

**quantexa**  
PARTNER PROGRAM

# A Shared Vision

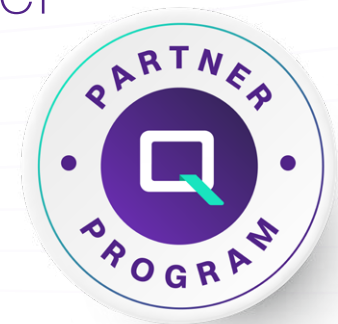
Join us and pave the way to innovation and new opportunities as a member of our global Partner Program.



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Growing and supporting  
strategic partner  
relationships





“Together, our Partners and Quantexa will work to put our combined customers at the center of all we do, and help to empower operational teams to **make faster, more accurate, trusted decisions.**”

## Letter from the CEO

From the day we created Quantexa, our vision has been to invest in an ecosystem which together can fundamentally transform the way organizations make decisions by using the right data in the right context.

Alliances are an important and integral part of Quantexa's growth strategy, and we are fundamentally committed to mutual success together with our Partners. I'm delighted to share with you, details of the Quantexa Partner Program. Through this program framework - Growth, Teaming, Marketing (GTM) - we will work closely with you to target the complex customer challenges across data and analytics, so together we best utilize the Quantexa Decision Intelligence (DI) platform and solution suites, combined with your added-value services expertise, technology, or data offerings.

Together, our Partners and Quantexa will work to put our combined customers at the center of all we do, and help to empower operational teams to make faster, more accurate, trusted decisions. We will work to provide joint customers with a single view data foundation, enriched with vital intelligence about the network of relationships between people, places and organizations.

As Partners, you'll leverage next-gen Entity Resolution, Network Generation and AI-driven Analytics Frameworks that are fundamentally changing the way decision-making and team productivity runs today. Our combined wealth of experience in multiple sectors of the market and our open technology provides world-class solutions across Data Management, Know Your Customer, Risk, Fraud & Security, Financial Crime and Customer Intelligence. We use our DI Platform to uncover hidden risks and discover new business opportunities across Banking, Insurance, Telecommunications and Government sectors.

Thank you for your eagerness to partner. I'm certain that together we can create immense value for our businesses and the industry as a whole, helping our mutual customers to reduce risk, increase operational efficiency and improve their competitiveness. We are further helping to futureproof transformations, enabling customers to fully realize the immense value of context in their data assets into their digital and cloud-based journeys.

Take care,

**Vishal Marria - CEO, Quantexa**

# Introduction

Welcome to the Quantexa Partner Program. Despite massive infrastructure investments, legacy-burdened, data-intensive organizations are sitting on mountains of data and struggling to realize value. Quantexa looks forward to partnering with you to help customers with Decision Intelligence (DI).

Using the latest advancements in AI, Machine Learning and advanced analytics, Quantexa's Decision Intelligence Platform gives customers the ability to understand their data by connecting siloed systems and visualizing complex relationships. The result is a single view of data that becomes their most trusted and reusable resource across the organization. Quantexa solves major challenges across data management, customer intelligence, KYC, financial crime, fraud and security and risk, and throughout the customer lifecycle.

Together Quantexa and our Partners help organizations overcome data quality issues enabling organizations to deliver the context needed to make better, trusted decisions, faster, with insights never before thought possible. This is also helping organizations to accelerate their digital and cloud transformation strategies.

Our Partners play an integral role in our go-to-market strategy and overall success. This program is designed to help you develop successful go-to-market practices and Solution frameworks based on Quantexa's groundbreaking technology.

**60x faster**

data joining for rapid time to value

**99% entity resolution**

match accuracy

**20% record**

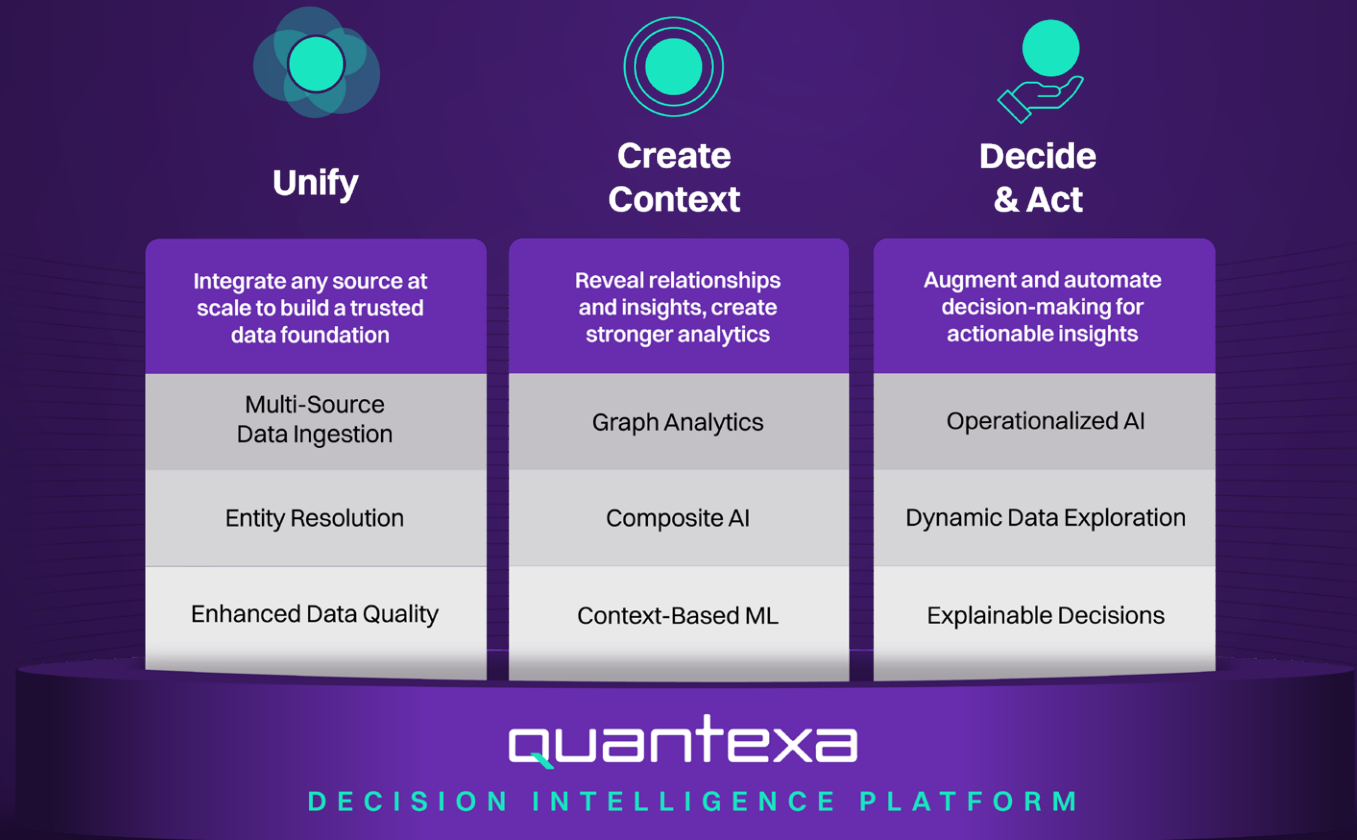
de-duplication

**80% reduction**

in key operational processes

# Quantexa: A Platform Like No Other

The Quantexa Platform is truly one of a kind and offers differentiated benefits for our Partners and customers. We are transforming organizations' approach to data across Banking, Insurance, Telecommunications and Government.



**An open and modular enterprise platform for outcome-driven solutions**

# Quantexa: A Platform Like No Other



## Accurate

- 99% matching accuracy for single views
- 20% proven de-duplication of records
- Over 75% reduction in false positive alerts



## Fast

- Accelerate deployment and time to value with low-code, schema-free data ingestion
- Scale up to 60 billion records
- Reduce analysis time from weeks to hours



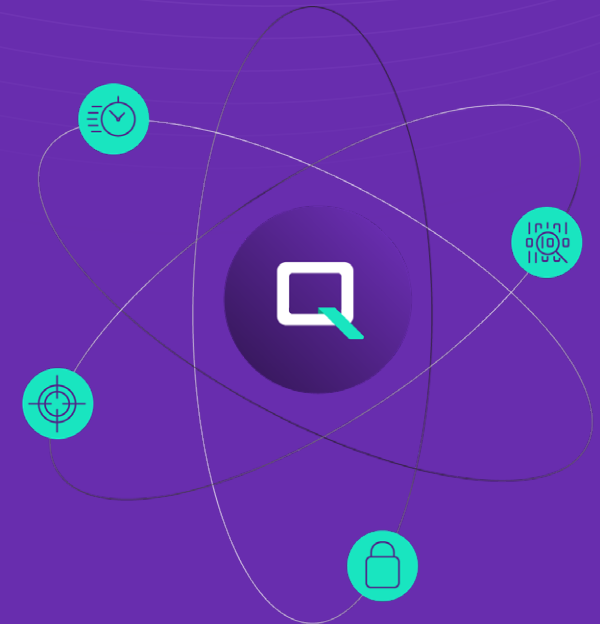
## Open

- Easy to integrate into your existing tech stack
- Flexible, modular platform easily configured for your operations
- Extensible with multiple views and use cases



## Secure

- Advanced permissioning and role-based data access
- White-box machine learning models
- Transparent scoring and alerts



Enterprises and Government Agencies have deployed our Decision Intelligence Platform to **Unify Over 1 Trillion Siloed Data Records & Counting**

# Partner Program GTM for Success



## quantexa PARTNER PROGRAM

### Our three elements of successful partnering

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#### GROWTH

Alignment and joint investments for rapid and successful execution

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#### TEAMING

Rewarding competencies for growth and expertise

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#### MARKETING

Joint investments to drive demand generation pipeline and wins

## Quantexa Partner Program Mission

“Grow and support strategic Partner relationships with the tools necessary to identify, close, and deliver successful and profitable Decision Intelligence solutions with our joint client prospects.”



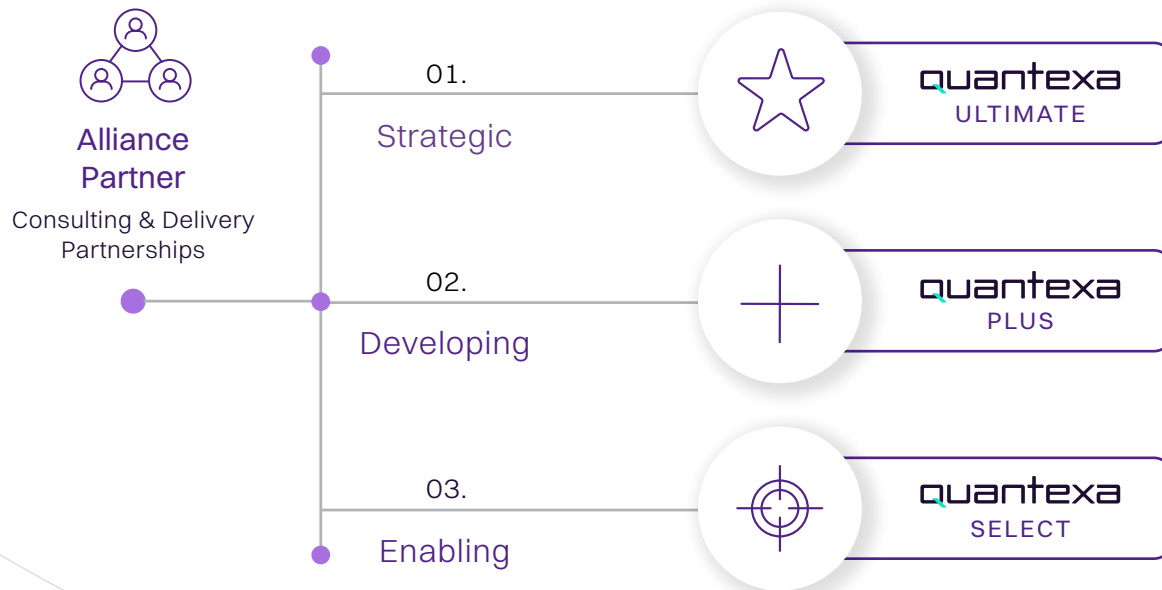
## Increase Profitability and Operational Efficiency for Your Company



We pride ourselves in providing a Partner Program and technology platform to **distinguish your organization from the competition** and to **open doors of opportunities to demonstrate your strengths and unique capabilities**. We also help you impact your companies bottom line and cost efficiencies leveraging our **Quantexa Decision Intelligence** platform in your Partner business.

# Partner Program Overview

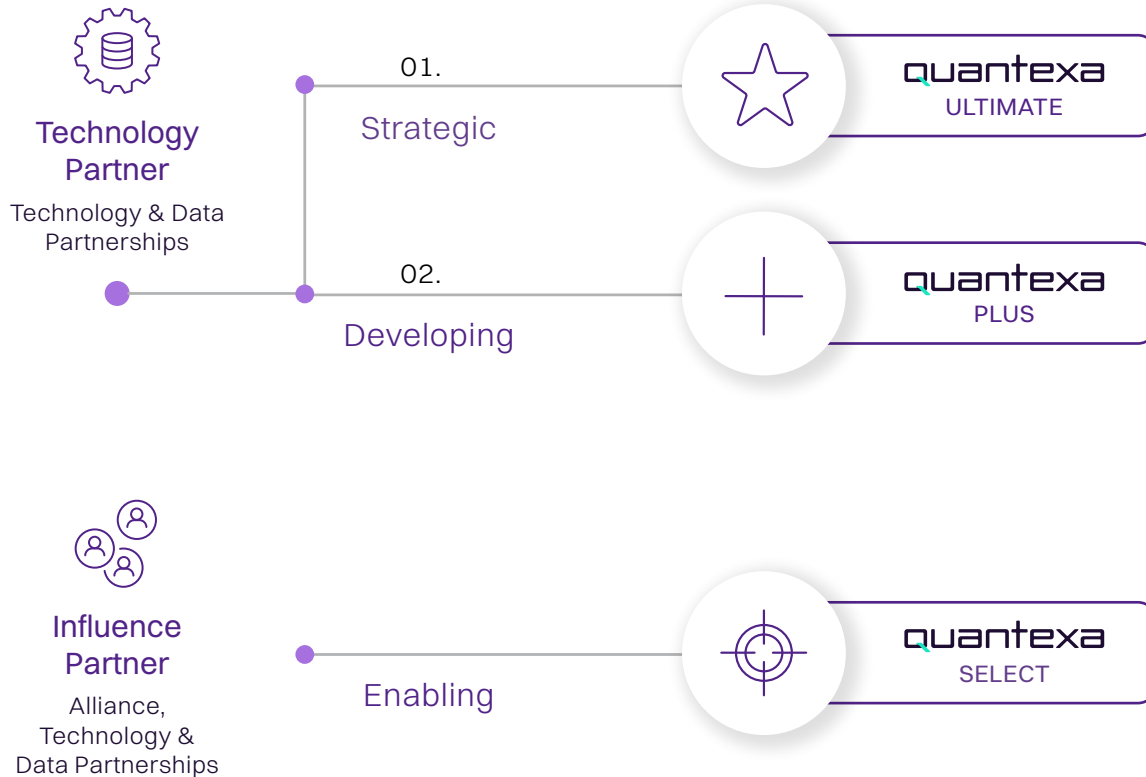
The Quantexa Partner Program is designed to partner with leading System Integrators (SIs) who deliver consulting and/or delivery services, Technology Partners who have unique solutions that integrate with Quantexa and Data Partners who offer external trusted sources of valuable customer information. The program has two major categories of partnerships - Strategic and Influence Partners.



Alliance Partners have a multi-tiered program model with 3 levels - Quantexa Ultimate, Quantexa Plus and Quantexa Select designations.

Each level offers access to a variety of benefits that help develop your expertise and increase your capability to sell and deliver Quantexa DI solutions. As your commitment to and knowledge of Quantexa technologies grow, so do the benefits you receive from the program.

# Partner Program Overview



Technology and Data Partners have 2 levels of designated partnership - Quantexa Ultimate, Quantexa Plus.

There is 1 level of Influence partnerships across SI, Technical and Data Partners.

As you begin your partnership journey with Quantexa you are eligible to receive benefits designed to assist you to grow and development into a Strategic partnership, should you so desire.

# Quantexa Partner Program Structure

The Quantexa Partner Program offers a flexible structure design to accommodate our Partners' individual business models and is composed of these partnership levels:



## quantexa ULTIMATE

The Quantexa Ultimate level is for Partners who have a strategic relationship with Quantexa. These Partners are heavily invested in driving new opportunities and contribute the most to the Quantexa Partner ecosystem. A Quantexa Ultimate partnership has the highest level of visibility within Quantexa.



## quantexa PLUS

The Quantexa Plus level provides an increasing set of benefits for developing Quantexa business plans focusing on growth, identifying, and closing new opportunities. This mid-tier partnership level offers enhanced benefits, plus access to additional resources designed to help build their practices and increase revenues.



## quantexa SELECT

The Quantexa Select level is for partnerships enabling them as they enter membership into the Partner Program and offers Partners access to a variety of resources, marketing collateral, tools and benefits around Quantexa DI solutions.



## quantexa INFLUENCE

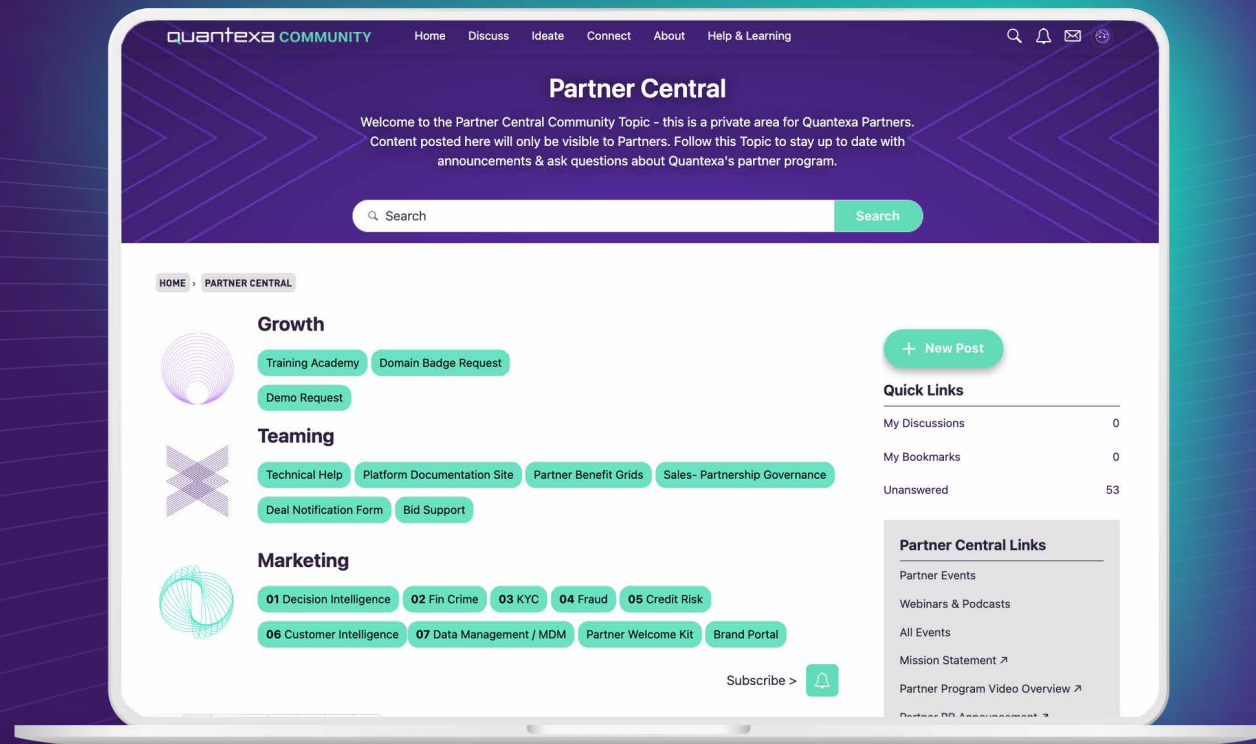
The Quantexa Influence partnership level is for evolving Partners with Quantexa that are any partnership type. Influence Partners receive benefits from partnering with Quantexa and have likely partnered on specific deals or in select regions together. These partnerships are on a journey of discovery and are rewarded with enhanced benefits as they mature their knowledge, certifications, and investments over their Quantexa journey to Strategic Partner status.

# Partner Central: One Stop Access

Partnering should be easy and finding things should be simple. Therefore we've provided 'one stop access' to all the things Quantexa you will need to get started today!

[community.quantexa.com](https://community.quantexa.com)

Create a login account and you're off. Additionally connect with other Partners and customers across the community.



# Partner Central explained

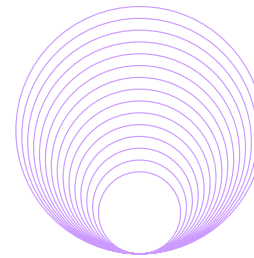
## HOME



Partner Central is a one stop to direct you to various repositories of information to help you position and sell Quantexa Decision Intelligence (DI) solutions.

Access to Partner Center is from Community.Quantexa.com site. You must register first- once logged in, you will find the Partner Central box/section You can access items from the Growth, Teaming & Marketing sections.

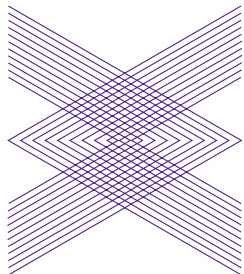
## GROWTH



From our Growth element, you'll discover links to our training Quantexa Academy with certification courses, Domain Expertise Badges and a demo request button.

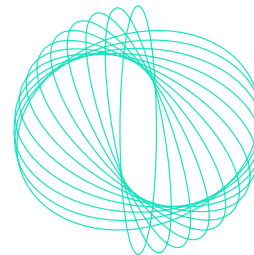
The Quantexa Academy enables Partners to become trained & certified on the Quantexa DI platform. Partners can select and request specific training they would like to take. Upon successful completion, the Partner will receive a certificate of completion and a certification badge that can be posted on their social media profiles.

## TEAMING



Under Teaming, you will find the Partner grid showing benefits and criteria by level of the program, along with sales governance information. Here you'll also find a Deal notification form button to share your working opportunities and a Bid Support button to help you prepare RFIs/RFPs.

## MARKETING



In the Marketing area, you can access Quantexa collateral (whitepapers, solution briefs, eBooks, etc) These are segmented by Solution areas: Financial Crime, KYC, Fraud & Security, Risk, Customer Intelligence, and Data Management. You can also request a FREE Partner Welcome Kit and link to our Brand Portal for access to logos, images, icons, and brand guide etc.

# Quantexa Partner Program Benefits



## Consulting

SIs architect total solution for clients & recommend best-of-breed technology

\* COE = Ultimate to include  
Min 3 Tech leads, 2 Business Analyst, 1 Architect

| Benefits/ Requirements   | quantexa<br>ULTIMATE   | quantexa<br>PLUS   | quantexa<br>SELECT  |
|--|--|--|---|
|  <p>*COE<br/>Agreed GTM Plan w/Revenue Target<br/>Agreed Joint Proposition(s)/KPIs<br/>Executive Sponsor/ Resource Mapping<br/>Partner Investment Program</p> <p><b>GROWTH</b></p>  | <p>&gt; 50 resources/10 pods</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> | <p>&gt; 30 resources/5 pods</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>    | <p>&gt; 5 resources/1 pod</p> <p>X</p> <p>X</p> <p>X</p> <p>Consideration</p> |
|  <p>Technical &amp; Solution Enablement/ Training Credits<br/>Software Licenses: CoE, Demo, Devp<br/>Bid Assistance/ Demo Availability<br/>Sandbox Access &amp; BETA Program Access<br/>Quarterly Roadmap updates<br/>Partner Advisory Board</p> <p><b>TEAMING</b></p> | <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>                | <p>X</p> <p>X</p> <p>X</p> <p>-</p> <p>Bi-yearly<br/>Consideration</p> | <p>X</p> <p>-</p> <p>Select</p> <p>-</p> <p>Yearly</p> <p>-</p>               |
|  <p>Integrated Marketing Plan w/leads<br/>Partner Logo Usage/Web Presence/ Blog &amp; SoMe<br/>Program Insignia Representation<br/>Co-branded Collateral/Swag<br/>Yearly Partner Award Consideration</p> <p><b>MARKETING</b></p>                                      | <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>                         | <p>Targeted</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>                    | <p>Select Marketing</p> <p>X</p> <p>X</p> <p>-</p> <p>-</p>                   |

# Quantexa Partner Program Benefits



## Delivery

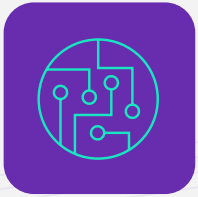
SIs highly skilled implementing Quantexa into customer environments

\* COE = Ultimate to include  
Min 3 Tech leads, 2 Business Analyst, 1 Architect

| Benefits/ Requirements  |   | quantexa<br>ULTIMATE   | quantexa<br>PLUS      | quantexa<br>SELECT  |
|---|---|------------------------|-----------------------|---------------------|
| <br><b>GROWTH</b>      | *COE  | > 50 resources/10 pods | > 30 resources/5 pods | > 5 resources/1 pod |
|   | Minimum Implementations Completed                 | Minimum x3             | Minimum x1            | On Projects         |
|   | Agreed GTM Plan w/Revenue Target                  | X                      | X                     | X                   |
|   | Agreed Joint Proposition(s)/KPIs                  | X                      | X                     | X                   |
|   | Executive Sponsor/ Resource Mapping               | X                      | X                     | X                   |
| Partner Investment Program  | X   | X                      | Consideration         |                     |
| <br><b>TEAMING</b>    | Strategic Delivery/Shadowing Options              | X                      | X                     | X                   |
|   | Technical & Solution Enablement/ Training Credits | X                      | X                     | X                   |
|   | Software Licenses: CoE, Demo, Devp                | X                      | X                     | -                   |
|   | Bid Assistance/ Demo Availability                 | X                      | X                     | Select              |
|   | Sandbox Access & BETA Program Access              | X                      | -                     | -                   |
|   | Roadmap updates                                   | Quarterly              | Bi-yearly             | Yearly              |
| Partner Advisory Board  | X   | Consideration          | -                     |                     |
| <br><b>MARKETING</b> | Integrated Marketing Plan w/leads                 | X                      | Targeted              | Select Marketing    |
|   | Partner Logo Usage/Web Presence/ Blog & SoMe      | X                      | X                     | X                   |
|   | Program Insignia Representation                   | X                      | X                     | X                   |
|   | Co-branded Collateral/Swag                        | X                      | X                     | -                   |
|   | Yearly Partner Award Consideration                | X                      | X                     | -                   |

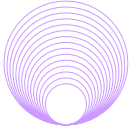
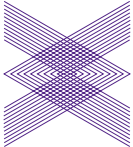
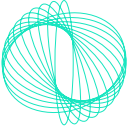


# Quantexa Partner Program Benefits



## Technology

Integrate Quantexa DI offerings with their technology solutions

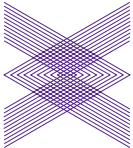
| Benefits/ Requirements  |   | quantexa<br>ULTIMATE | quantexa<br>PLUS |
|---|---|----------------------|------------------|
| <br><b>GROWTH</b>      | Agreed GTM Plan                                   | x                    | x                |
|   | Agreed Joint Proposition(s)/KPIs                  | x                    | x                |
|   | Executive Sponsor/ Resource Mapping               | x                    | x                |
|   | Partner Investment Program                        | x                    | x                |
|   | Build With Opportunity                            | x                    | x                |
| <br><b>TEAMING</b>    | Technical & Solution Enablement/ Training Credits | x                    | x                |
|   | Software Licenses: CoE, Demo, Devp                | x                    | x                |
|   | Certified Integrations                            | x                    | x                |
|   | Bid Assistance/ Demo Availability                 | x                    | x                |
|   | Sandbox Access & BETA Program Access              | x                    | -                |
|   | Roadmap updates                                   | Quarterly            | Bi-yearly        |
|   | Partner Advisory Board                            | x                    | Consideration    |
| <br><b>MARKETING</b> | Integrated Marketing Plan w/leads                 | x                    | Targeted         |
|   | Partner Logo Usage/Web Presence/ Blog & SoMe      | x                    | x                |
|   | Program Insignia Representation                   | x                    | x                |
|   | Co-branded Collateral/Swag                        | x                    | x                |
|   | Yearly Partner Award Consideration                | x                    | x                |

# Quantexa Partner Program Benefits



## Data

Work closely with Quantexa to help customer leverage internal and external databases & add context

| Benefits/ Requirements  |   | quantexa<br>ULTIMATE | quantexa<br>PLUS |
|---|---|----------------------|------------------|
| <br><b>GROWTH</b>      | Agreed GTM Plan                                   | x                    | x                |
|   | Agreed Joint Proposition(s)/KPIs                  | x                    | x                |
|   | Executive Sponsor/ Resource Mapping               | x                    | -                |
|   | Partner Investment Program                        | x                    | x                |
|   | Build With Opportunity                            | x                    | -                |
| <br><b>TEAMING</b>    | Technical & Solution Enablement/ Training Credits | x                    | x                |
|   | Software Licenses: CoE, Demo, Devp                | x                    | x                |
|   | Certified Integrations                            | x                    | x                |
|   | Bid Assistance/ Demo Availability                 | x                    | x                |
|   | Sandbox Access & BETA Program Access              | x                    | -                |
|   | Roadmap updates                                   | Quarterly            | Bi-yearly        |
|   | Partner Advisory Board                            | x                    | Consideration    |
| <br><b>MARKETING</b> | Integrated Marketing Plan w/leads                 | x                    | Targeted         |
|   | Partner Logo Usage/Web Presence/ Blog & SoMe      | x                    | x                |
|   | Program Insignia Representation                   | x                    | x                |
|   | Co-branded Collateral/Swag                        | x                    | x                |
|   | Yearly Partner Award Consideration                | x                    | x                |

# Quantexa Training Completion & Certifications



## Partner Training - Completion/Individuals

The Quantexa User Foundations training is an overview background that provides your company with a basic understand of the Quantexa DI platform. This is a pre-requisite training and provides a certificate and badge of completion.

## Partner Certification/Individuals

Partner Certifications are earned at a more sophisticated and deeper knowledge level by individual partner from your company. Certification is achieved by taking the advanced course track curriculum and signifies passage of this Advanced program module. Both a certificate and certification badge are achieved.

## Domain Badges

Partner can also earn Quantexa Domain Badges. Domain badges allow Partners to showcase Domain expertise on their social media profiles, resumes and bios. Achieving Domain expertise is another method that helps clients and customers feel more assured that you have the required Quantexa expertise to direct a successful project implementation. There are 6 Domain Badge categories: Financial Crime, pKYC, Customer Intelligence, MDM, Risk and Fraud.

### The basic criteria for earning a Domain Badge is as follows:

- 5 years domain expertise or a professional certification held
- Minimum of 2 Quantexa projects delivered



# Quantexa Training Certifications

Current Training Courses include:

## Completion Courses

AML Investigator  
Managing Q Projects  
Technical Foundations  
User Foundations



## Certified Courses

BA Academy  
Data Engineer  
Scoring Engineer  
Technical Academy  
Technical Business Analyst



# Partner Company Designation Logos

A Partnership designation is a company not individual designation logo. There are three levels of Partnership designation for **Alliance Partners (Consulting & Delivery) - Ultimate, Plus & Select**

## Alliance Partners

are a Consulting and/or Delivery Systems Integrator (SI). SI's architect and deliver Quantexa solutions across the DI portfolio. These logos can be displayed on Partner websites to indicate the type of Quantexa relationship model in place.



## Technology Partners

have integrated solutions between their software and Quantexa solutions. There are two levels of Partnership designation for Technology Partners - Ultimate and Plus. Technology partnerships indicate that the two software solutions work well together and have been tested to provide integration and insight benefits for our customers.



## Data Partners

have database offerings that work well and have been tested to be leveraged by customers with the Quantexa DI Platform. There are two levels of Data Partnerships - Ultimate and Plus. When a Data Partner's database and Quantexa DI platform is within a customer environment, the customer can be assured that these trusted databases have been tested with Quantexa and we can provide contextual information about the external data sources being used.



## Quantexa Partner

are all other partnerships that are Partnering with us. They are partners that are unique within regions, have select expertise and/or are just getting started with a Quantexa partnership and have not yet reached the Select, Plus or Ultimate level requirements.



## Powered by Quantexa

are partnerships that have taken full advantage of the Quantexa DI platform or components and have built a partnership offering on-top of the Quantexa solution. Quantexa is "inside" or powered by leveraging all the robust capabilities of the Quantexa software in addition to the Partner offering. The Quantexa software solution is effectively 'white labeled'. Powered by is a form of Certification that is granted to the partnership once the solutions is tested and market ready.



# Quantexa Services

In certain situations, Quantexa Partners may agree to engage Quantexa professional services to consult or deliver specific project opportunities/deals. The Partner may be granted consulting discounts based on the deal size, by adding more value, and complementing the Partners services. This is done on a per deal basis and would be negotiated as part of the Sales proposal jointly.



# How can we help?

If you are a Quantexa Partner and you need help, please contact your local Alliance Partner representative or email us.

## Become a Partner

If you are interested in becoming a Quantexa Partner or desire more information about our Quantexa Partner Program, contact us.



[sales.alliances@quantexa.com](mailto:sales.alliances@quantexa.com)

[Quantexa.com/partner-program](https://quantexa.com/partner-program)

quantexa