REAL-TIME STREAMS POWERED BY APACHE KAFKA™

2017 Partner Program Guide

INTRODUCTION

The Confluent Partner Program enables a rapidly growing ecosystem around *Apache Kafka™* and the *Confluent Platform*.

By joining forces with Confluent, you'll have the opportunity to develop robust data connectivity based on the Kafka Connect™ framework and promote your solution to Apache Kafka and Confluent customers worldwide.

Benefits include:

- o Leverage Confluent best practices around the Kafka Connect framework, developer tools and resources to build a connector or technology add-on.
- o Resource a full range of Confluent content and collaborate with our team for Kafka Connect development and associated go-to-market activities.
- o Engage with the Confluent community for in-depth Kafka expertise and technical assistance.
- o Access to Confluent marketing programs, sponsorships opportunities and other tools and resources.
- o Eligibility to participate in beta programs.

Thank you for your interest in the Confluent Partner Program and we look forward to working with you and your team.

ABOUT THIS GUIDE

This guide details the Confluent Partner Program, including the benefits along with the requirements of joining and maintaining membership in each program.

Not all programs have the same benefits and requirements. In this guide, you will find:

- ▸ Overview of the program structure.
- ▸ Summary of the benefits and requirements for each partner type.

Confluent reserves the right to update or modify this guide at any time.

JOINING OUR PROGRAM

Follow these 2 simple steps to join our program:

- ▸ Apply on our website. Your information will be reviewed and, if accepted, we'll send you our Partner Program agreement for signature.
- ▸ Agree to our Partner Agreement. Our Partner Agreement is straightforward and can be accepted online.

PARTNERSHIP TYPES & LEVELS

TECHNOLOGY PARTNERS
Specifically designed for Independent Software Vendors (ISVs), Independent Hardware Vendors (IHVs), and OEMs. The Confluent Technology Partner Program provides Confluent technical enablement, Kafka Connect development assistance/certification,
as well as marketing opportunities, partner resources and discounted training. Levels include:

- o *Member:* Basic entry-level partnership.
- o Certified: Kafka Connect Certified integration partners.

CONSULTING & SI PARTNERS
Our Service Provider Partners include Consultants and System Integrators who leverage Confluent solutions in building scalable
data platforms for their clients.

- o *Member:* Basic entry-level partnership.
- o *Premier:* Advanced with mutual-commitment. Has met training and business criteria.

AUTHORIZED TRAINING PARTNERS
Training Partners include our growing network of delivery partners, training resellers and academic partnerships. Authorized Training Partners act as an extension of Confluent training offerings around Apache Kafka — utilizing Confluent-generated course content and hands-on exercises.

RESOURCES

The following material is useful for Partners looking to work with Confluent and for the development of connectors utilizing the Kafka Connect framework:
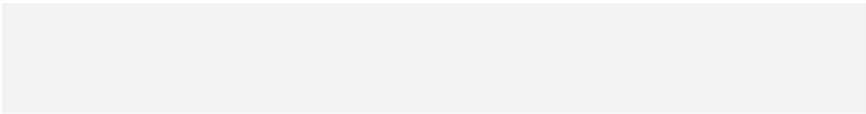
DOWNLOADS & DOCUMENTATION

- ▸ Download Confluent Platform including Apache Kafka
- ▸ Confluent Quick-Start Guide
- ▸ Kafka Connect Framework Documentation
- ▸ Connector Developer Guide
- ▸ Partner Development Guide for Kafka Connect

QUICK LINKS

- ▸ Confluent Website
- ▸ Contact Partner Team
  partners@confluent.io

Technology Partners | Benefits & Requirements

Relationship	Member	Certified
Business Development Lead	☑	☑
Solution Engineering Lead	-	☑
Executive Sponsor	-	☑
Marketing & Sales Support	**Member**	**Certified**
Logo / Listing on Confluent Website	☑	☑
Certified Listing on *Kafka Connect Hub*	-	☑
Press Release Support	-	☑
Joint Solution Brief	-	☑
Joint Webinars, Blogs, & Event Participation	-	☑
Field Sales Support	-	☑
Referral Program (MDF) for Technology Partners	☑	☑
Technical & Training	**Member**	**Certified**
Training Discount	☑	☑
Quarterly Partner Technology Briefings	-	☑
Partner Engineering Support	-	☑
Requirements	**Member**	**Certified**
Confluent Partnership Agreement	☑	☑
Named Business & Technical Contacts	☑	☑
Certified *Kafka Connect* Connector Development	-	☑

Consulting & SI Partners | Benefits & Requirements

Relationship	Member	Premier
Business Development Lead	☑	☑
Solution Engineering Lead	-	☑
Executive Sponsor	-	☑
Marketing & Sales Support	**Member**	**Premier**
Logo / Listing on Confluent Website	-	☑
Press Release Support	-	☑
Joint Solution Brief Support	-	☑
Assistance with Joint Webinars, Blogs, & Event Participation	-	☑
Field Sales Support	-	☑
Referral Fee Program for Consulting & SI Partners	☑	☑
Technical & Training	**Member**	**Premier**
Training Discount	☑	☑
Quarterly Technology Briefings	-	☑
Partner Engineering Support	-	☑
Requirements	**Member**	**Premier**
Confluent Partnership Agreement	☑	☑
Named Business & Technical Contacts	☑	☑
Completion of Confluent Training Courses (2 person min.)	-	☑
Active Services Engagements w/ Customers Using Apache Kafka	-	☑

Authorized Training Partners

In North America, Confluent provides training courses directly to customers and is not currently seeking Authorized Training Partners.

In other regions of the world, we are actively growing our network of Authorized Training Partners to deliver Confluent-designed training courses for Apache Kafka and the Kafka ecosystem. All Confluent Authorized Training Partners undergo the same rigorous certification process as our internal Confluent instructors; individuals taking courses through our Authorized Training Partners will experience the same quality as those who attend courses delivered directly by Confluent.

Authorized Training Partners are carefully evaluated and selected to join the program. Companies wishing consideration should contact us directly. Please note that we have a preference for companies which already provide training in other technology areas.

FAQs

Q: How can I become a Confluent Reseller?
A: Presently we have a direct sales model. However, we do have a generous referral program available for our Consulting & SI Partners as well as Technology Partners. We're happy to work with you and mutually engage in accounts.

Q: Does Confluent offer group training rates for our team?
A: Yes. Partners can receive a 10% discount for all training. We have flexible options for on-site and instructor-led training. Please note, we have a firm 15 student capacity limit for all of our courses.

Q: What are the steps to build a Kafka Connect connector?
A: Technology Partners seeking to build a certified connector utilizing the Kafka Connect framework will be assigned a technical resource to assist and guide you in the process. Step one: contact us.

Q: How long does it take to build a Kafka Connect connector?
A: Building a connector using the Kafka Connect framework varies based on the complexity and level of detail – anywhere from a few days to a few months.

About Apache Kafka

Apache Kafka is an open source technology that acts as a real-time, fault tolerant, highly scalable messaging system. It is widely adopted for use cases ranging from collecting user activity data, logs, application metrics, stock ticker data and device instrumentation. Its key strength is its ability to make high volume data available as a real-time stream for consumption in systems with very different requirements—from batch systems like Hadoop, to real-time systems that require low-latency access, to stream processing engines that transform the data streams as they arrive. Apache Kafka is key data infrastructure that can serve as a single central nervous system, transmitting messages to all the different systems and applications within an organization.

About Confluent

Confluent, founded by the creators of Apache Kafka, enables organizations to harness business value from stream data. Confluent Platform manages the barrage of stream data and makes it available throughout an organization. It provides various industries, from retail, logistics and manufacturing, to financial services and online social networking, a scalable, unified, real-time data pipeline that enables applications ranging from large volume data integration to big data analysis with Hadoop to real-time stream processing. Backed by Benchmark, Data Collective, Index Ventures and LinkedIn, Confluent is based in Palo Alto, California. To learn more, please visit http://www.confluent.io/.