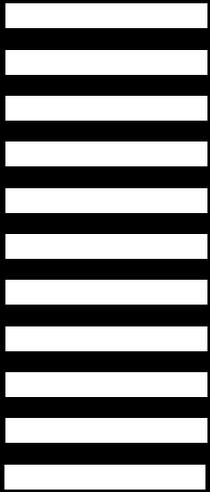


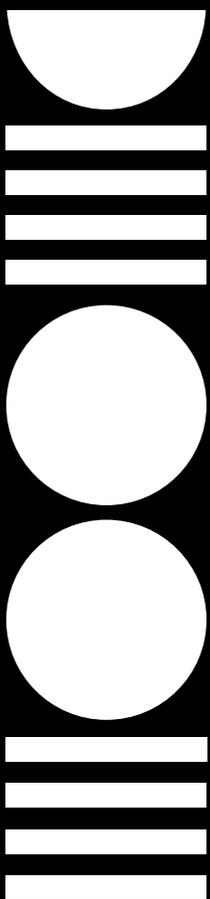
# Our Partner Program





“Through 2024, 50% of organizations will adopt modern data quality solutions to better support their digital business initiatives.

- Source: Gartner



# Welcome to the IDS Partnership Program

## **We are delighted you have shown interest in our partnership program.**

In this brochure, you will find all the information you need to help you decide whether to become one of IDS's data certainty implementation partners.

Back in 2015, IDS co-founders Alasdair Moore & James Briers had a vision to create a suite of solutions raising the bar in terms of data quality and testing.

Fast forward to 2021. The world has become more complex, more risky and more highly regulated, not less.

Businesses, as well as organizations in the public and third sectors, need digital transformation and innovation that sets them apart, and to deliver a secure, well-governed and robust platform for their operations. IDS offer partners a key advantage when pitching to new clients, or securing long-term relationships.

Put simply, bad data in equals bad data out.

When a digital transformation does not put data quality first, at best this results in delays, additional costs and manual processes.

At worst, it risks catastrophic errors or security breaches.

By partnering with IDS, you can offer your clients absolute trust in the data underpinning their operations.

IDS will partner with you to remove manual processes and de-risk data transformation, migration and quality assurance.

Progressing through the program advances your organization's sales conversion capabilities and subsequent opportunities for revenue and profitability.

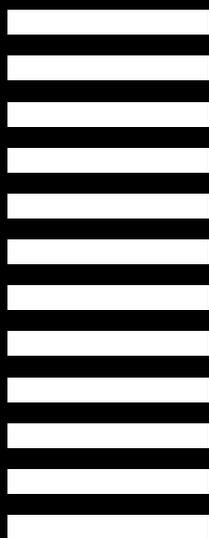
By joining the IDS partner program, you will receive both sales and product enablement training, leading to certification and continuous personal development opportunities for team members. You will receive 30% discounts on the list price for the iData toolkit (which you can choose to pass on to clients, or retain as a passive income stream for your business).

In addition, partners will have a dedicated account management resource, through the partnership and marketing team at IDS, to help create demand and awareness, and shared success.



**Simon Burland**

Partnership Director

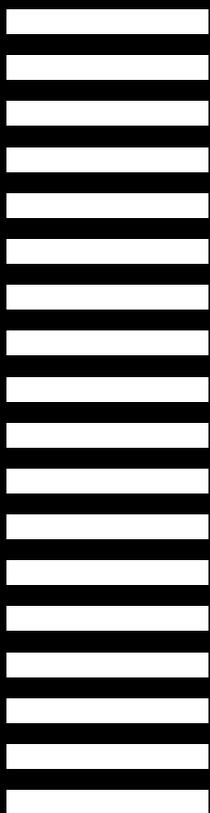
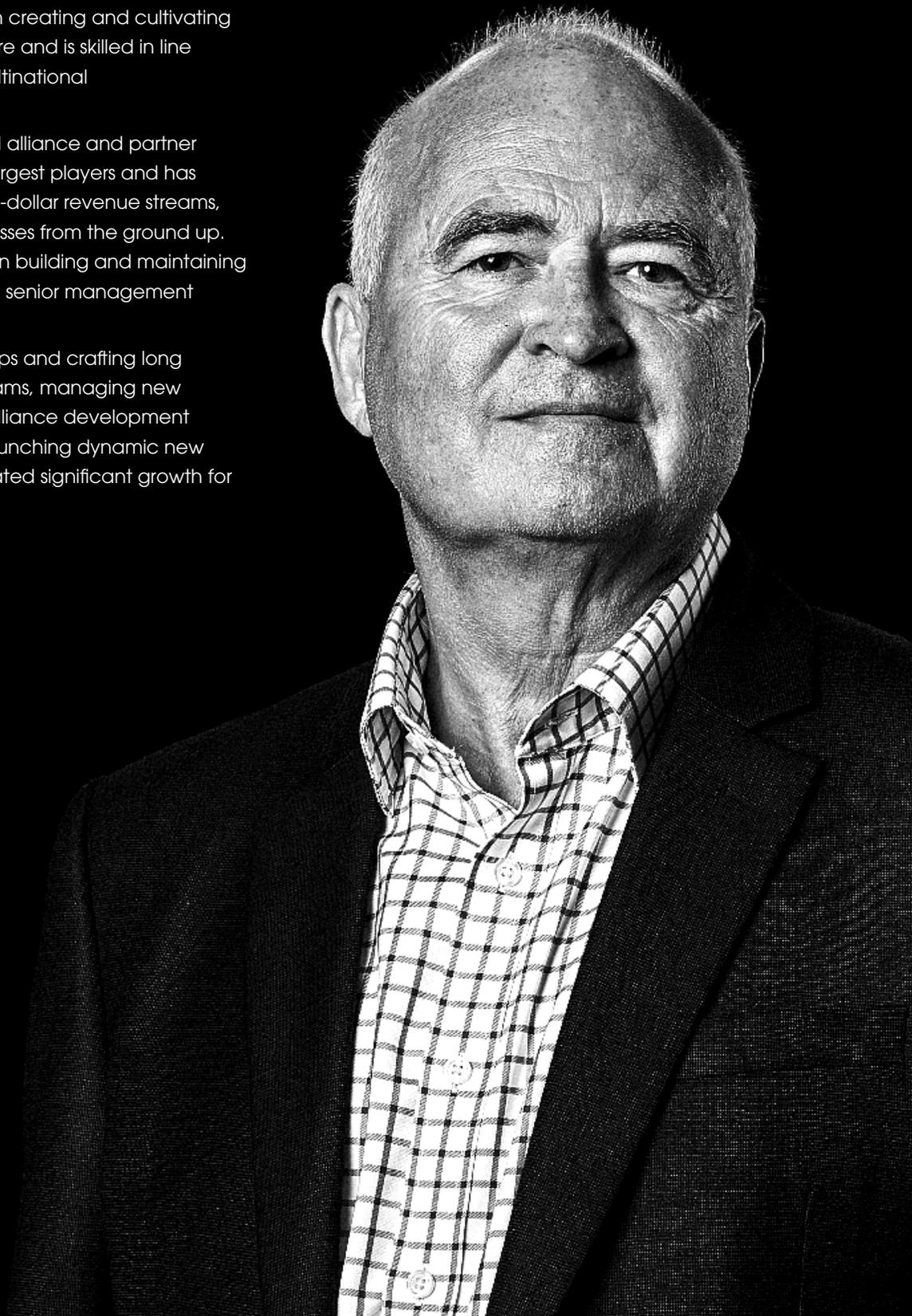


# Meet Simon Burland, Partnership Director, IDS

Simon joined IDS in August 2021 to develop a strong partnership eco-system to drive revenue and customer success. Simon is experienced in creating and cultivating global revenue and market share and is skilled in line and matrix management of multinational and multicultural teams.

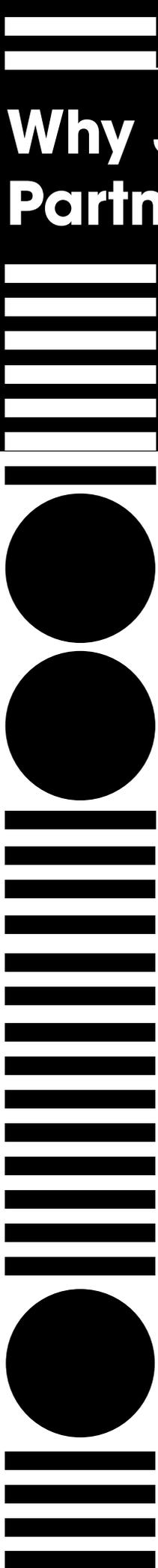
For over 30 years Simon headed alliance and partner teams for some of the world's largest players and has been responsible for multi-billion-dollar revenue streams, as well as driving start-up businesses from the ground up. He has a wealth of experience in building and maintaining C-Suite relationships, influencing senior management teams and investors.

Formulating strategic relationships and crafting long lasting, high value revenue streams, managing new business campaigns, creating alliance development programs and instrumental in launching dynamic new marketing tracks that have created significant growth for everyone involved.





# Why Join the IDS Partner Ecosystem?



**IDS partner with a range of organizations from global consultancy firms, systems integrators, technology platforms and boutique consultancies. The mission is the same.**

**To offer all clients absolute data certainty.**

IDS is a channel-led company. The global scale of our partner relationships is the foundation of our success. That is why we have developed this program. To help organizations offer one of the most comprehensive data certainty products in the industry to clients who need it.

This program is designed to drive business opportunities and maximize revenue for our implementation partners, and to make it easy for you to sell, and to implement, data certainty solutions for transformation projects.

Partners are onboarded through a quick and structured process, which can take as little as six weeks to complete.

There are no extensive learning programs, simply the basics of the iData toolkit and the tools required to develop prospective relationships and implement projects.

# About IDS

IDS are a high-growth data assurance business. Data certainty pioneers.

We are the only data assurance business that operate at every point in the data journey. From ingestion, profiling and cleaning, through the migration and transformation process, offering a full suite of test data management and assurance tools.

## The Kovenant™ Methodology

Kovenant™ is a unique methodology that allows us to deliver any data migration or digital transformation with 100% accuracy. Without restriction, conditions or qualification. Our end-to-end approach to data quality removes manual error from data processes, shaping a data certain future.

All partners will receive training on the Kovenant™ Methodology – what it means, how to apply it, and how to use this approach to help clients both de-risk and accelerate transformations. This gives you a unique competitive advantage in any pitch situation.

## The iData Toolkit

IDS's iData toolkit covers three core areas of data management: data quality, data integration and transformation; and test data management.

There are five specific tools available within each part of the toolkit as shown in Figure 1 below.

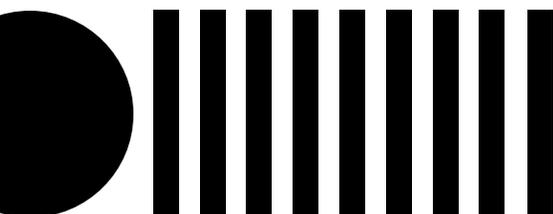
Data Quality	Migration & Transformation	Test Data Management
Ingest	Targeted Cleanse	Test Data Management
Profile	Data Mapping	Data Obfuscation
Profile analytics	Data Transformation	Synthetic Data Generation
Cleanse	Data Migration	Non-Production Environment Support
De-duplication	Data Migration & Transformation Assurance	Test Delivery Management

(Figure 1): The iData Toolkit

These tools help clients across every sector to address specific and immediate problems related to data quality, with a focus on meeting the highest standards of data governance.

In this way, manual processing and errors are virtually eliminated, reducing the time and cost of delivery by more than 50%.

These statistics – and more – are used by our partners to help them win incremental business from both new and existing clients. A full suite of case studies, use cases and proof points are available for use by all accredited partners.



# Partner Program Tiers

## Tier 1: Quick-Start

Upon enrolment on to the program, and completion of the minimum certification levels, all partners begin with the Quick-Start tier, and will remain in this tier for the first 12 months from their program enrolment date.

To quickly get to grips with the Kovenant™ methodology and iData Toolkit, partners will complete two specific learning streams:

### Stream One: Sales enablement stream

The quick-start sales and implementation learning path training includes a series of video tutorials and quizzes, collaborating on an initial partner business plan and brainstorming how to create product demand.

### Stream Two: Product enablement stream

Every person that will be delivering data certainty services to clients are required to complete the product enablement stream. This training stream is divided into three parts: data quality; data migration

and transformation and test data management. Within each of these parts, there will be modules dedicated to each specific tool (e.g. ingestion, profiling, data synthesis).

This learning program is designed to help partners achieve immediate success.

Quick-Start partners receive the following:

- A partnership page added to the IDS website
- Sales and product training and enablement
- Quick-Start discount @ 20%
- Proof of concept and pilot license, internal and external license support
- Deal registration
- Lead allocation
- Go-to-market and demand creation planning and activities.

**Tiers 2, 3 and 4: Silver, Gold & Platinum Tiers**

You will have the chance to be certified as either a silver, gold or platinum partner after the first year on the quick-start program. This depends on revenue contribution and sales and implementation skills gained through these accreditations.

These tiers are detailed below:

2 - Silver	3 - Gold	4 - Platinum
<p>As a silver solution partner, IDS will work with you to support a specialized micro-niche, industry vertical focus or geographic focus.</p> <p>You will build skills, capabilities in data certainty.</p> <p>You will be confident in providing solution-based knowledge and offer administrative, and implementation services.</p>	<p>As a gold solution partner, you will be highly trained and committed to the shared IDS mission of delivering customer value.</p> <p>You will have invested and committed resources to providing advanced solutions-based knowledge and robust implementation services.</p>	<p>Platinum solution partners meet the highest training criteria and have a proven practice of scaling organizations, from small to large customers.</p> <p>You will have an established rate of work with IDS and will be suitably and comfortably resourced to manage a wide range of customer solutions.</p>

**Partner Enablement**

The partner portal will be launched in mid-2022, and available to all partners. It will offer accredited partners at all levels access to the following:

- Training and enablement
- Generic or co-branded marketing collateral which can be downloaded or customized
- Case studies and use cases
- Deal registration.

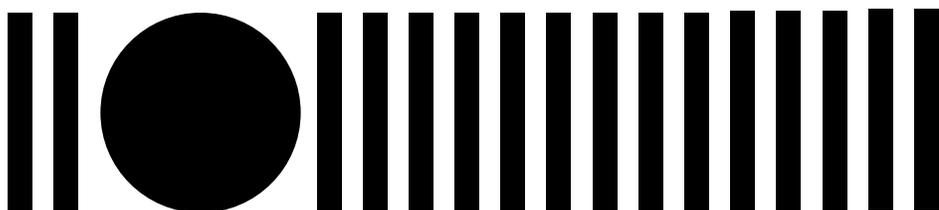
You will receive official IDS certification and accreditation after completing all the required learning paths and passed the relevant knowledge tests for sales, technical understanding, product and delivery.

# The Partnership Program in Detail

The solution partner program offers benefits, rewards and resources that help you not only create new opportunities, but differentiate your organization in your market.

The benefits available at each level include:

	Benefit	Quick Start	Silver	Gold	Platinum
Enablement	IDS partner portal access	●	●	●	●
	IDS Academy training & enablement	●	●	●	●
	Certification & accreditation	●	●	●	●
Marketing	Partner exclusive events			●	●
	Co-branded marketing collateral		●	●	●
	Fully customizable collateral				●
	IDS website listing	●	●	●	●
	Eligibility for partner awards			●	●
	Incoming lead allocation			●	●
	Market development funds				●
	Conference sponsorship & discounts			●	●
Sales	Tier-specific product discount	●	●	●	●
	*Tier-specific internal use licenses	●	●	●	●
	Tier-specific demo & PoC licenses		●	●	●
	Dedicated channel manager				●
	Priority support benefit				●



# Minimum Certification Requirements

**As part of fulfilling a shared mission with us, to offer all organizations 100% data certainty across as many regions as possible, our partners get involved with a minimum of the following:**

- 2 IDS sales professional certifications (program requirement: how to sell). After completing the sales learning path within the IDS iData Academy, individuals will earn this accreditation and be able to effectively position the IDS solution to various customer personas.
- 2 IDS technical professional certifications (program requirement: how to implement). After completing the technical learning path within the IDS iData Academy, individuals will earn this accreditation for their demonstrated abilities to implement IDS solutions for customers.
- (To follow in 2022) 1 IDS operations professional. After completing the operations learning path within the IDS Learning Academy, individuals will earn this accreditation and understand the IDS solution pricing, ordering process and ticketing process. They will also be able to create quotes and orders within the IDS ordering system.

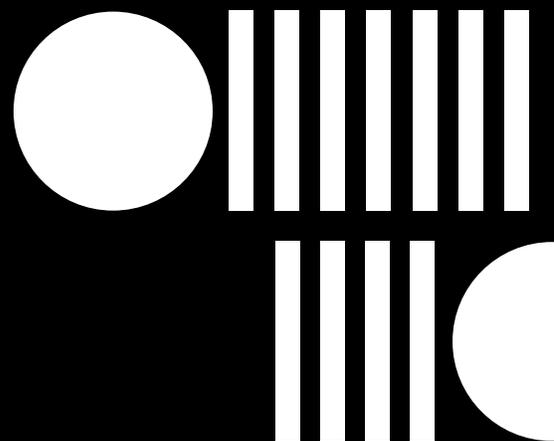
At the end of the first 12 months of partnership, partners will have the opportunity to advance a tier. The Annual Recurring Revenue (ARR) requirement for each tier is as shown below:

<b>Silver</b>	<b>£50,000</b>
<b>Gold</b>	<b>£250,000</b>
<b>Platinum</b>	<b>£500,000</b>

Qualifying revenue is recorded based on new sales to new customers and new sales to existing customers.



**When data lies at the heart of your organization, you need data certainty. IDS's unique methodology brings together data testing and data quality assurance, to assure 100% of the data, through 100% of the journey, 100% of the time.**



Want to know more?

Get in touch with IDS's Partnership Director, Simon Burland, to scope out how to get onboarded on to the program as seamlessly as possible and start delivering value to you and your clients.

**Simon Burland**

Partnership Director

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