

Databricks Pursues 100s of Sales Opportunities Using the APN Customer Engagements Program (ACE)



partner
network



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- Justin Fenton, AWS Alliance Director, Databricks

Founded by the creators of Apache Spark, Databricks is a leading innovator helping data scientists and engineers around the world take advantage of their data with ease, and at scale.

Databricks' Unified Analytics Platform is natively built on and for AWS. As the company began to develop its AWS business strategy, joining the AWS Partner Network (APN) proved a significant move. "As we started building our go-to-market (GTM) strategy with AWS, we felt joining the APN was a natural step in our evolution," says Justin Fenton, AWS alliance director for Databricks. "Over time, we've built out our partnership program while focusing on maturing our APN relationship." Databricks began by obtaining the AWS Big Data Competency. The company has since joined the AWS Public Sector Partner Program for Government and Education, while also earning the Life Sciences Competency, the Data & Analytics Competency, and the Machine Learning Competency.

"One of our goals and drivers for success is navigating through and connecting with particular teams within AWS. The distinctions we've earned by qualifying for the Advanced Tier and through different APN Programs, especially the Competency Program, give us better visibility into AWS itself and differentiate us to teams within AWS," says Fenton. "It has also opened doors as we drive new go-to-market (GTM) strategies and take advantage of AWS joint marketing opportunities, such as event sponsorship and campaigns."

A core benefit of investing in, building, and growing an APN-focused practice is the ability to take advantage of new and updated APN Programs. For the Databricks team, no program has been more effective than the APN Customer Engagements Program, or ACE. Through the ACE program, qualifying APN Partners—like Databricks—become eligible to receive AWS lead and opportunity referrals through the ACE Pipeline Manager.

"We share a very similar focus on customer obsession with AWS. We felt that being able to effectively work with AWS teams, such as sales teams, to work backward and solve customer problems together would result in the best outcome for customers," says Fenton. "So, to best engage and work with AWS on qualified customer opportunities, we began registering opportunities through the APN using the ACE tool."

The team quickly found success connecting with account teams and sales leads by registering validated opportunities through ACE, moving from working on a dozen or so opportunities to a few hundred validated opportunities logged in ACE. Fenton estimates that his team works on 5 – 10 unique deals a day that come through the ACE tool. Today, the company has over 600 active opportunities logged in ACE.

"We began with one individual using the ACE tool. Today, we have regional leads around the world using the tool; that's how we connect with AWS teams and measure success in driving joint customer value," says Fenton. "Using the tool, we now receive inbound leads from AWS teams who feel we'd be a good fit for a particular customer opportunity. We've developed legitimate relationships with the AWS field, and it's been powerful for our organization."

Competitive Focus

- Enterprises
- Data Scientists and Engineers
- Across Industries incl. Healthcare, Retail, Advertising, and Financial Services

Global Presence

- Headquarters in San Francisco
- Software Available Worldwide

AWS Offerings

- Databricks Unified Analytics Platform

APN Distinctions

- Advanced Technology Partner
- AWS Data & Analytics Competency Partner
- Machine Learning Competency Partner
- Life Sciences Competency Partner
- AWS Public Sector Partner: Government and Education

About Databricks

Databricks provides a unified analytics platform for data science teams to collaborate with data engineering and lines of business to build data products. Users achieve faster time-to-value with Databricks by creating analytic workflows that go from ETL and interactive exploration to production. The company also makes it easier for its users to focus on their data by providing a fully managed, scalable, and secure cloud infrastructure that reduces operational complexity and total cost of ownership.