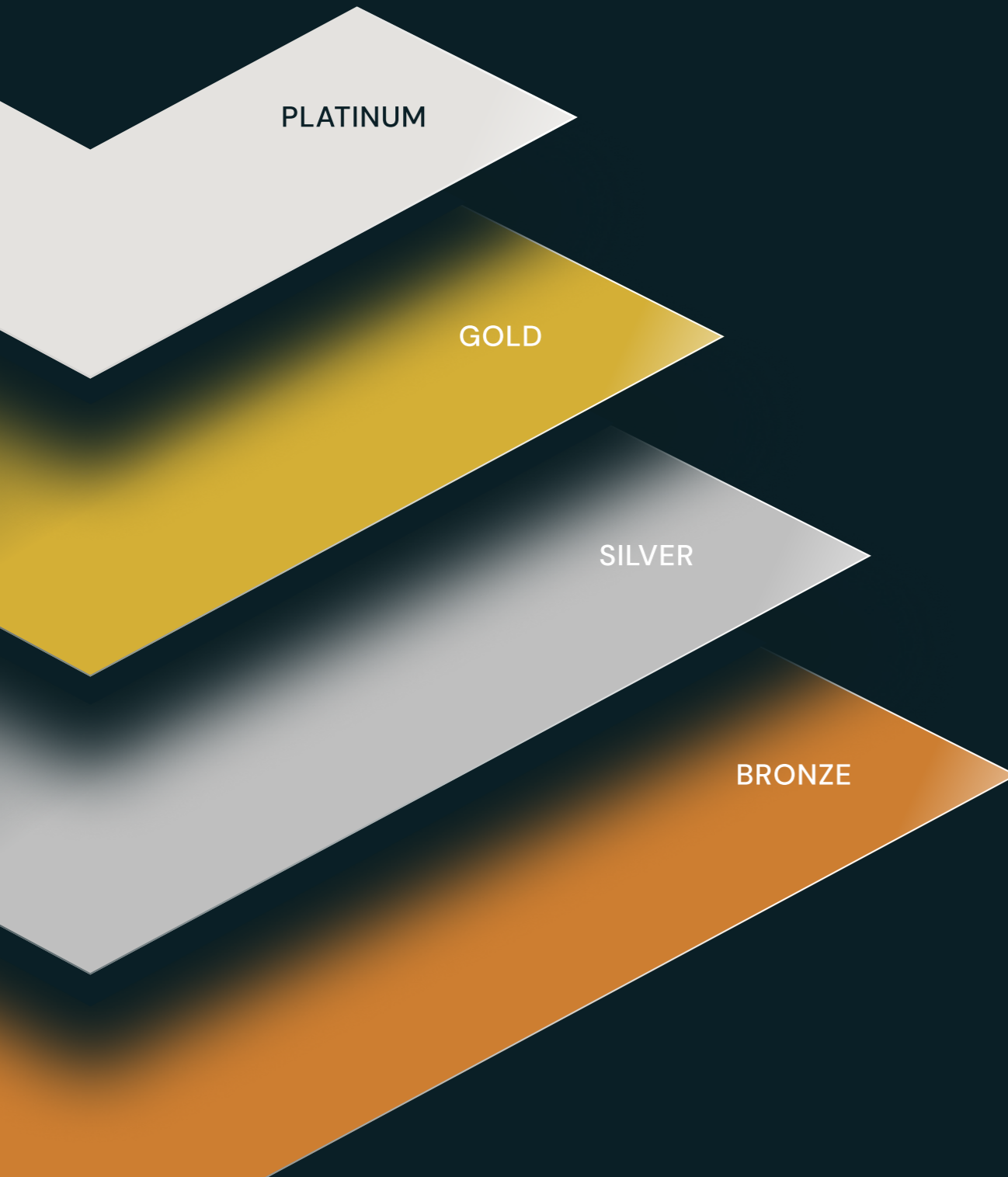
The program features a four-tier progression path—Bronze, Silver, Gold, Platinum—designed to recognize and reward your investment in the ecosystem.

Your tier reflects customer impact, strategic commitment, and how actively you collaborate with Databricks on go-to-market. It's a merit-based, transparent system: you'll always know where you stand, what it takes to advance, and what you'll unlock at the next level. Higher tiers unlock stronger benefits — more sandbox credits and commercial offers, deeper product collaboration, and expanded co-sell and co-marketing support.

The more you grow with us, the more we invest in you.



# TIER SUMMARY



## ➤ PLATINUM

Platinum is invite-only and reserved for partners driving transformational impact across the Databricks ecosystem.

## ➤ GOLD

Where partnerships accelerate. Gold is for partners driving outsized customer impact with deep strategic alignment. You'll gain a named Partner Solutions Architect, VP-level executive sponsorship, proactive pipeline generation, product roadmap previews, and Marketing Development Funds (MDF) eligibility. Gold partners are among our most visible and referenced across the Databricks field.

## ➤ SILVER

Your first milestone. Silver recognizes partners delivering consistent performance and active GTM collaboration. You'll unlock a named Databricks Partner Manager, expanded co-sell support, early access to new product features, and eligibility for core financial incentive programs.

## ➤ BRONZE

Your launchpad. Every validated partner starts here with immediate access to the Partner Portal, sandbox credits, training resources, Marketplace listing eligibility, and Databricks branding assets. Bronze is where you build your foundation and start driving impact.

# TIER REQUIREMENTS

Partners must meet all requirements in a tier to advance. Key pillars include:

## IMPACT

Your customer impact is the biggest driver of advancement. We measure monthly consumption driven by your solution (across both end-customer and your own partner tenants), active customers, and active data sharing connections. Higher impact = faster advancement.

## STRATEGIC COMMITMENT

Demonstrate your long-term investment with a committed annual spend agreement (a “Commit”).

## TECHNICAL EXCELLENCE

Pass Partner Well-Architected Framework (PWAf) validation to ensure your integration meets our highest standards. Silver requires validation on at least one path (Connected, Data, or Built-on); Gold requires two.

## READINESS & ENABLEMENT

Ensure your team is equipped to sell and support our joint solution. This includes naming key contacts (product lead, partner manager, executive sponsor) and earning sales badges for your sellers.

## GTM & CO-SELL

Actively go-to-market with Databricks. Complete your First Call Deck, execute joint GTM activities, document win wires, and register and progress use cases.

**You can earn extra credit toward the next tier by using and integrating strategic Databricks products like Lakebase, Genie, or Agent Bricks.**

# TIER REQUIREMENTS

TIER	➤ BRONZE	➤ SILVER	➤ GOLD
IMPACT	-	<ul style="list-style-type: none"> <li>• Significant consumption *</li> <li>• Significant active customers or active data sharing connections *</li> </ul>	<ul style="list-style-type: none"> <li>• Substantial consumption *</li> <li>• Substantial active customers or active data sharing connections *</li> </ul>
TECHNICAL EXCELLENCE	<ul style="list-style-type: none"> <li>• 1 validated partnership path</li> <li>• Technical documentation</li> </ul>	<ul style="list-style-type: none"> <li>• 1 validated partnership path</li> <li>• Product roadmap</li> </ul>	<ul style="list-style-type: none"> <li>• 2 validated partnership paths</li> </ul>
STRATEGIC ALIGNMENT	<ul style="list-style-type: none"> <li>• Signed Commit for Built-on partners</li> </ul>	<ul style="list-style-type: none"> <li>• \$100k+ Commit (total contract value)</li> </ul>	<ul style="list-style-type: none"> <li>• \$1M+ Commit (total contract value)</li> </ul>
READINESS & ENABLEMENT	<ul style="list-style-type: none"> <li>• Named product lead</li> </ul>	<ul style="list-style-type: none"> <li>• Named partner manager</li> <li>• Exec sponsor</li> <li>• 1+ sales badge</li> </ul>	<ul style="list-style-type: none"> <li>• High-touch partner manager</li> </ul>
GTM & CO-SELL	<ul style="list-style-type: none"> <li>• Completed Partner Profile</li> </ul>	<ul style="list-style-type: none"> <li>• 2 GTM activations per year</li> <li>• 2 use cases at the evaluation stage or higher progressing per quarter</li> <li>• 2 win wires</li> <li>• First Call Deck</li> </ul>	<ul style="list-style-type: none"> <li>• 4 GTM activations per year</li> <li>• 5 use cases at the evaluation stage or higher progressing per quarter</li> <li>• 5 win wires</li> <li>• Key event sponsorship</li> </ul>

\* Specific thresholds are calibrated by partner category and will be shared upon request.

To ensure our program continues to recognize the best in the industry, we regularly calibrate our tier requirements. This ensures that a Databricks Partnership remains a prestigious "gold standard" that delivers real value to you and our joint customers. Partners will receive advance notice of any changes to tier requirements.



# BENEFITS

More details on Partner Benefits

Higher tiers unlock progressively stronger benefits:



## COMMERCIAL BENEFITS

Unlock real dollars behind your partnership. From sandbox credits to Proof-of-Concept (POC) funding and integration incentives, Databricks invests directly in your growth — helping you close deals faster and expand your customer base with confidence.



## PROGRAM BENEFITS

Get visibility and support: Access the Partner Portal, list your solution in our Partner Finder and the Databricks Marketplace, tap into free training, and work alongside a partnership manager who's invested in your success.



## PRODUCT COLLABORATION & SUPPORT

Build better, together. Get hands-on access to Databricks Partner Solutions Architects, early previews of new features, and a seat at the table for product launches and roadmap discussions — so your integration is always ahead of the curve.



## GTM

Turn joint value into joint revenue. Co-develop business plans with Databricks, register use cases directly with our sales reps, get featured in sales plays, and amplify every win with internally published win wires that drive momentum across the field.



## MARKETING

Amplify your brand alongside Databricks. Access co-marketing campaigns, branding assets, event sponsorships, and MDF funding — plus priority access to Data+AI Summit stages and booths.

# TIER BENEFITS

TIER	➤ BRONZE	➤ SILVER	➤ GOLD
<b>COMMERCIAL BENEFITS</b>			
SANDBOX CREDITS	\$500	\$1,000	\$2,000
ELIGIBLE SANDBOX TOP-UPS*	-	\$2,500	\$5,000
APPLY FOR FUNDING DESIGNED EXCLUSIVELY FOR EARLY-STAGE BUILT-ON PARTNERS*	✓	✓	✓
APPLY FOR DELTA SHARING REBATES*	✓	✓	✓
APPLY FOR END-CUSTOMER PROOF-OF-CONCEPT FUNDING*	-	✓	✓
APPLY TO INNOVATE PROGRAM TO FUND YOUR SOLUTIONS THAT INTEGRATE WITH OR BUILD ON DATABRICKS*	-	-	✓
<b>PROGRAM BENEFITS</b>			
PARTNER PORTAL ACCESS	✓	✓	✓
LISTING IN PARTNER DIRECTORY	✓	✓	✓
ACCESS TO FREE DATABRICKS TRAININGS	✓	✓	✓
EXCLUSIVE PARTNER NEWSLETTER	✓	✓	✓
ABILITY TO LIST ON MARKETPLACE	✓	✓	✓
NAMED PARTNER MANAGER	-	✓	✓
<b>PRODUCT COLLABORATION &amp; SUPPORT</b>			
PARTNER SOLUTION ARCHITECT (PSA) SUPPORT	Ticket-based	Ticket-based	Named PSA
EARLY ACCESS TO NEW FEATURES	-	✓	✓
PARTICIPATION IN DATABRICKS PRODUCT LAUNCHES	-	✓	✓
VP-LEVEL EXECUTIVE SPONSORSHIP	-	-	✓
INVITATION TO PRODUCT ROADMAP PREVIEWS	-	-	✓
JOINT PRODUCT ROADMAP	-	-	✓
ABILITY TO OPEN TICKETS WITH DATABRICKS SUPPORT FOR END CUSTOMER ISSUES	-	-	✓

\* Program eligibility requirements apply.

# TIER BENEFITS

TIER	➤ BRONZE	➤ SILVER	➤ GOLD
<b>GTM &amp; CO-SELL</b>			
WIN WIRES PUBLISHED INTERNALLY	✓	✓	✓
ACCESS TO CO-SELL TRAINING AND ENABLEMENT	✓	✓	✓
REGISTER USE CASES	✓	✓	✓
PROMOTED PRE-RECORDED ENABLEMENT CONTENT	✓	✓	✓
ELIGIBLE TO BE INCLUDED IN SALES PLAYS	-	✓	✓
NAMED GTM LEAD	-	-	✓
JOINT GTM PLAN AND REVIEWS	-	-	✓
PROACTIVE PIPELINE GENERATION	-	-	✓

## MARKETING

USE OF DATABRICKS ASSETS, LOGO, BADGES, TIERS, TEMPLATES	✓	✓	✓
ACCESS TO BRICKBUILDER CAMPAIGN KITS AND MARKETING ASSETS	✓	✓	✓
PARTICIPATE IN AND SPONSOR DATABRICKS EVENTS	✓	✓	✓
ANNOUNCEMENTS, BLOGS, PR, CUSTOMER STORIES, AND SOCIAL	-	✓ (Partner-led)	✓ Eligible
ACCESS TO PARTNER-LED MDF CO-FUNDING AND MARKETING AGENCIES	-	✓ (By exception)	✓ Eligible
INCLUSION IN DATABRICKS MARKETING CAMPAIGNS	-	-	✓ Eligible
EARLY ACCESS TO SPONSORSHIP & BOOTHS FOR DATABRICKS EVENTS (AI DAYS, DATA+AI SUMMIT, DATA+AI WORLD TOUR)	-	-	✓

# START BUILDING



## SUBMIT YOUR APPLICATION

Complete the partner application with details about your organization, technical expertise, and target customers. Click through our partner program agreement.



## BUILD YOUR SOLUTION

Develop your integration or platform capability on Databricks using our technical documentation and sandbox resources.



## GET VALIDATED

Undergo the Partner Well-Architected Framework (PWAf) review to ensure your solution meets our standards for security, performance, telemetry, and reliability.



## COMPLETE ONBOARDING

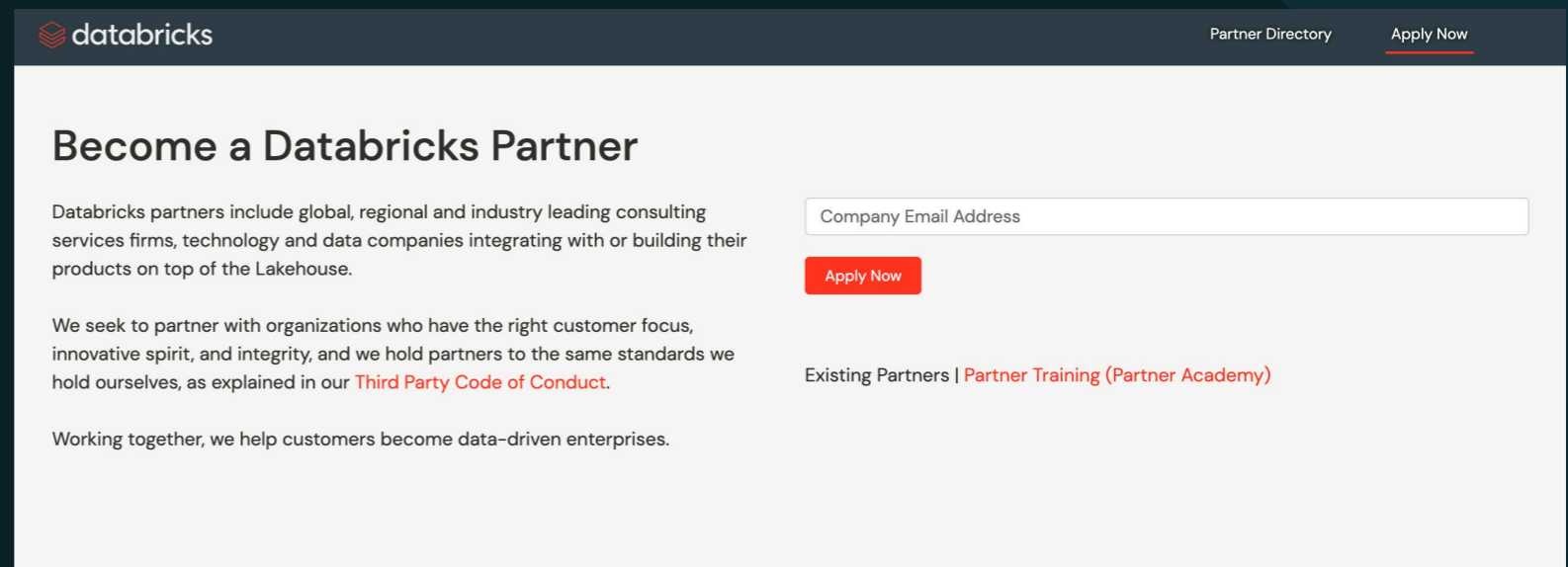
Finalize your partner profile, send over your logo and other assets, and provide public-facing technical documentation.

# SUBMIT YOUR APPLICATION



The first step in partnering is to sign up for the [Databricks Partner Program](#).

- Register within your chosen partner path and category
- Sign the click-through agreement for your partner path



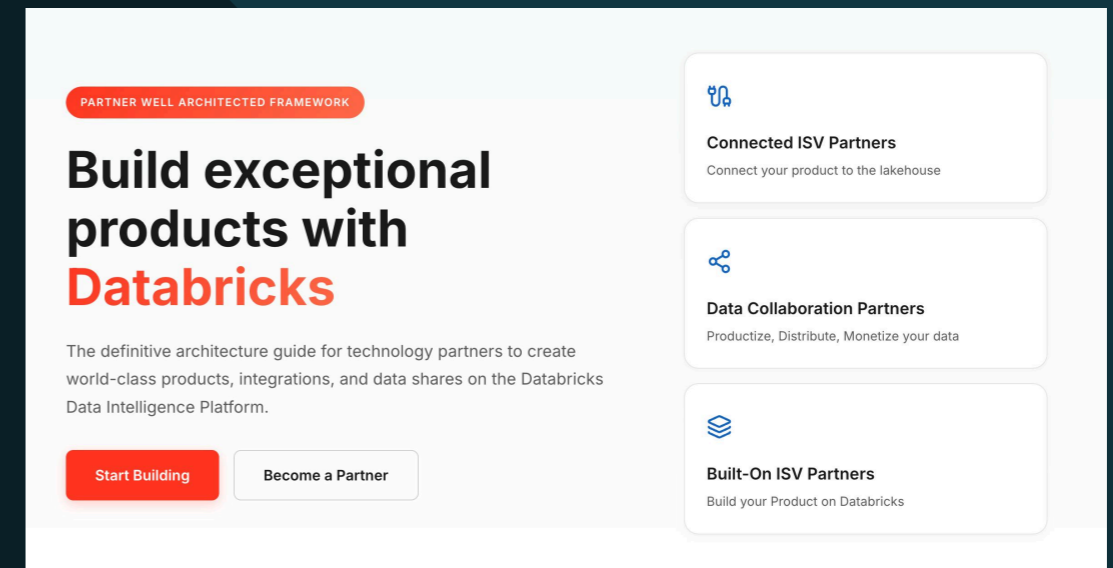
The screenshot shows the 'Become a Databricks Partner' registration page. At the top left is the Databricks logo, and at the top right are links for 'Partner Directory' and 'Apply Now'. The main heading is 'Become a Databricks Partner'. Below this, there is a paragraph describing the types of partners Databricks seeks: global, regional, and industry leading consulting services firms, technology and data companies. A second paragraph states their selection criteria: right customer focus, innovative spirit, and integrity, with a link to their 'Third Party Code of Conduct'. A third paragraph says, 'Working together, we help customers become data-driven enterprises.' On the right side of the page, there is a form with a text input field labeled 'Company Email Address' and a red 'Apply Now' button. Below the button, there are links for 'Existing Partners' and 'Partner Training (Partner Academy)'.

Registering provides access to our ISV Partner Portal, which includes onboarding details and best practices to guide you through validating your solution and building your GTM foundation.

# BUILD YOUR SOLUTION



Whether you're building a Connected integration, a Data sharing pipeline, or a full Built-on application, Databricks provides the technical resources and expert guidance to help you succeed.



The screenshot shows a landing page for the 'PARTNER WELL ARCHITECTED FRAMEWORK'. The main heading is 'Build exceptional products with Databricks'. Below this is a sub-heading: 'The definitive architecture guide for technology partners to create world-class products, integrations, and data shares on the Databricks Data Intelligence Platform.' There are two buttons: 'Start Building' (in red) and 'Become a Partner' (in white). On the right side, there are three cards: 'Connected ISV Partners' (Connect your product to the lakehouse), 'Data Collaboration Partners' (Productize, Distribute, Monetize your data), and 'Built-On ISV Partners' (Build your Product on Databricks).

- Access your Databricks development workspace and sandbox environment
- Reference the Partner Well-Architected Framework (PWAf) for prescriptive, AI-ready architectural guidance tailored to your partner path, as well as to access sample code, documentation, and reference architectures.
- Engage with Databricks Partner Solutions Architects for technical reviews, design guidance, and best practices.

Explore the Partner Well-Architected Framework (PWAf)

# GET VALIDATED



- ▶ Validation through the Partner Well-Architected Framework (PWAf) is your stamp of quality — it signals to customers and Databricks sales teams alike that your integration meets our highest standards for security, reliability, and performance.
- ▶ PWAf also includes lightweight instrumentation that lets us measure how customers are using your joint solution and the consumption impact you're driving — directly feeding into tier advancement. In other words, getting validated doesn't just check a box — it starts counting your impact from day one.

**Follow the instructions in the Partner Portal to submit your integration for a validation review.**

# COMPLETE ONBOARDING



Once your solution is validated, you'll receive an email walking you through a few final steps to get fully set up in the Databricks Partner Program:

## 1

Provide the following assets to get listed on our internal and external partner directories:

- ▶ ZIP file of your .png logo with a transparent background.
- ▶ A 50-word description of your company and integration to be displayed when someone hovers over your logo.
- ▶ URL to a Databricks microsite on your website.

## 2

Build your Partner Profile for Databricks field.

- ▶ This document captures your value proposition, technical architecture, target customers, go-to-market approach, and key contacts.

## 3

Provide public-facing technical documentation approved by a Databricks Solutions Architect.

- ▶ In order for Databricks to ensure joint customers have a great experience and understand the integration, we require partners to post technical documentation on their website for customers to review and make it easier to deploy our technologies together.
  - Build technical documentation. Remember to indicate if your solution supports AWS, Azure, and/or Google cloud platforms.
  - Share technical documentation with a Databricks Solution Architect for review and approval.
  - Once approved, please share the published documentation URL with Databricks.



# HOW TO GROW WITH US

This step-by-step guide outlines how to advance through the partner tiers, helping you align your technical excellence and commercial impact with the standards of the Databricks ecosystem.

The more you grow with us, the more we invest in you.

# ✓ COMPLETE YOUR PARTNER PROFILE

TECHNICAL EXCELLENCE

READINESS & ENABLEMENT

GTM & CO-SELL

Your Partner Profile is how our field team gets to know your solution and advocate for you internally. It drives co-sell matching, joint business planning, and internal visibility. Think of it as your partnership's source of truth: the more complete it is, the more our team can do for you.

The Profile has two layers: core fields required during onboarding (i.e., for Bronze), and an expanded set required for Silver. You'll continue updating it as your partnership grows.

## What to Complete for Bronze

### Basic Information & Partnership Path

- ▶ Your primary contact, the product lead responsible for your Databricks integration, and partner path (Connected, Data, or Built-on). This is how we route you to the right internal resources from day one.

### Value Proposition & Strategy

- ▶ Your value proposition, target personas, and differentiators. This is what our Account Executives use when deciding whether to bring you into a customer conversation — the clearer it is, the more often they will.

### Technical Details

- ▶ Reference architecture diagram(s) and supported cloud platforms. This helps our Solutions Architects understand the integration and support joint customer conversations.

### Joint landing page; Technical documentation URL

- ▶ Links to your Databricks-specific landing page and published technical documentation, so customers and our field can find, evaluate, and deploy your integration independently.

## What to add for Silver

### Partner Manager or Partner Sales Lead

- ▶ The internal owner of your Databricks partnership —accountable for managing the relationship, GTM coordination, and progressing joint opportunities. This contact enables Databricks to engage you quickly on co-sell.

### Executive Sponsor

- ▶ Your internal exec sponsor for the partnership. Executive alignment signals long-term commitment and unlocks reciprocal exec engagement from Databricks at the Silver tier.

### Product Roadmap


- ▶ A living document, updated at least quarterly, detailing Databricks-specific features, enhancements, or material bug fixes planned for the current and upcoming quarter. Include the relevant Databricks product and target release timing. This lets our Product and Field teams align your roadmap with upcoming Databricks releases and joint customer opportunities — and ensures your integration stays current as the platform evolves.


**TO-DO:** Fill out your Partner Profile using the template provided after your partner solution is validated.



## ✓ DRIVE IMPACT

### IMPACT

 Significant impact required for Silver

 Substantial impact required for Gold.

**TO-DO:** Identify ways to grow Databricks consumption in your account and across your customer base.

**TO-DO:** Use strategic Databricks services like Lakebase, Genie, or Agent Bricks.

Specific thresholds are calibrated by partner category and will be shared upon request.

Your Databricks consumption impact is the single most powerful driver of tier advancement — and the good news is, it grows naturally as more customers adopt your joint solution. Every query, every pipeline, every workload that runs through your integration counts.


We also include what you consume as a customer of Databricks.


**You can earn extra credit toward the next tier by integrating and using strategic Databricks services like Lakebase, Genie, or Agent Bricks.**

We measure consumption driven by your solution (across both end-customer and your own partner tenants), active joint customers (Connected and Built-on partners), and external active edges (Data partners).

## ✓ SIGN A COMMIT

### STRATEGIC ALIGNMENT

 \$100K+ total contract value required for Silver

 \$1M+ total contract value required for Gold

**TO-DO:** Work with your internal leadership to evaluate and sign a commit agreement with Databricks.

A Commit is a minimum spend commitment with Databricks, and it's one of the strongest signals you can send to our field organization that you're invested in joint success.

When you sign a Commit, Databricks account teams treat you as a priority co-sell partner. They know you're invested, which translates to more proactive deal inclusion, faster introductions, and stronger internal advocacy for your solution. The return on a Commit compounds as your tier rises and your field relationships deepen.

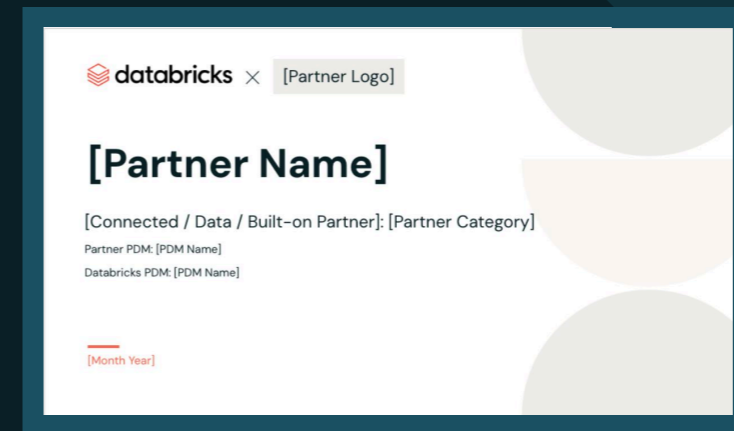
Built-on partners are required to sign a Commit to be onboarded and reach Bronze.

# ✓ COMPLETE A FIRST CALL DECK

GTM & CO-SELL

**i** Required for Silver

The First Call Deck is your solution's calling card inside Databricks. It's the tool our Account Executives use to understand your value, spot opportunities in their accounts, and bring you into customer conversations. A strong First Call Deck means more pipeline — it's one of the highest-ROI assets you can build.



## Core sections and goals:

- **Joint Value Proposition:** Clearly articulates how our combined solution addresses specific customer challenges that Databricks may not solve natively.
- **Business Use Cases & Personas:** Aligns your solution with our Industry Outcome Maps to help sales teams apply it to real-world scenarios.
- **Solution Architecture:** A technical dive into how your product integrates with the Databricks Lakehouse platform.
- **Customer Success Stories:** Evidence-backed examples of where we have won together, including business value metrics and AE quotes.
- **Solution Demo:** A brief (5 minutes or less) end-to-end video demonstrating your product working inside Databricks.
- **AE Success Toolkit:** Specific guidance for Databricks AEs on how your product helps them hit quotas, reach new personas, and accelerate consumption.
- **Target Account Mapping:** A collaborative slide to help identify specific accounts for joint outreach and client introductions.
- **Competitive Intelligence:** A breakdown of why customers choose our joint solution over top competitors.
- **The "Money Card":** A single-slide executive summary featuring your elevator pitch, key discovery questions for AEs, and target buyer triggers.

**TO-DO:** Request access to and then make a copy of the [First Call Deck template](#). Complete your First Call Deck, and add the link to your partner profile doc to submit it for review.



# ✓ COMPLETE JOINT GTM ACTIVATIONS

## GTM & CO-SELL

**i** 2+/year required for Silver

**i** 4+/year required for Gold

Joint GTM Activations are how you and Databricks build market momentum together. These are the activities that get your solution in front of customers, educate the Databricks field, and generate demand — and each one counts toward your tier advancement.

Joint GTM Activations are organized into three strategic categories to help you scale your partnership and drive joint revenue.

### 1. Broad Market Exposure

These activities focus on establishing high-level visibility for our joint solution across the industry.

- **Content Collaboration:** Publish joint blogs, press releases, or customer stories that highlight the "Better Together" value proposition. **Submit drafts following the instructions in the Partner Portal.**
- **Webinars & PR:** Contribute expert content to webinars or public relations initiatives.
- **Brand Alignment:** Publicize your Databricks partnership with our branding assets, and ensure Databricks is featured in your partner locator.
- **Event Coordination:** Coordinate presence at third-party industry events to showcase integrated capabilities.

### 2. Databricks Sales Engagement

These activations are critical for educating the Databricks field and ensuring your solution is top-of-mind for Account Executives.

- **Team Interactions:** Host "Lunch & Learns," attend regional team calls, or participate in Databricks team all-hands meetings.
- **Strategic Enablement:** Participate in industry vertical calls, join "Selling Best Practices" sessions, or create a "Brickbite" (short enablement video).
- **Sponsorship:** Sponsor Quarterly Business Reviews (QBRs) to deepen alignment with sales leadership.

### 3. Account Targeting

This category focuses on data-driven, tactical collaboration to identify and win joint accounts.

- **Crossbeam Integration:** Utilize Crossbeam (a partner overlap and account mapping tool) for secure account mapping to identify overlapping prospects and customers, enabling more effective co-selling. [Sign up here.](#)

**TO-DO:** Complete joint GTM activations and record them in the "Joint GTM Activations" tab in your partner profile doc.



## ✓ COMPLETE JOINT WIN WIRES

### GTM & CO-SELL

 2+ /year required for Silver

 5+ /year required for Gold

Nothing builds internal credibility faster than a win story. Joint Win Wires are concise, one-slide summaries that broadcast our shared customer successes across the Databricks field — making it easy for Account Executives in other territories to replicate your success.

**TO-DO:** Make a copy of the [win wire template](#). Complete win wires using the template, and add the link to your partner profile doc to submit it for review.

## ✓ EARN THE ISV FUNDAMENTALS SALES BADGE

### READINESS & ENABLEMENT

 Required for Silver

The ISV Fundamentals Sales Badge equips your team with the knowledge to sell alongside Databricks effectively. It covers the essentials — from understanding the Databricks platform to co-selling best practices — so your sellers can confidently position our joint solution.

Core learning modules include:

- Main Tools and Resources for ISV Partners
- Co-selling with Databricks
- Industry Maps
- Basics of the Databricks Platform
- Well Architected Frameworks

**TO-DO:** Complete the course in Partner Academy ([link here](#))



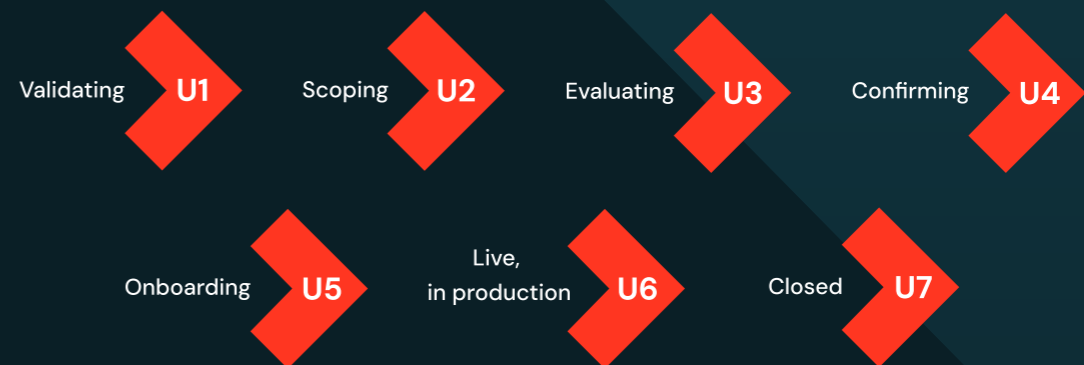
# ✓ REGISTER USE CASES

## GTM & CO-SELL

**i** 2+ Use Cases at stage U3+ progressing per quarter required for Silver

**i** 5+ Use Cases at stage U3+ progressing per quarter required for Gold

Use Case Registration is how you and Databricks jointly track customer opportunities where your solution is being positioned alongside the Databricks platform. Registering use cases enables Databricks Account Executives to collaborate with you on progressing deals, and creates visibility into your pipeline contribution — a key input to your tier advancement.



### How it works:

#### 1. Identify a joint opportunity:

When you identify a customer where your joint solution can add value, register the use case through the Partner Portal.

#### 2. Provide key details:

Each registration should include the customer name, use case description, the Databricks products involved, estimated consumption impact, and your target close timeline.

#### 3. Progress through stages:

Use cases move through pipeline stages (U1 through U7). For tier advancement, we measure use cases that are actively progressing at Stage U3 or above, meaning the customer has validated the technical fit and is moving toward a decision.

#### 4. Collaborate with your Databricks AE:

Once registered, the assigned AE receives a notification and can coordinate with you on next steps, joint customer calls, and deal strategy.



#### Why it matters:

Use Case Registration is one of the clearest signals of an active, producing partnership. It directly feeds into co-sell metrics and demonstrates to Databricks leadership that our partnership is generating real pipeline.

Register use cases via the Partner Portal.



# ✓ GET VALIDATED ALONG A 2ND PATH

## TECHNICAL EXCELLENCE

 Required for Gold

To reach Gold, partners must demonstrate technical breadth by completing the Partner Well-Architected Framework (PWAf) validation along at least two of the three partner paths (Connected, Data, or Built-on).

**Why a second path?** Many of our most impactful partnerships span more than one architecture. A Connected partner that also lists datasets on Marketplace, or a Built-on partner that also provides a Connected integration, creates multiple surface areas for joint customer value — and multiple vectors for consumption impact.

### How to get started:

**1. Review the PWAf guidance** for your target second path at [partner-architecture](#). Each path has its own architectural requirements, instrumentation standards, and validation criteria.

**2. Engage your Partner Solutions Architect (PSA):** They'll help you assess the effort required and develop a roadmap for your second path.

**3. Build and instrument your integration** following PWAf guidelines, including the telemetry required to measure customer adoption and attribute consumption impact.

**4. Submit for validation** following the instructions in the Partner Portal.



**Tip:**

If you are a Connected or Built-on partner, identifying a Delta Sharing use case is often the fastest route to a second path.

**TO-DO:** Identify your second validation path and work with your PSA to develop a build and validation timeline.



# ✓ SPONSOR A KEY DATABRICKS EVENT

GTM & CO-SELL

**i** Required for Gold

Partners demonstrate commitment to the Databricks ecosystem through key event sponsorship. Sponsoring a key event puts your brand in front of thousands of data and AI practitioners, Databricks customers, and Databricks field teams — and signals a deep, invested partnership.



## Qualifying events include:

### ➤ Data and AI Summit:

Databricks' flagship annual conference, attracting tens of thousands of data and AI professionals. Showcase your solutions alongside hundreds of leading data and AI companies in the Expo, and drive pipeline through high-intent conversations and curated programs.

### ➤ Databricks AI Days:

In-person events where data and AI teams learn how to build on the Databricks platform through keynotes, customer stories and real-world use cases, and hands-on training tailored to attendees who are early in their data and AI journey. Showcase your solutions and expertise alongside Databricks.

### ➤ Databricks Data+AI World Tour:

Global event series for data leaders, practitioners, and business executives featuring keynotes, product demos, breakout sessions, hands-on training, and an expo-style partner area. Ample opportunity for sponsors to showcase solutions, network with attendees, and align with Databricks' go-to-market priorities.



### Why it matters:

Event sponsorship creates high-visibility touchpoints with both customers and the Databricks field. It's one of the most effective ways to build brand recognition within the Databricks ecosystem and generate qualified pipeline from engaged audiences.

**TO-DO:** Email [SummitSponsorships@databricks.com](mailto:SummitSponsorships@databricks.com) to learn more about the Databricks Global Sponsorship Program.



# WHAT 'S NEXT?

Databricks continuously tracks your progress against tier requirements, from consumption impact and active customers to GTM activations, use case registrations, and training completions.

Tier reassessments are conducted on a regular cadence. You'll be notified of your tier status and receive guidance on maintaining your position or advancing further. If you no longer meet the requirements of your current tier, you will receive a grace period to meet them again.

To ensure our program continues to recognize the best in the industry, we regularly calibrate our tier requirements. This ensures that a Databricks Partnership remains a prestigious "gold standard" that delivers real value to you and our joint customers. Partners will receive advance notice of any changes to tier requirements.



**Remember:**

The requirements for each tier are designed to grow with you. As you scale your impact and deepen your collaboration, you'll naturally progress through the tiers — unlocking greater resources, visibility, and co-sell investment at every level.



# WIN WITH DATABRICKS

You've built the integration. You've completed onboarding. Now it's time to win deals together.

This section covers the GTM strategies that our most successful partners use to generate pipeline, close deals faster, and build lasting revenue alongside Databricks, based on what's working in the field right now.

# 1



## ALIGN WITH THE INDUSTRY– FIRST GTM MOTION

Databricks goes to market through industry verticals — Financial Services, Healthcare and Life Sciences, Retail, Manufacturing, and more. Every Databricks Account Executive (AE) is aligned to an industry and uses Industry Outcome Maps to structure customer conversations. Aligning your messaging to these motions makes it easy for AEs to bring you into deals.

### How to Align:

- Study the Industry Outcome Maps for your target verticals, and find where your solution fits. Focus on business outcomes (e.g., "R&D Productivity" in Pharma) rather than just technical capabilities.
- Pick 1-2 use cases where your integration shines. Partners who are known for one thing get pulled into deals.
- Build industry-specific positioning. If you sell to FS and Healthcare, create separate messaging for each.

Access Industry Outcome Maps through the ISV Fundamentals training on Partner Academy.



# 2

## BUILD WITH DATABRICKS STRATEGIC PRODUCTS

Partners who use and integrate with strategic Databricks products get more field attention, more co-sell opportunities, and faster tier advancement.

### Where to focus:

- **Lakebase:** Fully-managed PostgreSQL database with sub-10ms latency, 10,000+ QPS, and scale-to-zero. Partners who integrate with Lakebase help customers run operational and AI app workloads directly on the Lakehouse instead of managing a separate database.
- **Genie:** Natural-language analytics interface, where users ask plain-English questions and get answers as text, tables, and visualizations. For partners, this means your data surfaces in conversational workflows, expanding reach from data teams to every business user.
- **Agent Bricks:** Describe a task, connect enterprise data, and the platform optimizes for cost and quality. Built for structured information extraction, knowledge assistance, text transformation, and multi-agent orchestration. Partners building AI-powered applications get enterprise-grade governance and evaluation out of the box.





# 3

## CO-SELL WITH THE DATABRICKS FIELD TEAM

### Share deals early

Co-selling with Databricks field teams accelerates deals and builds the relationship that drives long-term revenue.

### Qualify before you share

Validate business value, budget, and technical fit using a deal qualification methodology with the field team. Deals that arrive qualified earn attention.

### Register deals and use cases early

Formalize opportunities through the Partner Portal to secure joint support and visibility. Include the specific use case and Databricks products involved so the field team can engage effectively.

### Double down on wins

Concentrate resources where you're seeing traction, and publicly showcase joint customer success stories. Win wires, case studies, and co-presented webinars build momentum with the field and attract new opportunities.



# 4

## LEVERAGE COMMERCIAL OFFERS TO BUILD AND GROW

Databricks offers targeted commercial programs to help you invest in your Databricks integration and scale to market. These offers are designed to meet you where you are — whether you're building your first integration or scaling to hundreds of customers.

### INNOVATE PROGRAM

**Fund new partner solutions that integrate with or build on Databricks**

Innovate provides development funding for partners building intellectual property on the Databricks platform. Whether you're creating a new integration, enhancing an existing connector, or developing a Built-on application, Innovate helps offset the investment required to enrich the ecosystem for joint customers.

- **Best for:** Partners who need development funding to build a new partner solution or expand an existing one.

**How to apply:**

Work with your Databricks Partner Development Manager to learn more about eligibility and how to apply.

### STARTUP PROGRAMS FOR BUILT-ON PARTNERS

**Lifecycle-stage funding to help Built-on partners build and scale on Databricks**

Databricks offers commercial programs designed exclusively for early-stage Built-on partners building their products directly on the platform. Depending on where you are in your journey, you may be eligible for benefits that include:

- Consumption credits to support development and growth
- Customer acquisition support to help you land your first customers and expand
- Go-to-market assistance including marketing and sales enablement resources
- Technical support and guidance as you build and scale

Programs are tailored to your stage, from early development and beta through scaling to a broad customer base. Eligibility requirements and benefit levels vary by program.

- **Best for:** Partners who need development funding to build a new partner solution or expand an existing one.

**How to apply:**

Visit [www.databricks.com/product/startups](http://www.databricks.com/product/startups) to learn more about available programs and apply.

# 5

## UNLOCK INCENTIVES THAT REWARD CUSTOMER IMPACT

Databricks offers incentive programs that reward you for driving customer adoption and consumption on the platform.

### END-CUSTOMER POC FUNDS

**Fund end-customer POCs that prove joint value**

Databricks offers funding for partner-led Proof-of-Concept (POC) engagements with end customers, outside of the standard deal cycle. It's designed to help you demonstrate the value of your joint solution in real customer environments, accelerating adoption and building your pipeline.

Eligible partners can propose a strategic POC engagement with a target customer. Approved proposals receive Databricks credits to fund the customer's trial environment and workloads. You execute the POC and report outcomes.

- **Best for:** Partners looking to land new logos, expand into new use cases within existing accounts, or prove out emerging solution areas with real customer data.

#### How to apply:

Work with your Databricks account team or Partner Development Manager to learn more about eligibility and how to apply.

### DELTA SHARING INCENTIVES

**Earn cash rebates for driving Delta Sharing adoption**

Databricks offers incentive programs for Data partners who grow consumption and activate new data-sharing connections on the platform. Eligible partners may receive benefits such as:

- **Cash rebates tied to incremental consumption growth**
- **Activation bonuses for establishing new validated data-sharing connections**

These programs are designed to reward partners who are actively expanding the reach and value of shared data across the Databricks ecosystem.

Eligibility, payment terms, and program details vary.

- **Best for:** Data partners actively growing consumption and activating new data-sharing connections on the Databricks platform.

#### How to apply:

Work with your Databricks account team or Partner Development Manager to learn whether you qualify and how to participate.

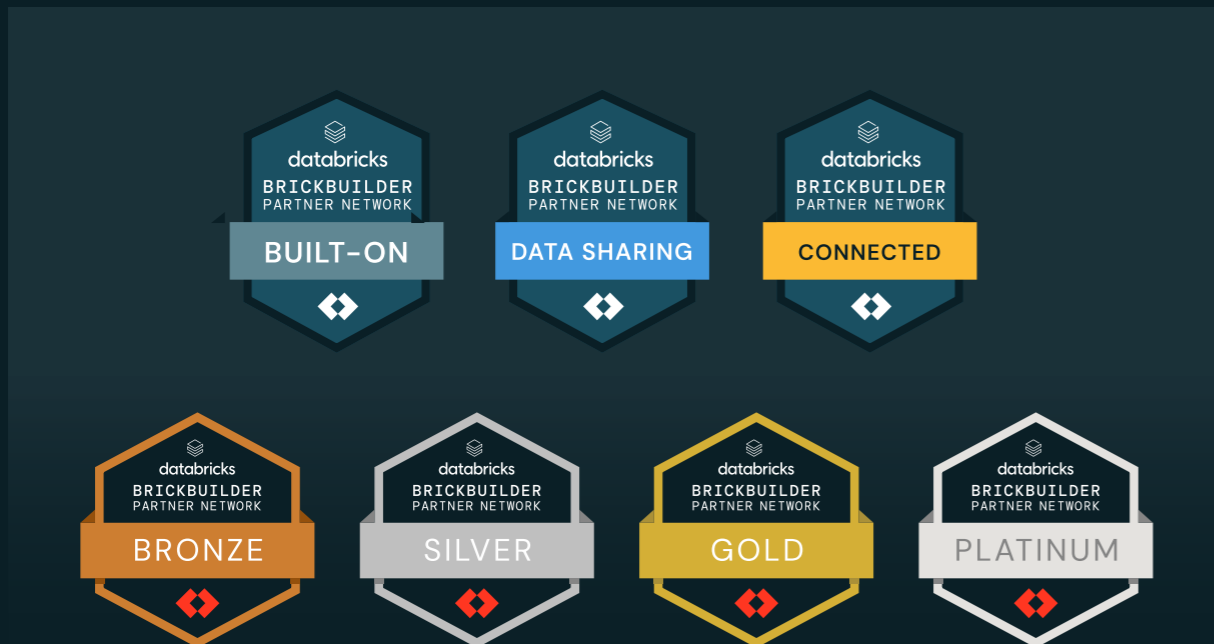


# 6

## MARKETING & BRANDING

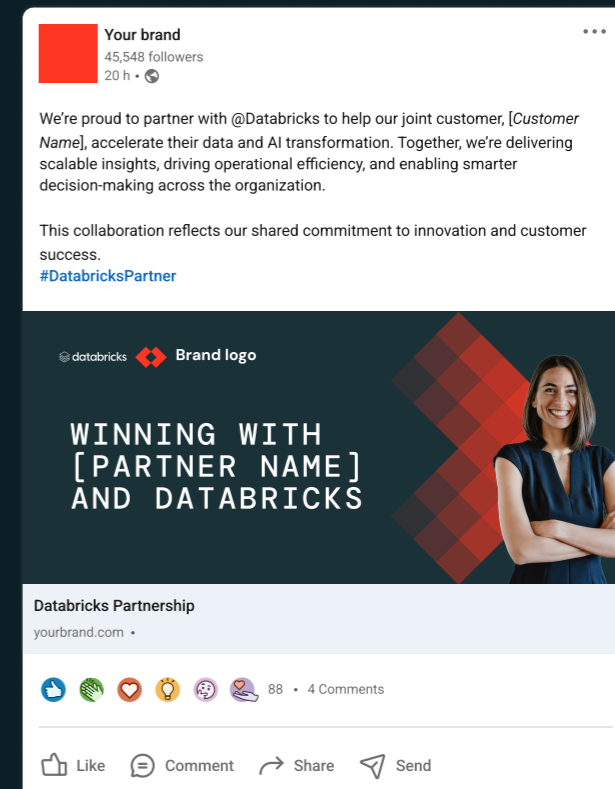
### Badges

If you are a Bronze partner or above, you qualify to use the Databricks logo. Please make sure your materials meet the Databricks [brand](#) and [logo](#) guidelines. Use your approved badges in email signatures and marketing collateral.



### Social Media

Share your wins and partnership status on LinkedIn, tagging [@Databricks](#) and your partner manager, using the [#DatabricksPartner](#) hashtag.





# RESOURCES AND SUPPORT

Your partnership starts at the Databricks Partner Portal — your central hub for sandbox access, training, GTM tools, use case registration, and program updates.

## Key Resources:

- Partner Portal: [partners.databricks.com](https://partners.databricks.com)
- Partner Academy: [partner-academy.databricks.com](https://partner-academy.databricks.com)
- Partner Well-Architected Framework (PWAf): [databricks.github.io/partner-architecture](https://databricks.github.io/partner-architecture) (integration guidance, reference architectures, validation requirements)

## QUESTIONS?

Contact your Partner Development Manager or email [ISV-partners@databricks.com](mailto:ISV-partners@databricks.com).