Welcome to Exasol Partner Ecosystem
Welcome to the new Exasol Partner Program

This program is all about YOU!

- YOUR business model
- YOUR sales and technological expertise
- YOUR profitability
- YOUR business with Exasol

« Why do I love partners & alliances? »

by Aaron Auld, Exasol CEO
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At Exasol, we value our partnerships. Partners are considered as an extended sales & technical family, who touch our customers, maintain a high level of satisfaction, continuously innovate.

- Partners can be a key differentiator in developing, communicating, and delivering value to our customers.
- Partner have skills and capabilities that complement ours.
- Supportive partners keep us energized and challenged.

In Fy18, Exasol has hired new talent to energise the ecosystem and accelerate our growth. As partnerships are key to Exasol, we will continue to invest with this indirect model and the new partner program is an example of our engagement.
What is Exasol?

Exasol is a relational database for analytics.

Smart in-memory column store on compressed data plus scalable MPP approach for unrivalled performance, scalability and concurrency.

Multiple-platform support in flexible configurations combined with powerful data integration and data virtualization capabilities.

Unites the relational SQL world with modern data science languages in a unique way.

Enterprise-grade security and management features with self-tuning technologies for low TCO.
Exasol brings a world-class in-memory analytics database technology that is supported by a strong network of globally connected partners. Exasol is determined to bring together motivated and committed providers who strive to meet the needs of their customers. Our capabilities can be grouped around four key areas of interest for our customers:

1. **Legacy DW, Data Lake**
   - Modernizing Legacy DWH
   - Performance and Functionality
   - Faster Insight from Data Lake
   - Maximising Data Lake ROI

2. **Data Science & AI**
   - Predictive analytics
   - In database analytics
   - ALL data rather than aggregated or sample data
   - Accelerating data science processes

3. **Business Consumption**
   - Self service analytics
   - On demand
   - Single version of truth Data Consolidation
   - Agility – New Use Cases and business models

4. **BI Application Layer**
   - Front-end led engagement
   - Removing performance bottleneck
   - Time to reporting insight

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### What we do

#### Enabled Workforce
- Existing transferable commodity skills
- Zero impact to chargeability for training up on new technology
- Certification Programme for fast enablement
- No need to hire expensive Big Data skills

#### New Offerings
- New visual analytics offerings that can include larger data volumes and complex predictive use cases with Exasol’s R and Python Container and In-database technology
- Design and Deploy the next generation ‘Big Data’ Platforms without HDFS, NoSQL and other slow, expensive to implement technologies
- Modernising & Leveraging Legacy: Open up fast analytics and AI to your clients still struggling with SAS and legacy Database technology

#### How does Exasol benefit partners?

#### Quicker Results
- Shorter implementations
- Speed up transformation projects
- Spot issues faster due to the performance of our MPP in-memory architecture
- No time required to tune data models and create indexes
- Required time to create insights and reports. Breathe new life into legacy BI and reports or new visualisations with Exasol
- Migration accelerators for legacy database e.g. Oracle & Teradata

#### Low TCO
- Low TCO through per TB licence subscriptions. More client revenue available for services.
- Low support costs due to self optimising analytics engine
- Single technology for Data Warehouse, Data Mart, Analytics Marts, Sandpits and Data Lab environment on cloud or on premise.
CRMT and Exasol – A robust partnership

CRMT is a leading independent consulting and system integration company, specialized in implementing best-of-breed independent technologies and services for data management solutions. CRMT specializes in data integration, data warehousing, big data, advanced analytics and corporate performance management (CPM) solutions. Exasol delivers the best in class data warehouse and analytics, forming the central platform for data operations. CRMT has implemented Exasol because it simple works and delivers fast analytics on premise or in the cloud, with ease and sophistication, for today and future analytics standards.

Partner Spotlight: CRMT

Benefits
- Performance
- Ease of use
- Compatibility
- Value
What should I do next?

- Register to Exasol’s portal
  www.exasol.com/portal/

- Register Exasol’s partner newsletter
  www.exasol.com

- Build a joint plan with Exasol
  info@exasol.com

- A new Partner Portal, to provide you with a single point of access to all
  Exasol’s resources

- A 1st level support program, to provide end-to-end customer service

- Be part of the Exasol’s Training Center program

- An automated deal registration tool

- Joint marketing campaigns and contents

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