



neo4j partners

Partner Program Guide

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Why Partner with Neo4j

Partnering with Neo4j creates a path for multiple revenue streams in the fast moving graph technology space, including:

- Substantial incentives across the entire Neo4j deal lifecycle from referrals to renewal.
- Tools and expertise to bring compelling graph-based solutions to your clients.
- In-depth training and content for sellers and developers, to help you successfully land and deliver Neo4j projects.

As a Neo4j Partner, you'll join a dynamic community of resellers, Solution Partners, cloud and ISV partners at the forefront of one of the most exciting trends in data management.

Graph databases are the fastest growing category in the database market, and are quickly becoming the preferred data model for modern intelligent applications and enterprise analytics platforms. With technology that is fast, scalable, easy to learn and develop with, Neo4j is the undisputed graph technology leader and platform.

Thousands of customers across all industries leverage Neo4j technology to produce graph-based insights to drive efficiency, lower risk, improve customer experience and grow revenue.



"By 2025, graph technologies will be used in 80% of data and analytics innovations..."

Top 10 Trends in Data and Analytics, 11 May 2020, Rita Sallam, et al.

Gartner®

Neo4j technology: widely recognized as the most mature, innovative, and comprehensive graph data platform.

- Revolutionizes data management by focusing on the connections between data, releasing business value, unifying data across the enterprise into a single platform to handle real-time OLTP, OLAP and AI workloads.
- Allows enterprises to quickly unify and mobilize connected data, while being able to support transactional, analytical and machine learning workloads.
- Provides battle-tested security, availability and integration features required for deploying enterprise solutions.
- Is available on GCP, AWS and Azure cloud marketplaces as self-managed and SaaS (Neo4j Aura).

Partner Program Benefits

When you join the Neo4j Partner Program, you'll gain access to tools and expertise to help grow your business through recurring revenue, enhanced technical expertise and increased market awareness. All Neo4j partners have access to Neo4j's Partner Portal, sales and technical enablement training, discounted Professional Services and ongoing support throughout the project lifecycle. Our Partner Program is purpose-built to help you:

- Protect your opportunity and build recurring revenue by registering your deal as early as possible on Neo4j Partner Portal.
- Earn additional incentives by qualifying as a Neo4j Certified Value-added Reseller (VAR).
- Drive customer satisfaction and de-risk your project with Neo4j Graph Assessments and discounted rates for Professional Services.
- Drive renewals and expansions with our Neo4j Graph Review and Partner Success program.
- Grow your bench expertise with [Neo4j Hive Solutions](#), our partner enablement site, where you can access self-paced sales and technical training, sales collateral, demos, reference architectures, tooling, customer use cases and more.
- Build your own demos and POCs with free NFR licensing for self-managed Neo4j Enterprise Edition, Bloom and Graph Data Science.
- Establish your market presence through sponsorship opportunities, internal and external events, and webinars. And if you have a solution built on top of Neo4j, we'll help you promote it.
- Stay informed about the latest product developments and graph trends with the Neo4j Partner Newsletter.

Neo4j Sales Support

As a customer-driven company, we know we're most effective when we all work together to meet the customer's needs. We encourage our direct sales teams to work closely with our partners and renewals to minimize channel conflict. We also guarantee no unsolicited call downs from deal registration submissions. The Alliance Director managing the partner relationship will lead any deal discussions.



"Graph database adoption continues to accelerate across all industries: by 2030, 65% of enterprises will have graphs running in production."

Noel Yuhanna 2023

Solution Partners

Neo4j works with regional and global Solution Partners who have established practices delivering data management and analytics solutions to enterprise customers. Our Solution Partners will often have dedicated practices focused on industry verticals (such as Financial Services, Energy & Utilities, Manufacturing, Consumer Retail, Life Sciences, Federal Government) and enterprise functions (such as IT, HR, supply chain, finance, or cybersecurity).

We rely on the domain expertise of our Solution Partners to properly position Neo4j to deliver compelling graph-based solutions for a specific business use case, and we can advise on how best to architect a large enterprise solution with Neo4j as a key component.

Solution Partners are also eligible to resell Neo4j if they have attained the Neo4j VAR Certification. See [Neo4j VAR Certification](#) details for more information.

Our Solution Partners often lead early stages of Neo4j opportunities and then bring in Neo4j direct sellers to assist in product sizing and procurement. Once the deal is signed, the Solution Partners help the client adopt the software and drive value for the remainder of the deal lifecycle.

In addition, we frequently collaborate with our Solution Partners to leverage their expertise, assisting with win strategy development and project delivery support.

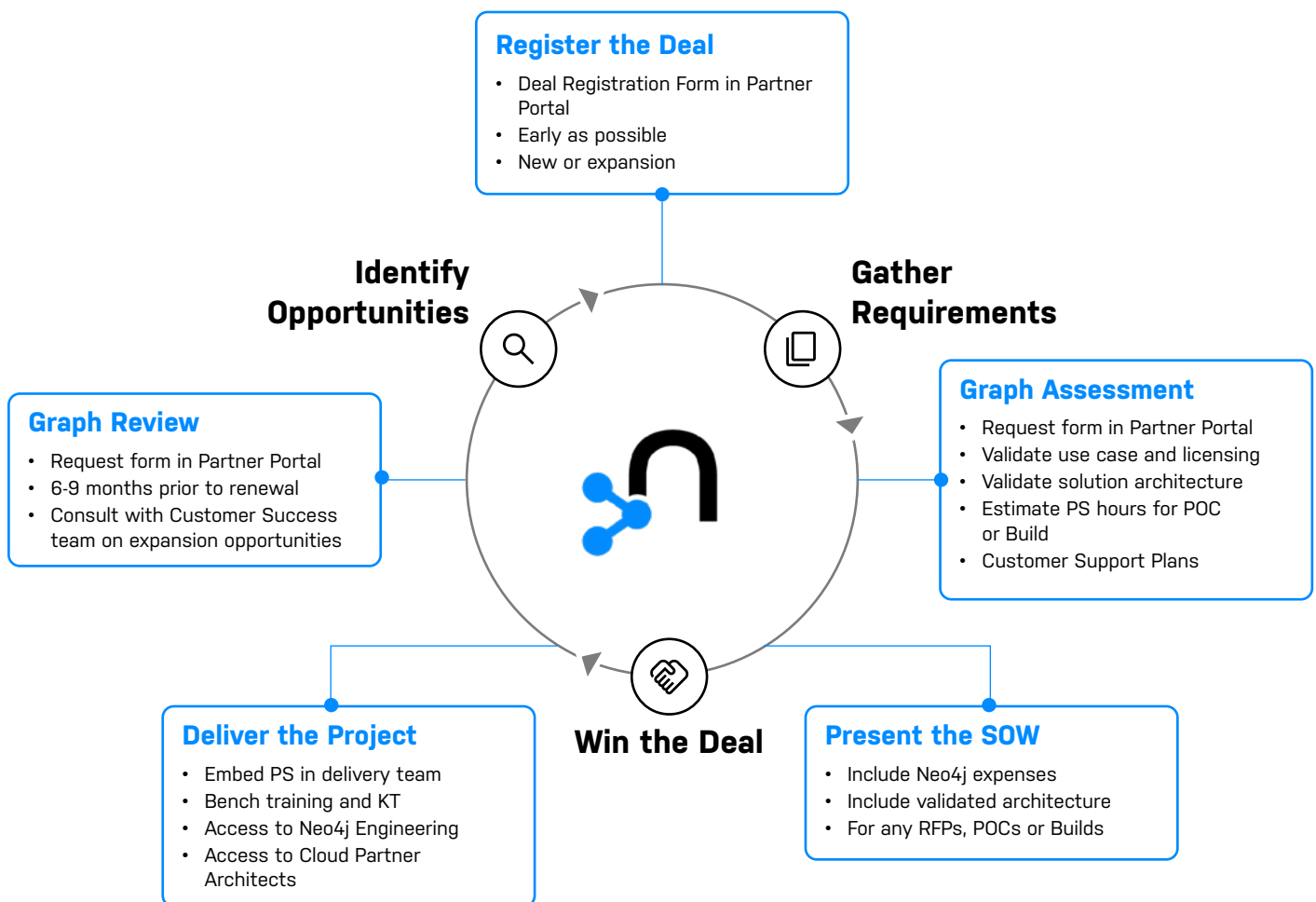
Neo4j Deal Lifecycle Management Best Practices

Neo4j technology is easy to learn and use; however, as with any enterprise data platform, you will need specialized knowledge and hands-on experience to successfully deliver projects that meet the needs of the use case and to create a rewarding experience for the client.

At Neo4j, we look at every client engagement as the beginning of a long-term relationship, and our subscription-based licensing model ultimately depends on driving measurable business value for the end client to support renewal and expansion deals across the enterprise. We've implemented a full deal lifecycle support model to help partners land these opportunities. Learn more about our Graph Assessment Program on our [Partner Portal](#).

We strongly encourage Solution Partners to:

1. **Register deals** as early as possible so that we can align necessary resources to the project and co-develop a compelling win strategy. We'll work with you to qualify your deals using BANT criteria and help mature them to Sales Accepted Opportunities (SAO).
2. Complete a **Neo4j Graph Assessment** prior to presenting an SOW to the client to help **de-risk the deal**. We can help validate the use case, licensing, solution architectures, customer support plans and any needed Professional Services hours for the delivery. This should be done for RFP responses, POC SOWs and production build SOWs.
3. Complete a **Neo4j Graph Review** 6-9 months prior to the project renewal date. You'll work with our Customer Success team to identify expansion/scaling opportunities for the existing solution and potential new use cases, as well as document the client business value.



Solution Partner Requirements*

Our Solution Partner Program offers three levels of partnership, differentiated by revenue target, bench size and activity. **Effective as of Jan 1, 2024.*

Solution Partner Tier Requirements

	Registered	Gold	Platinum
Partnership Agreement	Required	Required	Required
New & Expansion ARR Threshold to attain tier	None	\$250k	\$500k
Joint Annual Business Plan	N/A	By Invitation	Required
Named Alliance Manager Contact	Recommended	Required	Required
Neo4j Developer Certifications*	N/A	2	6
Neo4j Graph Data Scientist Certifications*	N/A	1	2
Neo4j Administrator Certifications*	N/A	1	2
Neo4j Sales Specialist Certifications*	N/A	1	3
Neo4j Graph Assessments	N/A	1	3
Customer Testimonials	N/A	1	3

**Resources can have multiple certifications as long as the bench size requirement is met: two named resources for Gold Partners and six named resources for Platinum Partners.*

Solution Partner Referral Fee Schedule

Solution Partner Referral Fees

	Registered	Gold	Platinum
Deal Registration Protection*	90 Days	120 Days	120 Days
New and Expansion Referral Fee	5%** ARR	8%** ARR	10%** ARR

**No other partner can register the same opportunity, discounts apply only to the registering partner.*

***The maximum Referral Fee is \$50,000 USD.*

Solution Partner Program Benefits

As a Solution Partner, you'll have access to a rich set of resources and benefits to help you build your Neo4j business.

Solution Partner Program Benefits

	Registered	Gold	Platinum
Access to Neo4j Partner Portal	✓	✓	✓
Access to Neo4j Hive Enablement Resources	✓	✓	✓
Access to Neo4j Graph Assessments	✓	✓	✓
Access to Neo4j Graph Reviews	✓	✓	✓
Neo4j NFR* Licenses	✓	✓	✓
Aura SaaS Discount**	10%	10%	10%
Named Channel Manager	N/A	By Invitation	✓
Joint Annual Business Plan	N/A	By Invitation	✓
Joint Partner Marketing Plan	N/A	By Invitation	✓
Joint Quarterly Business Reviews	N/A	By Invitation	✓
Access to Neo4j Executive Sponsor	N/A	By Invitation	✓
Co-Marketing Opportunities	By Invitation	✓	✓
Speaking opportunities at Neo4j Events	Not Eligible	By Invitation	By Invitation
Neo4j Partner Accelerator Kit	✓	✓	✓
Neo4j Hive Solutions Access	By Invitation	✓	✓
Published Joint Use Cases (annually)	By Invitation	1	3
Invitation to present in Neo4j Internal Continuous Learning Session	By Invitation	✓	✓
Lead Routing Eligibility (VAR-certified Solution Partners Only)	N/A	✓	✓

*Includes Neo4j Enterprise Edition, Neo4j Graph Data Science, Neo4j Bloom; does not include Neo4j SaaS products AuraDB and AuraDS.

**For use of AuraDB Enterprise and AuraDS Enterprise in customer-facing demos and POCs.

VAR Certification

Solution Partners can also qualify for the Neo4j VAR Certification. VAR-certified Solution Partners enhance the value of Neo4j technology by developing customized solutions and may resell Neo4j subscriptions as part of the solution. This is a selective program for Solution Partners who already have in place dedicated staff to support pre-sales, sizing and post-sales operations. VAR Partners are eligible for leads sourced by Neo4j.

VAR Certified Requirements*

In addition to the standard Solution Partner certifications, VAR-certified Solution Partners must meet these additional requirements. **Effective as of Jan 1, 2024.*

VAR Program Bench Certification Requirements

	Registered	Gold	Platinum
L1 & L2 Support Certification	N/A	2 per region	2 per region
Neo4j Developer Certifications*	1	3	7
Neo4j Graph Data Scientist Certifications	1	2	3
Neo4j Administrator Certifications	1	2	3
Neo4j Sales Specialist Certifications	1	2	4

**VAR resources may have multiple certifications as long as the minimum bench growth requirement is met: one additional named developer resource and one additional named sales resource.*

VAR Discount Schedule: Neo4j Enterprise Edition - New and Expansion

Discount Schedule for Enterprise Edition New and Expansion

	Registered	Gold	Platinum
Neo4j Deal Registration Discount	5%	10%	10%
Neo4j Enterprise Edition and GDS Discount off List Price (New and Expansion)	5%	+5%	+10%
L1 & L2 Support	N/A	+5%	+5%
Max Total Discount	10%	20%	25%

VAR Discount Schedule: Neo4j Enterprise Edition - Renewal

Discount Schedule for Enterprise Edition Renewal

	Registered	Gold	Platinum
Neo4j Enterprise Edition and GDS Discount (Renewal)	5%	10%	15%
L1 & L2 Support	N/A	+5%	+5%
Max Total Discount	5%	15%	20%

VAR Discount Schedule: Neo4j Aura SaaS Products

Discount Schedule for Neo4j Aura SaaS Products

	Registered	Gold	Platinum
New and Expansion	5%	8%	10%
Renewal	3%	6%	8%

Please see the Aura Enterprise Guide on the Partner Portal for more information.

Partner Program Glossary

Accelerator Kit

A group of education and enablement resources to help Solution Partners jump start work with Neo4j.

Annual Recurring Revenue (ARR)

Revenue associated with Neo4j's annual subscription license fees. Does not include fees for Professional Services or Training.

Aura SaaS Discount

Discounts on Aura pricing for use of AuraDB Enterprise and AuraDS Enterprise in customer-facing demos and POCs.

BANT Qualification

BANT is an acronym that stands for "Budget, Authority, Need, Timing." It provides a simple framework for qualifying prospects in a business-to-business (B2B) sales setting. An organization evaluates whether, and to what degree, a sales prospect meets each of the four criteria.

Business Plan

Jointly developed business development plan with named accounts, certification and sales targets.

Deal Registration

Process of protecting a partner opportunity by early registration. Provides strategic visibility to the partner's pipeline and best opportunity to marshal resources to help drive the win strategy.

Graph Assessment

Partner-initiated review of the opportunity that occurs prior to presenting commercials to the client. Includes validations for use case, licensing, solution architecture, customer support plans and any Neo4j Professional Services hours required to de-risk the delivery.

Graph Review

Partner-initiated review of the existing deployment 6-9 months prior to the renewal. Includes evaluation of the current state of the solution, mitigation of any emerging issues, consultation with Neo4j Customer Success on future expansion, new use cases and workloads, strategic visibility and business value realization.

Joint Use Case

A summary of a successful engagement with a joint partner, including challenge, solution components, and solution benefits.

Neo4j VAR Certification

Neo4j VAR Certifications are provided to Solution Partners who meet VAR Program criteria on an annual basis.

New and Expansion

An opportunity which is either an account new to Neo4j or an expansion of an existing Neo4j customer's licensing footprint for the established use case or new project use cases in a different department in the enterprise.

Not-For-Resale (NFR) License

Licenses provided to partners for educational, demonstration or development purposes only. Restricted to self-managed Neo4j Enterprise Edition, Neo4j Bloom and Neo4j Graph Data Science.

Renewal

An opportunity that renews an existing subscription with no significant changes.

Sales Accepted Opportunity (SAO)

An opportunity that has met each of the BANT qualification criteria for engagement and is accepted by the sales team.

Sales Certification

Neo4j Sales Certifications are provided to business development resources who successfully complete the Seller training track and annual refresh content.

Technical Certification

Neo4j Technical Certifications are provided to technical resources who successfully complete the Neo4j trainings.

Testimonial

A referenceable quote from a joint customer that highlights benefits of the partnership.

Partner Program FAQs

Can VARs resell Neo4j in enterprise accounts?

Yes, if the opportunity was sourced by the partner or if the need to resell is driven by the customer. Where approved, Neo4j will provide a price quote to the VAR which will reflect the eligible discount off Neo4j list price.

What are the Neo4j Accelerators?

The Neo4j Accelerators are a collection of software development kits, demos, playbooks and data sheets that can be used to demonstrate proof of value to prospective customers and speed time to revenue with Neo4j. These can be accessed from the [Neo4j Hive Solutions](#) enablement site.

How does Neo4j define a 'corporate account'?

Organizations with revenue of <\$1B are considered to be a corporate account.

If I develop a solution offering on top of Neo4j, will Neo4j help me sell my product?

Neo4j's sales team regularly co-sell with our partners, however we do not resell our Solution Partner and VAR Partner Solutions. We offer opportunities for you to promote your solution at Neo4j events and on [Neo4j.com](#).

Why should partners perform Neo4j Graph Assessments and Graph Reviews?

Our partners find that these activities help them be as successful as possible working with Neo4j. These simple alignment activities help de-risk the deal (and renewal), and also properly set customer expectations for delivery, performance and cost. Partners that follow these best practices generate positive outcomes, enhanced recurring revenue and higher customer satisfaction.

How do I access resources to train my sales and technical teams?

We have in-depth resources to support your sales and technical teams, including:

- [Neo4j Partner Portal](#)—resources for business development and sales teams
- [Neo4j Hive Solutions](#)—training and enablement site for sellers and technical roles, including demos, development tools and accelerators

You'll receive instructions on how to enroll your team when you complete the Neo4j Partner Agreement.

Be sure to also check our [website](#) for informative case studies, white papers, books, and documentation.