Contents

Getting Started 3
Get Your Company Listed on MongoDB.com
Get Access to the MongoDB Partner Portal
Sign up for the Newsletter & Invites
Enroll Your Team for Technical Training

MongoDB Products, Messaging and Marketing Collateral 4
Why MongoDB & IODP
Strategic Initiatives
Marketing Collateral and Events

Products and Services 7

Working Together 10
Building a CoE for Consulting Delivery
Modernize While You Migrate Customers to Cloud
Reselling MongoDB
Registering a Deal
Integrating Your Product with MongoDB
Embedding MongoDB in Your Product as OEM
Co-selling - Enabling MongoDB Field Teams
Co-selling - Engaging Together in the Field
Joint Marketing Opportunities

Getting the Most Out of the Partnership 16
MongoDB Certified Partner Program
Partner Development Support
Advancing to Higher Partnership Tiers

Useful Links 17
Getting Started

We are excited to have your company as part of the MongoDB partner ecosystem. This document is intended to provide you with guidelines to get started with our partner program, an overview of our offerings and messaging, and resources to make you and your customers successful.

Whether you want to sell and deliver consulting services around MongoDB, integrate your product with MongoDB, resell MongoDB software, or embed MongoDB as an OEM, this guide is for you.

If you haven't already submitted an application to join the MongoDB partner ecosystem, then you can submit your request here. Please wait for your request to be accepted before proceeding with any of the following steps.

Sign up for the newsletter and partner event invites
Stay up-to-date with MongoDB partner news, product releases, upcoming events, webinars, online courses, and more by signing up for our newsletter using this link. We encourage you to ask your colleagues to sign up as well.

Enroll your team for technical training
MongoDB University offers free online courses to teach you and your teams how to build and deploy apps on MongoDB. Get started here. Please note that the free courses follow a cohort based delivery model and not self-paced. You can also leverage our ‘Back to Basics’ videos to get yourself and your teams familiar with the concept of non-relational databases and learn about MongoDB. If you require customized courses, or on-demand, self-paced online training then please write to us at partners@mongodb.com.

Below is a checklist to guide you through the on-boarding process. This list is only for your reference and doesn't need to be submitted.

☐ Apply to join MongoDB partner ecosystem
☐ Sign up for the MongoDB newsletter
☐ Enroll your technical team in MongoDB University
☐ Review all sections of this document
MongoDB Products, Messaging and Marketing Collateral

Why MongoDB and the Intelligent Operational Data Platform

The success of every business rests on its ability to use technology, and in particular software and data, to create a competitive advantage. Companies want to quickly develop new digital products and services to drive expansion of revenue streams, improve customer experience by engaging them in more meaningful ways, and identify opportunities to reduce the risk and cost of doing business.

Organizations turn to various strategies to enable these technology transformations:

- Aligning with new IT models and processes, such as Agile and DevOps methodologies.
- Adopting new architectures and platforms by taking a mobile-first approach, moving to microservices patterns, and shifting underlying infrastructure to the cloud.
- Exploiting emerging technologies including AI and machine learning, IoT, and blockchain.

Despite these new strategies for tackling IT initiatives, transformation continues to be complex and slow. Research from a 2017 survey by Harvey Nash and KPMG revealed that 88% of CIOs believe they have yet to benefit from their digital strategy.

Why is this the case?
Data is at the heart of every application, and from our experience working with organizations ranging from startups to many Fortune 100 companies, realizing its full potential is still a significant challenge:

- Demands for higher developer productivity and faster time to market with release cycles compressed to days and weeks are being held back by traditional rigid relational data models and waterfall development.
- The inability to manage massive increases in new, rapidly changing data types – structured, semi-structured, and polymorphic data generated by new classes of web, mobile, social, and IoT applications.
- Difficulty in exploiting the wholesale shift to distributed systems and cloud computing that enable developers to access on-demand, highly scalable compute and storage infrastructure, while meeting a whole new set of regulatory demands for data sovereignty.

MongoDB responded to these challenges by creating a technology foundation that enables development teams through:

- The document data model – presenting them the BEST WAY TO WORK WITH DATA.
- A distributed systems design – allowing them to INTELLIGENTLY PUT DATA WHERE THEY WANT IT.
- A unified experience that gives them the FREEDOM TO RUN ANYWHERE – allowing them to future-proof their work and eliminate vendor lock-in.

We allow you to build an Intelligent Operational Data Platform, underpinned by MongoDB’s core capabilities:

- BEST WAY TO WORK WITH DATA. In order to handle the complex data of modern applications and simultaneously increase development velocity, the key is a platform that is easy, flexible, fast and versatile. This empowers developers to work with data in an intuitive way while offering maximum flexibility to not only adapt and make changes quickly, but to support the widest variety of data models, relationships and use cases. All while delivering the best performance with less code. MongoDB’s document model delivers these benefits for developers, making it the best way to work with data.
- **INTELLIGENTLY PUT DATA WHERE YOU NEED IT.** The increasing complexity of new applications, the desire for high performance and uptime, the large volume of data associated with most applications, and the need to ensure a high level of data security drove MongoDB to provide sophisticated policies on where and how to place data. MongoDB is built around an intelligent distributed systems architecture that enables developers to place data where their apps and users need it. MongoDB can be run within and across geographically distributed data centers and cloud regions, providing levels of availability, workload isolation, scalability, and data locality unmatched by relational databases.

- **FREEDOM TO RUN ANYWHERE.** One can easily run MongoDB all the way from a mainframe to a private cloud and ultimately the public cloud. In fact, we also offer an elastic, fully managed public cloud service, MongoDB Atlas, that is available across the 3 major cloud providers and more than 50 regions all around the world.

Below are some more links to help you and your teams understand MongoDB better:

- What is MongoDB
- MongoDB Architecture
- MongoDB Atlas
- Multipurpose Databases Explained
- MongoDB Scalability
- Getting Started with MongoDB

Popular CXO Strategic Initiatives that leverage MongoDB:

- Legacy Modernization
- Single View
- Internet of Things
- Mobile
- Real-Time Analytics
- OEM
- Personalization
- Content Management
- Catalog Management
- Mainframe Modernization
- Operational Data Lake / Operational Intelligence
- Blockchain
Marketing collateral and events:

- White Papers
- Datasheets
- Presentations and Videos
- Customer Case Studies
- Webinars
- Events

If you are working on an opportunity and need sales presentation decks, videos, relevant customer case studies or competitive information then please reach out to partners@mongodb.com

Products and Services

**MONGODB ENTERPRISE ADVANCED** is the best way to run MongoDB in the data center. It's a finely-tuned package of advanced software, support, certifications, and other services designed for the way you do business.

**MONGODB ENTERPRISE FOR OEM** is a specially designed package of MongoDB enterprise server, advanced tooling, support, commercial license, and other services to provide the best way to run MongoDB embedded in your on-premises offerings.

**MONGODB ATLAS** is a cloud based database as a service for MongoDB, letting you focus on apps instead of ops. With MongoDB Atlas, you only pay for what you use with a convenient hourly billing model. With the click of a button, you can scale up and down when you need to, with no downtime, full security, and high performance. It is available on AWS, Azure and Google Cloud Platform in over 50 regions around the world.
**MONGODB STITCH** is MongoDB's serverless platform. Stitch helps developers focus on building applications rather than on managing data manipulation code, service integration, or backend infrastructure.

**MONGODB REALM** will combine Realm, the popular mobile database and data synchronization technology, and MongoDB Stitch, the serverless platform for MongoDB, into a unified solution that makes it easy for you to build powerful and engaging experiences on more devices.

**MONGODB OPS MANAGER** (included with MongoDB Enterprise Advanced) makes it fast and easy to deploy, monitor, back up and scale MongoDB in your data center or private cloud. It incorporates best practices to help keep managed databases healthy and optimized. Ops Manager ensures operational continuity by converting complex manual tasks into reliable, automated procedures with the click of a button.

**MONGODB KUBERNETES OPERATOR** -- Kubernetes Operators are application-specific controllers that extend the Kubernetes API to create, configure, and manage instances of stateful applications such as databases. On self-managed infrastructure – whether on-premises or in the cloud – Kubernetes users can use the MongoDB Enterprise Operator for Kubernetes and MongoDB Ops Manager or Cloud Manager to automate and manage MongoDB clusters. Using the MongoDB Kubernetes operator, you have full control over your MongoDB deployment from a single Kubernetes control plane, with a consistent experience across different deployment environments.

**MONGODB COMPASS** (included with MongoDB Enterprise Advanced subscriptions and MongoDB Professional) is a sophisticated and intuitive GUI for MongoDB. Offering rich schema exploration and management, Compass allows DBAs to modify documents, build sophisticated queries, create validation rules, and efficiently optimize query performance by visualizing explain plans and index usage. All of these tasks can be accomplished from a point and click interface, and all with zero knowledge of MongoDB's query language.
**MONGODB CONNECTOR FOR BI** (included with MongoDB Enterprise Advanced and other packages) lets you use MongoDB as a data source for your SQL-based BI and analytics platforms without sacrificing the benefits of MongoDB’s flexible data model to store data in rich, multi-dimensional documents and quickly build new functionalities. Seamlessly create the visualizations and dashboards that will help you extract the insights and hidden value in your multi-structured data.

**MONGODB CONNECTOR FOR SPARK** makes it easy and efficient to leverage Apache Spark with MongoDB to perform advanced analytics. The connector exposes all of Spark’s libraries, including Scala, Java, Python and R. MongoDB data is materialized as DataFrames and Datasets for analysis with machine learning, graph, streaming, and SQL APIs.

**PARTNER DEVELOPMENT SUPPORT** helps you get up and running quickly. It gives you a complete package of software and services for the early stages of your project.

**MONGODB CONSULTING** packages get you to production faster, help you tune performance in production, help you scale, and free you up to focus on your next release.

**MONGODB TRAINING (MONGODB UNIVERSITY)** helps you and your customers become certified MongoDB experts, from schema design to operating mission-critical systems at scale. Whether you’re a developer, DBA or architect, we can make you better at MongoDB.
Working Together

**Building a MongoDB CoE to elevate your consulting delivery capabilities**

A MongoDB Center of Excellence (CoE) can act as a catalyst and a focal point for competency development across various lines of delivery practices. A MongoDB CoE within a partner organization can be effectively leveraged to develop various point of views, reference architectures and reusable components that end customer projects can leverage to better demonstrate capabilities and also accelerate time to market. The partner’s CoE would have a lifeline into the MongoDB partner team allowing the partner to scale quickly and efficiently. The assets co-developed with the support of the MongoDB help sharpen messaging for sales as well. We have successfully co-created CoEs with large System Integrators that have helped drive more revenue for the partner. If interested, we can transfer the best practices and training to get your CoE started.

**Modernize while you migrate your customers to the cloud**

As a System Integrator, it’s easy to fall into the trap of “Lifting and Shifting” legacy apps from one inflexible databases (i.e. Oracle) to another (i.e. PostGres) but these engagements are usually low service revenue, poor ROI, not competitive, and not transformational. CXOs are looking for their SI partners to think outside of the box and help them modernize while they migrate to cloud. This is what MongoDB Atlas can help you do. Modernizing legacy apps with MongoDB drives larger revenue, high ROI, & transformational engagements that unlock the customer’s true potential while migrating to the Cloud. We have application assessment tools ready that can help you pick legacy apps to modernize on MongoDB.
Reselling MongoDB Software

Reselling software with MongoDB is simple. We first ask you to agree to our standard reseller agreement which will appear on any order form sent to you by MongoDB. If you are working an active, qualified opportunity, email partners@mongodb.com to tell us about the deal. We will then connect you to the MongoDB rep covering the same account, who will support you from the sales and technical side, and provide you with a quote. We will compensate you for your support by providing a partner discount on these quotes. To close out the deal we require of Proof of Sell-through to make it clear who is the end user of our software.

Registering a Deal with MongoDB’s partner team

If you are interested in working with MongoDB on a specific customer opportunity, please use this link to register the deal so we can provide you support and prevent channel conflict as we win the deal together.

Integrating your products with MongoDB

As a business, we focus on tech partnerships that work with our paid products and drive joint revenue. Does your technology integrate with MongoDB Enterprise or MongoDB Atlas? For these integrations we offer certification, which then leads to joint collateral, marketing, and co-selling. If you are interested in being certified by MongoDB email partners@mongodb.com for more information.

Embedding MongoDB in your product as an OEM

Leading technology companies embed MongoDB into their products to deliver new insights, lower TCO, and improve customer experiences. MongoDB provides complete platform independence -- on-premises, hybrid cloud, or as a fully managed cloud service -- with the freedom to move between each platform, enabling you to serve changing customer needs. MongoDB’s flexibility and ease of use enables your teams to iterate quickly, allowing you to enter the market faster with better solutions. To ensure you’re enterprise-ready, MongoDB will build your finely-tuned commercial OEM package of advanced software, support, commercial license, and services to assist with architecting, optimizing and certifying your product.
Co-Selling - Enabling MongoDB field teams

Providing MongoDB field teams with internally-consumable enablement content can be an effective strategy to get in front of our field teams and grow your business. Partners can enable the MongoDB field to be able to solve customer problems with their solutions. Awareness and guidance on how to engage are paramount. At the same time, effective field enablement requires managing the frequency, flow and cadence of internal communications. Too many updates and internal email blasts lead to field professionals beginning to tune out these communications as “noise”. To that end, the MongoDB Partner team manages internal communications and curates self-service materials for MongoDB field professionals seeking information about new features and integrations. Here are some of the ways you can educate our sales team on your solutions (all these activities are optional):

**BATTLECARD.** Fill out the battlecard template, which includes qualifying questions, relevant personas, and objection handling. Download this template, fill it out, and return to partners@mongodb.com.

**ENABLEMENT DECK.** Prepare a short deck that follows the below-mentioned outline and send it to partners@mongodb.com for edits and approval. Once the deck has been reviewed, you may also record the delivery of the deck for on-demand consumption.

- Market problem
- Compounding factors: cloud; data volume, velocity and variety; digital; security; etc.
- Partner overview
- Joint value proposition with supporting detail of how MongoDB + the partner solve the customer problem (features > advantages > benefits)
- How does the joint solution or integration work
- What to listen for and how to engage
- Resources and relevant partner contacts to learn more

**VIDEOS** Feel free to send us a short demo video that can help our sales and solution architecture teams to learn more about your offerings with MongoDB. You may send to partners@mongodb.com.
Co-selling - Engaging together in the field

If you have any joint opportunities and would like to engage with us on the field, then please write to partners@mongodb.com to connect with relevant MongoDB partner and field team members.

Joint marketing opportunities

CUSTOMER CASE STUDIES. Joint customer marketing is a fantastic way to create highly credible marketing assets: case studies, blogs, joint webinars, media outreach/coverage, videos, and presentations. Beyond MongoDB’s ongoing customer marketing development efforts, MongoDB supports joint marketing efforts when a partner has confirmed that a customer is interested in doing public reference activity with that partner. MongoDB Marketing will then work with your team, and our account team to jointly approach the customer, obtain the necessary approvals, and develop a customer marketing plan. MongoDB Marketing can then work with your team to support the joint customer marketing efforts by way of interviewing and drafting case studies and blogs; preparing, promoting, and hosting joint customer webinars; executing video production, and more.

SOLUTION BRIEFS. MongoDB certified partners and non ‘Seed’ level partners can promote our joint offerings by building a customer facing solution brief. We have developed a two-page template to help you draft a joint solution brief. Download this template, fill it out (as much as possible), and return to partners@mongodb.com. Once reviewed and approved, we can have the content laid out into the final template and added to MongoDB.com.
**WEBINARS.** Webinars are a great medium to not only deliver in-depth messaging, which is recorded and available as an on-demand asset, but also drive lead generation through live attendance registrations. Depending on the availability of resources, we can work with you to jointly deliver a webinar, either hosted by MongoDB or the partner. MongoDB Partner Marketing will work with partners to develop the webinar topic, abstract, and presentation content, as well as jointly present on the live or recorded webinar. We usually need a lead time of at least 10 weeks to drive joint webinars. Please note that the partner company must commit to webinar promotion through its channels as well. If you are interested in participating in a webinar, please write to partners@mongodb.com.

**MONGODB HOSTED EVENTS.** MongoDB hosts a range of events across the world, including:

- **MONGODB WORLD:** Our annual worldwide user conference. As part of this event we also host the MongoDB Partner Reception, which is an exclusive event for our partners. The next conference is scheduled for May 4-6, 2020 in New York City.
- **MONGODB LOCAL:** These are smaller regional user conferences. You can find the complete list of locations here.
- **MUG MEETUPs:** Local MongoDB user group meetups across the world.

Partners are encouraged to sponsor MongoDB events, attend them and submit to the call for proposals. Reach out to sponsorship@mongodb.com for more information.

**INDUSTRY EVENTS.** MongoDB Field Marketing sponsors a limited number of industry events each year, which may overlap with partners, creating opportunities to present together. Jointly submitting abstracts to open calls for papers can promote awareness for our joint solutions. Please reach out to us at partners@mongodb.com, if you need help identifying the appropriate MongoDB subject matter expert for collaborating on a joint submission.
ANNOUNCEMENTS. Partners as well as MongoDB may choose to announce key partnership milestones, such as general availability of an integrated solution or a big customer win. Below are some of the ways and guidelines to help our partners announce such key milestones. Reach out to partners@mongodb.com if you are interested in making a joint announcement.

- **MONGODB PRESS RELEASES:** We prefer to make announcements through blogs rather than through press releases. MongoDB press releases are initiated and driven by MongoDB.

- **PARTNER PRESS RELEASES:** These are initiated and driven by the partner. Please note that MongoDB Product Marketing, Comms, Finance and Legal teams usually require 1-2 weeks to review and approve press releases. If possible, we encourage you to engage with a customer to support the press release with a quote and/or media outreach. In most of the cases, the partner is responsible for securing the customer for press and media.

- **PARTNER BLOG POST:** Blogs are generally the preferred way to support partnership announcements and joint solution milestones, particularly in the absence of a customer to support the announcement. Please note that MongoDB Product Marketing, Comms, Finance and Legal teams usually require 1-2 weeks to review and approve official announcement blogs that mention MongoDB, or include a quote from a MongoDB executive. In some cases, we may repost the partner blog on the MongoDB blog.

- **MONGODB BLOG POSTS:** MongoDB Partner Marketing may incorporate a partner into blog posts of varying natures, including partner spotlights, customer wins, new solution developments, etc. These blog posts are usually driven by MongoDB.

- **MEDIA OUTREACH:** In general, MongoDB focuses media outreach efforts around showcasing joint value proposition through customer successes. We can support partner media outreach efforts as subject matter experts.
Getting the Most Out of the Partnership

Partner Development Support
We want our partners and their customers to be successful. MongoDB offers Partner Development Support that helps you get your integration or proof of concepts in front of your customers faster, with less cost and risk. It is a fine tuned package of tools, features, training, and support of MongoDB Enterprise Advanced to lay the foundation for success at a fixed, predictable price. Learn more here.

Advancing to higher partnership tiers
We have a tiered partner program comprised of 3 levels: Seed, Advanced, Premier. Partners at higher tiers enjoy additional benefits. You can get a side-by-side comparison of benefits for each tier here. A partner tier can be advanced by fulfilling a relevant set of criteria for that tier. The requirement for each type of partner are mentioned below. Reach out to partners@mongodb.com to learn more about advancing to higher tiers.

Cloud and Technology Partner Criteria
System Integrator Partner Criteria
Reseller Partner Criteria
OEM Partner Criteria
Useful Links

Standard agreements
MongoDB Customer Agreement
MongoDB Partner Program Agreement

Find a partner
You can search for MongoDB partners here.

Blog
MongoDB Blog

Technical documents
Technical documentation for all MongoDB products and releases can be found here.

Product Downloads
All product downloads can be found here.

Media kit and logos
MongoDB media kit can be found here.
Please review our guidelines for using MongoDB logo before using it for any purpose. You can download the logos from here.