



STARDOG

STARDOG GALAXY

Partner's Guide to the Galaxy

Powering the Next Generation of Data Management

Supporting the ever-expanding universe of Stardog service providers,
technology partners, resellers, and solution developers

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About The Stardog Galaxy

The world's leading banks, manufacturers, and pharmaceutical companies use Stardog to power their digital transformation initiatives. Stardog weaves together data from internal silos and external sources and creates a network of information to power enterprise applications, AI, and analytics. No other platform can unify data based on its meaning, regardless of the data's structure or location, without copying the data.

Stardog recognizes the critical role partners play in our customers' success and in the success of our own company. Stardog enthusiastically invests significant time and resources to grow and maintain our partner ecosystem and to ensure each partner is prepared to create value for our joint customers.

Stardog's customers rely on our partners to deploy, integrate, and enable the Stardog platform as a critical component of their broader Enterprise Data Management strategy. Service Providers often deploy large teams to ensure the success of the engagement. Technology Providers find new opportunities, shorter sales cycles, and increased license revenue when jointly selling with Stardog.

To serve our growing network of partners, Stardog launched the Stardog Galaxy – a comprehensive program to support partners throughout their relationship with Stardog. The Stardog Galaxy includes all the resources necessary to train, enable, engage, and support our partners as they mature in their relationship with Stardog.

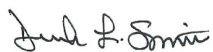
Because companies join the Stardog Galaxy for a variety of reasons, we designed the program with three tiers of partnership – Registered, Preferred, and Premier. The tiers allow our partners to configure their Stardog experience to meet their current needs and to expand the relationship as appropriate over time. Stardog's goal is to help partners build profitable and sustainable revenue streams through their Stardog practices.

This guide provides an overview of partner types, benefits, resources, and program requirements. To join the Stardog Galaxy, fill out the form on stardog.com/partners, and we'll be in touch.

I look forward to working with you as we jointly serve and create value for our customers and clients.

Best,

Derek Smith



Head of Business Development
and Partner Ecosystem

Types Of Partners

Stardog’s interactions with Service Providers will differ from the interactions with Technology Providers. Stardog will tailor the specific activities and interactions as appropriate for each partner and partner type. With that in mind, please note that the Guide to the Galaxy describes the requirements and benefits of each tier without differentiating between Service and Technology providers.

Service Providers

Global and Regional System Integrators and Consulting Firms creating value for their clients through the introduction, evaluation, and deployment of Stardog.

Registered Service Providers	Preferred Service Providers	Premier Service Providers
Firms enabled to quickly and easily identify the value of Stardog to meet specific client needs and objectives.	Firms fully enabled to recognize and deliver the value of Stardog to their clients.	Firms with comprehensive and advanced marketing, sales, and delivery capabilities and resources.

Technology Providers

Independent Software Vendors who serve similar customers, support similar use cases, and whose technology platforms complement Stardog.

Registered Technology Providers	Preferred Technology Providers	Premier Technology Providers
Companies with an identified joint value proposition.	Companies enabled to demonstrate the joint value of the Stardog and Partner solutions.	Companies with collaborative marketing and sales activities highlighting the joint value proposition.

Committed To Partner Success

Stardog is committed to enabling partners throughout their Stardog relationship. Stardog Galaxy benefits include training, technical support, and go-to-market activities.

	STARDOG PARTNERS		
	Registered	Preferred	Premier
Access to Online Technical Guidance & Community	X	X	X
Partner Licenses	X	X	X
Stardog Fundamentals Training	X	X	X
Stardog Advanced Training		X	X
Product Roadmap Briefings		X	X
Develop Powered by Stardog Solutions		X	X
Stardog Support			X

PARTNER ENABLEMENT	
Access To Support Resources And Stardog Community	Firms enabled to quickly and easily identify the value of Stardog to meet specific client needs and objectives
Partner Licenses	Partners can request access to product Licenses via the Partner Portal. Licenses are provided for a minimum of 60 days and a maximum period of one year.
Stardog Fundamentals Training	Stardog on-demand training will be available via the Stardog Partner Portal. The Stardog Fundamentals curriculum serves as an introduction to all key facets of Stardog including installation and setup, modelling, and performance tuning.
Stardog Fundamentals Training	Stardog offers a complete training curriculum which includes self-guided and instructor led classes. The curriculum includes classes for both Sales and Technical Delivery needs. Stardog will define and recommend a tailored training program for each Preferred and Premier partner. Participants can earn Certification credit upon completion of the training program.
Product Roadmap Briefings	Stardog delivers recorded product roadmap briefings available to all Preferred and Premier Partners biannually.
Develop Powered By Stardog Solutions	To maximize the value of Stardog, customers and clients often require additional services and technology components. Partners are building Powered By Stardog solutions to meet these needs. Stardog will assist partners and customers in the development of these solutions as necessary and appropriate.
Stardog Support	Base Support includes access to subject matter experts within Stardog's support, product, and engineering organizations as appropriate. The package includes a direct support line to our core engineers.

Sales, Marketing, And Delivery Activities

		STARDOG PARTNERS		
		Registered	Preferred	Premier
Marketing via Stardog.com	Partner Listing	X	X	X
	Blog on Stardog.com			X
	Featured Partner resources on Stardog.com			X
Visibility on Partner Website	Stardog Logo use	X	X	X
	Press Releases			X
Resources and Marketing Campaigns	MDF funded activity			X
	Webinars		X	X
	Partner Briefs		X	X
	White Papers		X	X
	Marketing Campaign			X
Connect with Stardog Sales	Partnership Summaries	X	X	X
	Partner Microsite			X
	Account Identification		X	X
	Joint Account Planning		X	X
	Joint Meetings	X	X	X
Deliver Stardog	Deliver, integrate, and implement Stardog		X	X
	Train customers on the use of Stardog		X	X

SALES AND MARKETING BENEFIT DETAILS

Visibility on [Stardog.com](#)

Partner Listing	Stardog identifies and describes partners on the Stardog.com website, allowing customers and prospects to identify companies with whom Stardog has an established partner relationship.
Blog on Stardog.com	Premier Partners may publish approved blogs on Stardog.com to promote thought leadership, organizational experience, and custom solutions to address specific customer use cases.
Featured Partner resources on Stardog.com	Stardog highlights partner specific messaging, assets, and resources to further communicate the joint value proposition.

Visibility on Partner Website

Stardog Logo use	Partners may include the approved Stardog logo and messaging on their proprietary websites.
Press Release	Partners may issue a press release to announce the partnership with Stardog. Stardog Marketing must approve the content and timing of each press release.

Connect with Stardog Sales

Partnership Summaries	All appropriate Stardog personnel will have access to internal materials describing the joint value proposition, relationship history, joint opportunities, and customer relationships. Preferred and Premier Partners may record a short presentation and demonstration to be included with these resources. These resources will enable Stardog Sales to work most effectively and efficiently with the partner organization.
Partner Microsite	Stardog will produce, host, and manage a partner specific private microsite to support Sales Enablement; microsite will include supplemental training resources, partner specific messaging, private case studies, and additional resources as jointly identified.

Account Identification	Stardog's sales and alliances management will meet with the partner to identify the accounts (existing customers and new prospects) representing the greatest potential for value creation through a coordinated approach.
Joint Account Planning	Stardog's sales and services teams will meet with their counterparts within the partner organization to share experiences and observations related to the identified accounts. The outcome of these meetings is a coordinated plan to cooperatively pursue specific opportunities as appropriate.
Joint Meetings	Stardog will invite partners to attend customer and prospect meetings as appropriate to share and support the joint value proposition. Stardog will actively identify opportunities to introduce the partner to existing Stardog customers.
Joint Resources and Marketing Campaigns	
MDF Funded Activity	Premier partners may have access to Market Development Funds (MDF) as defined in the partner's Partner Agreement. Stardog will collaborate with the partner to identify the best and most appropriate use of these funds to generate awareness and leads, develop solutions, and train teams.
Webinars	Stardog enthusiastically supports joint marketing activities including joint webinars when the audience and content are consistent with Stardog's marketing strategy. In many cases Stardog will assume responsibility for the coordination and execution of the joint webinar.
Partner Briefs	Stardog will publish a Partner Brief for each Preferred and Premier partner highlighting the relationship, the joint value proposition, specific use cases, and joint case studies.
White Papers	Partners may propose topics for jointly published white papers; if Stardog accepts a topic, the Stardog Marketing team will facilitate the scoping, writing, editing, and ultimate promotion of the White Paper.
Marketing Campaign	When appropriate, Stardog will support and manage a marketing campaign to build awareness of not only the partnership itself, but also specific solutions related to the partnership. The campaign may include multiple emails, shared assets, and tailored events (in person or virtual).

Deliver Stardog	
Deliver, Integrate, And Implement Stardog	Most customers require a combination of data integration, data mapping, ontology development, and UI integration. In many cases Stardog relies on partners to assist in the delivery of these services.
Train Customers On The Use Of Stardog	Stardog delivers a Train the Trainer program to ensure partners are qualified to train customers on the use and deployment of Stardog.

Joining The Stardog Galaxy

To enter the Stardog Galaxy and to advance through the tiers, a partner must meet minimum requirements.

	STARDOG PARTNERS		
	Registered	Preferred	Premier
Signed Partner Agreement	X	X	X
Named Business & Technical Contact	X	X	X
Relevance and Value	X	X	X
Stardog Fundamentals Training		X	X
Stardog Advanced Sales and / or Delivery Certification			X
Joint Account Planning		X	X
Joint Customer Meetings			X
Opportunity Registration		X	X
Joint Marketing			X

PROGRAM REQUIREMENTS	
Signed Partner Agreement	Companies will apply to the Stardog Galaxy online and will be required to sign the Stardog Partner Agreement.
Named Primary Contact	Partners must identify a representative to serve as Stardog's primary contact within the organization.
Relevance And Value	To qualify as a partner, the company must demonstrate a standard of quality and responsibility that is consistent with Stardog's values and reputation in the market. Similarly, the partnership must demonstrate the opportunity to create greater value for customers and prospects.
Stardog Fundamentals Training	All partner organizations must participate in Stardog's on-demand Fundamentals training curriculum. Preferred and Premier partners must maintain a minimum number of resources having completed the Fundamentals training. The required number of resources will be jointly determined by Stardog and the partner representative.
Stardog Advanced Sales And Delivery Certification	Preferred and Premier Service Providers must complete Stardog's training program and maintain a minimum number of professionals with Stardog Advanced Sales and Delivery Certification. Certification requirements include solution demonstration capabilities.
Joint Account Planning	Partners must participate in a quarterly Joint Account Planning session with Stardog's Sales organization.
Opportunity Registration	Preferred and Premier Partners will be required to register a minimum agreed upon number of qualified and accepted opportunities annually.
Joint Marketing	Partner must participate at least twice annually in a planning session to define and review a joint marketing plan.



STARDOG

About Stardog

Stardog, the leading Enterprise Knowledge Graph platform, turns data into knowledge to power more effective digital transformations. Industry leaders including BNY Mellon, Bosch, and NASA use Stardog to create a flexible data layer that can support countless applications. With Stardog, customers reduce data preparation timelines by up to 90%. Stardog has been recognized by *Fast Company* as one of the world's Most Innovative Companies, by *Database Trends and Applications* as one of the 100 companies that matter most in data management, and by *KMWorld* as one of the 100 companies that matter most in knowledge management. Stardog is a privately held, venture-backed company headquartered in Arlington, VA.

Learn more: stardog.com

This is a simple query for Stardog, queries in triple patterns. A triple pattern is just like a SQL query, but instead of tables it uses variables in any one of the three positions. We use triple patterns to find the matching triples in a graph and variables and their bindings that return any nodes.

For example,

```
SELECT ?album ?name
WHERE {
  ?album rdfs:type <http://www.stardog.com/ontology#Album> .
  ?album ?name .
}
```

3 Results

album	name
Phish: Phish Me	"Phish: Phish Me"
McCartney	"McCartney"
Imagine	"Imagine"

Here we see a simple `SELECT` query with a single triple pattern: `?album rdfs:type <http://www.stardog.com/ontology#Album>`.

NOTE: Stardog stores namespaces in database metadata so we do not need to include the prefix declarations for every query.

This triple pattern will match all the triples in the graph that have `rdfs:type` as the predicate and `<http://www.stardog.com/ontology#Album>` as the object. There are three matching triples in our graph so the query result will look like this:

album

admin@https://mc4ad7853392eae-to.sandbox.stardog.cloud/stardog