

PARTNERSHIP



**TIME TO BECOME
AN ISV PARTNER
WITH INGRES?**

INGRES
**INDEPENDENT
OPEN-MINDED
PARTNERSHIP.** **ISV**

By integrating business open source solutions into the IT infrastructure, business-users already benefit from The New Economics of IT.



**INCREASED
MARGIN**

INDEPENDENT

The benefits of a Partnership with Ingres include:-

- **Increased margins with professional open source**
- **Dedicated people you can trust**
- **A global ecosystem to leverage**
- **Creating business growth opportunities**
- **Technology innovation for competitive advantage**
- **A dynamic Give-to-Get Partner Program**

As an ISV experienced in building enterprise-strength, transactional applications, you know exactly what your customers expect from your applications. You also understand the financial commitments your customers have to meet to be able to fulfil their contractual obligations, and what percentage of the application budget goes to the database costs. And, you're all too familiar with the number of business users whose restricted budgets mean they're unable to consider those financial commitments. In short, you're losing business, and your lost customers are losing opportunities to compete.

[Perhaps Ingres can help you change that...](#)

THE NEW ECONOMICS OF IT

At a stroke, business open source has re-written the Economics of IT. High upfront fees with annual support costs and barbed increases are now a thing of the past. And so is, "Spend more to save a little!" Instead, by integrating business open source solutions into the IT infrastructure, enterprises can keep the development costs low and productivity high by correlating annual usage directly to fees, as well as allowing them to integrate and innovate new software faster and with less risk.

Zero upfront licensing fees, reduced development and marketing costs through free community participation, plus lower support and maintenance costs are innovative ways business-users already benefit from The New Economics of IT.

TRADITIONAL VALUES – VISIONARY APPLICATION

In spite of the Ingres pedigree, at heart we're still a technology company focused on providing the very best information-management solutions for our customers. We're not a big, faceless corporate. We're **passionate** about what we produce and we're looking for that same quality in our partners. Without it, there **cannot** be a partnership... but with it – we'll build international businesses with access to global markets. And we'll do that together.

Our business critical software and services have been engineered to meet the performance, reliability and scalability demands of business today. With high-volume transaction processing, high availability, multi-platform support and security, these benefits are a result of more than 25 years of innovation and community. Our community contributes to the design, development and deployment of our products. And as an ISV, you can actively contribute to determine the destiny of our product and ensure you have the functionality your product needs. Ingres is fully committed to the community based software development model so all Ingres database functionality is available as a fully functional open source community version.

Ingres are currently partnering with ISVs around the world in a broad range of specialist markets, including banking & financial services, aviation, aerospace, power and the public sector.



OPEN-MINDED

"...Ingres has been gaining many third-party software partners... the company's solution is the only open source DBMS with proven maturity in mission-critical applications..."

Gartner - Magic Quadrant for Data Warehouse Database Management Systems.
28 January 2010



To protect ISVs and their end user's rights, their interests and compliance requirements, Ingres Database Enterprise Version is quality assured and tested, provides full legal protection and enable our ISV partners to completely embed the database into applications. The Ingres 24/7 support enables ISVs to establish SLAs for truly business critical applications deployed at the most demanding customer sites. And our technical and commercial teams consists of skilled resources that are here to engage and work with our partners; people you can trust and work with.

So here's our pledge to you: we don't compete with our ISV partners for your database renewal business, we don't switch-sell competitive applications into our partners' customer-base, and we don't compete with you for ownership of your customers. Unusual in today's business world? For sure, but that's the Ingres commitment; traditional values – applied in a visionary way.

STRENGTH IN DEPTH

Critical mass. At Ingres, we generate it through our eco-system; an eco-system is an environment which contains everything necessary to sustain life. And a business eco-system is no different to any other. Ours includes End-Users, ISVs, Distributors, SIs, OEMs – in fact domestic and international ready-made business relationships of every kind. Chief among these – the Alliance; formed when Ingres partners with a complimentary, industry-leading, open source vendor, it offers our partners the opportunity to leverage and maximise from each other's unique offering. The end result? New business opportunities – so essential to growth and success.

SUCCESS CREATES GROWTH; GROWTH CREATES SUCCESS...

How do we know our market so well? With over 25 years experience in developing and taking databases to market, we've learned a thing or two. For you as an ISV partner, that translates into security from which you can leverage from day one; security of ideas and security of our installed base. Imagine a partnership built on anything other than security...

There comes a time when everyone needs a little help! And when you need help, you need it fast which is why we offer our ISV partners our 'follow-the-sun' support. Whatever the time of day, you'll always be able to find a friendly voice on the end of a 'phone from somewhere in the world, even if it is pouring with rain!

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“As an ex CTO I know that customers prefer to buy solutions to their business problems. Our ISV partners provide those solutions which is why they are such an important part of our strategy. We in turn are committed to provide ISVs with the best technology and the most attractive economic model for their applications to run on. Our open source model delivers competitive advantage to our partners through superior innovation and a new economics of IT.”

Roger Burkhardt, CEO, Ingres.



COMBINING STRENGTH THROUGH ALLIANCES

Fact: Ingres was the first open source vendor to market, with a complete open source development stack. **Fact:** Ingres has been innovating the development of open source application appliances and through a global open source alliance empowers ISVs to build, implement, and manage software appliances at unmatched efficiency levels. **Fact:** Ingres, with our partners are driving application development in the cloud by innovating our support commitment for virtualised environments and highly flexible commercial offers.

FUTURE PROOF

Fact: VectorWise, a groundbreaking database technology that delivers the performance needed to conquer today's data explosions, is the first business software to fully take advantage of advances in modern chip technology. The vision and innovation within Ingres is as revolutionary as that. In a world where the 'business' expects IT to deliver more with less, business open source has come of age. A look at how seriously Gartner and Forrester are taking it will confirm as much, so imagine how that insight would help your customers make plans of their own.

INGRES PARTNERSHIP PLUS

We understand that our partners' business models cannot be boxed into categories; we understand that our partners' business strategies are dynamic – and should be. With that understanding in mind Ingres Partnership Plus – the Ingres partner program – has been designed to be as dynamic as you need it to be and provides the best give-to-get relationships for **your** business model and for the partnership **you** establish with Ingres.

Just get in touch with us and we'll do the rest. We'll introduce you to a dedicated Business Development Manager so we can roll-out joint commercial initiatives. And we'll also allocate a dedicated Technical Manager to work with you and steer the technical process from proof of concept to full application migration.

About Ingres Corporation

Ingres is the leading open source database management company. We are the world's second largest open source company and the pioneer of The New Economics of IT, providing open source solutions at dramatically reduced cost than proprietary software vendors. As a leader in The New Economics of IT, Ingres delivers low cost and accelerated innovation to its more than 10,000 customers worldwide.

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