



IDERA

PARTNER  
PROGRAM

ONE IDERA Partners are thought leaders in their fields. They dominate their markets with superior customer service and technical leadership. IDERA plays a key role in their business success, providing strategic advantages, driving significant revenue, and supporting business growth. With over 12,000 global customers and six product lines, IDERA has built a strong brand with a solid reputation for quality. Don't just take our word for it; our customers reward us every year with the highest retention rates in the industry.

Why do our Partners select ONE IDERA?



## MARKET LEADING PRODUCTS

IDERA provides practical software tools that help data professionals improve data quality, boost performance and ensure integrity across complex environments. Only IDERA delivers tools that span on premise, cloud and hybrid platforms with solutions for SQL Server, Oracle, Sybase, DB2, MySQL, and many more. A community of more than 100,000 users in a wide range of industries rely on IDERA products to optimize business data and take advantage of new business opportunities.

For over a decade, IDERA products have been winning best-in-class awards ranging from Microsoft SQL Server Front Runner, SQL Server Magazine, Microsoft TechEd, and Windows' IT Pro. Deliver world-class service to your customers by partnering with IDERA today!

## THE IDERA PRODUCT FAMILY

**IDERA** provides solutions that help IT professionals monitor database performance with our SQL and Precise tools, design models and databases with our ER/Studio line, protect database integrity with SQL and DBArtisan solutions, and manage IT performance with Uptime and Precise.

**AquaFold** is a powerful, cross-platform database productivity tool that helps users query and analyze data as well as create stunning visualizations. Aqua Data Studio by Aquafold helps database developers design, develop, model, and administer their relational, NoSQL, and cloud databases.

**Webyog** offers monitoring and management tools for MySQL Servers including SQL Diagnostic Manager for MySQL (formerly Monyog) and SQLyog for MySQL.



With more than 17 years' experience as **ONE IDERA Partner**, I can say that Precise has been a key factor in the growth of my business.

In addition to providing great margins on new sales, Precise helps me to grow and support my service business, driving outstanding revenue growth.

Precise is a key part of our service strategy – it is the tool we need to demonstrate ROI to our customers by identifying and resolving performance issues quickly. Precise also protects our service margins by helping our techs get to the bottom of complex issues quickly. Our customers know and trust Precise to keep their most critical applications running at peak performance.

Cesar de Afonseca e Silva Neto **CEO at Leadcomm**  
ONE IDERA Partner since 1998



## REVENUE GROWTH AND MARGIN

ONE IDERA Partners can leverage IDERA products to reach new customers and expand the services they provide to existing customers. Partners enjoy generous discounts that drive healthy margins for their product sales.

In addition, IDERA products support our Partners' service business, often providing new opportunities for value added services. Performance management engagements, environmental health checks, capacity planning consulting – these are just a few of the many new opportunities that our Partners realize leveraging IDERA tools.

## ENHANCED SERVICE OPPORTUNITIES

As a service provider, your reputation is your most important marketing tool. IDERA products can help you build an even stronger reputation by helping to identify performance issues before they impact your customers. Our tools can also help your team boost their reputation as system experts by routinely identifying the root cause of performance issues in hours, not months. ONE IDERA Partners quickly become trusted advisors to their customers using our technology.

## ONE IDERA MAKES IT EASY TO GET STARTED

Supporting a strong network of Partners is a key business strategy for IDERA. Your success is our success. Our rapid onboarding process new Partners get up to speed quickly. Our pilot partnership program pairs your team with our experienced sales team to guide you through the first sales opportunities – all at no cost to you. We provide proven sales and technical training to build on your success.

## GET STARTED TODAY

If you are committed to growing your business, we are ready to help. [Contact us today](#) to learn more about our ONE IDERA Partner program.

**Get in touch**