



Join the **azul PartnerConnect** Program

Through the Azul PartnerConnect program we focus on developing mutually beneficial partnerships that empower our partners to increase deal flow, revenue, and help deliver customer value.

Why Azul?

Azul is the only company 100% focused on Java. With more than 20 years of Java leadership and a customer base that spans more than 35% of the Fortune 100, Azul is the largest Java vendor outside of Oracle.

Trusted by the world's most highly regarded businesses, Azul solves the most pressing application challenges facing enterprises today:

- 1** Our high-performance Java runtime, Azul Platform Prime, cuts customers' cloud bills by up to 50 percent. It's a simple equation: faster code = less compute resources = a smaller cloud bill.
- 2** Performance-driven applications are the lifeblood of enterprises today. Azul Platform Prime ensures apps run fast, stay fast, and deliver a consistent experience.
- 3** Companies waste too much money on Oracle Java licensing. Azul Platform Core provides the world's most comprehensive and secure builds of OpenJDK for up to 70 percent less cost than Oracle.
- 4** Azul Vulnerability Detection detects known vulnerabilities such as Log4j in Java applications in production with no performance penalty and eliminates false positives.

Azul brings years of experience collaborating with various VARs and alliances to create value for our joint customers and is 100% focused on developing new business with partners through joint go-to-market activities and the delivery of value-added solutions throughout its channel ecosystem, which today spans more than 88 countries.



How Can I Make Money with Azul?

Azul's Java platform plays well with the Java technologies you already know and love. Java powers most business applications, and supporting these applications creates compliance, governance, as well as resource and maintenance cost issues.

Azul solutions solves these business challenges for your prospects and customers:

Optimizing Cloud costs. If your customers are deploying applications to the cloud, Azul solutions can help them reduce spiraling cloud infrastructure costs by 50% while improving application performance with the world's fastest JVM, which also improves customer experience.

Java Security. Given Java's enterprise prevalence, securing the applications and software running on top of the Java platform from known vulnerabilities is necessary to maintain customer trust. Your customers need to extend their software supply chain security to production, and Azul Vulnerability Detection solves that for them.

Lowering Oracle Java licensing costs. Organizations with significant Java estates have been coping with a large and unexpected increase in operational expenses since 2019 when Oracle began changing how it licensed Java. It has been proven that Azul solutions decrease the cost of Java application license fees vs. Oracle by 70%*, while providing secure, stable Java with better value, responsiveness, and support experience.

Working with Azul also increases your ability to make money by collaborating with us to offer value-added services, referring business, and/or reselling in these application areas. Our partner community delivers a range of chargeable services that can drive your gross margins north of 30% with up to 40% margins on licensing.

The Ideal Azul Partner

You are a recognized leader with a mid-market to enterprise customer base in a Java-centric world where developers, operations, and users demand more. You will be joining a global network of such companies. More capabilities. More performance. More security. More value.

Ultimately, more value and success for our joint customers depends on the partner community we build. We are seeking partners with these characteristics:

- Java and Security Resellers or Solution Providers
- Trusted DevOps, SecOps, FinOps, and Cloud Solutions Advisor
- Prior experience selling to DevOps and clear understanding of ICP needs
- Java practice that includes consulting, application integration or reselling
- Experience with SAM (Software Asset Management) or ITAM (IT Asset Management), and/or FinOps
- Experience selling in Fintech, Hi-Tech, SaaS, Manufacturing, and Retail / e-commerce
- Investing in IT & Cloud Optimization, Application Efficiency, Security Vulnerability, MDF-based, go-to-market programs
- Java-based experience in infrastructure like Kafka, Cassandra, Hadoop, Elastic Search; 3rd party Java frameworks; and home-grown Java applications

Azul Partner Ecosystem

Authorized Distributor

Aggregates technologies, products, services, and education from a large community of VARs to offer value-added, bundled solutions to broaden offer and reduce costs for end users.

Solution Providers

Offers training, enablement, and advisory services for application architecture and design, and fulfillment services for development.



Authorized Value Added Reseller (VAR)

Provides vendor-specific products, solutions and services to specific customer and industry segments by creating unique customer buying and delivery experiences.

Technology Alliance

(ISVs) Develops APIs and integration technologies to collaborate or embed Azul's Java platforms and security products to create compelling solutions and managed services for end users.

Value Added Resellers (VARs) Partner Tiers

Azul's tiered reseller program is structured to recognize and reward partners across three tiers:



Silver VAR

Silver Partners receive a range of benefits for your Azul sales and technical competencies, including training. You will also access ready-to-use marketing assets to build your pipeline faster and accelerate your path to that first customer win.



Gold VAR

Gold Partners demonstrating their commitment, go-to-market investment, product knowledge, technical expertise, and ability to exceed revenue goals can unlock enhanced program benefits and increased discount margins. This reseller tier also includes not-for-resale (NFR) licenses, an assigned channel manager (CM), and support developing joint value business plans helping partners expand their revenue streams.



Platinum VAR

Platinum partners have a proven practice built around powering and securing Java applications through joint strategies, highly aligned with Azul and work together with sales and marketing teams to promote joint value to customers. This tier also includes the highest sales incentives, joint business plan development, access to market development funds (MDF), and quarterly business reviews.

What's in PartnerConnect for You?

azul PartnerConnect Program		Technology Alliance	Solution Provider	Authorized Distributor	Silver VAR	Gold VAR	Platinum VAR
Authorized to Resell Azul Solutions		●		●	●	●	●
Allocated Azul Partner Manager		●		●		●	●
Azul Sales Engineers for Technical Assistance		●		●		●	●
Sales Incentives	Tiered Discounts			●	●	●	●
	Rebates		●	●		●	●
Marketing Investment	MDF Access			●	●	●	●
	Azul Leads	●		●	●	●	●
Inclusion on Partner Listings on Azul.com		●		●		●	●
Product Launch and Roadmap Briefings		●		●		●	●
NFR License Use and Demo Capability				●		●	●
Access to Azul Support Team		●		●	●	●	●

What Does Azul Expect from its Partners?

azul PartnerConnect Program		Technology Alliance	Solution Provider	Authorized Distributor	Silver VAR	Gold VAR	Platinum VAR
Signed Agreement(s)		●	●	●	●	●	●
Annual Sales Targets (*net)	Mature Market			\$500K		\$500K	\$750K
	Developing Market			\$350K		\$350K	\$500K
	Emerging Market			\$150K		\$150K	\$350K
Certified Resources	Sales Representative	1	1	1	1	2	4
	Solution Engineer	1	1	1	0	1	3
Partner Portal Access	Deal Registration			●	●	●	●
	Lead Registration	●		●	●	●	●
Azul solution promoted on Partner website		●	●	●	●	●	●
Business Manager and Technical Engineer		●	●	●		●	●
Annual business plan & quarterly business reviews				●		●	●
Technical Support Level 1 across Azul Solutions		●	●	●		●	●

Become an Azul Partner

Accelerating your customers' Java business has never been easier or more rewarding. Email us today to discuss what a partnership looks like to you by working together to solve customer challenges. Join Azul PartnerConnect by visiting <https://www.azul.com/channel-partners> or email the Azul Partner Team, partners@azul.com.