ANACONDA.

Anaconda Channel Partner Program

Our Partnership Vision

With over 30M users a year, Anaconda has the largest global Python community, growing 200-300% year over year. Anaconda is committed to growing its channel partner community so that all Anaconda customers can be serviced globally in order to fully take advantage of this opportunity.

Anaconda partners with a variety of channels to serve the Python community:

- Resellers who provide installation, training, and first-level support to our Data Science, DevOps, and Security users

- Distributors, Direct Market Resellers (DMRs), Global System Integrators, and Referral Partners

Our Partnership Goal

Through the Anaconda Channel Partner Program, as the gold standard in enterprise Python we aim to pool our success with partners and increase collective market share. It's a win-win that will continue to evolve. In addition to enablement, training, and certifications, Anaconda is committed to supporting our channel partners' teams as if they were extensions of our own team.

The Anaconda Channel Partner Program strives to be profitable for our partners so that Anaconda's investment will pay long-term dividends in customer satisfaction. Our ultimate goal is to be in every enterprise environment that uses Python, together with our partners.

Anaconda Products Available for Resale:

Anaconda Professional

Open-source data science distribution optimized for commercial use

Anaconda Business

Customizable cloud repository with built-in security and governance
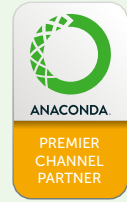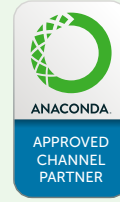
Anaconda Server

Security and governance for your on-prem data science pipeline

Channel Partner Tiers

Anaconda's channel partner tiers require an approved assessment, agreement, and onboarding commitment. We do not charge a partnership fee.
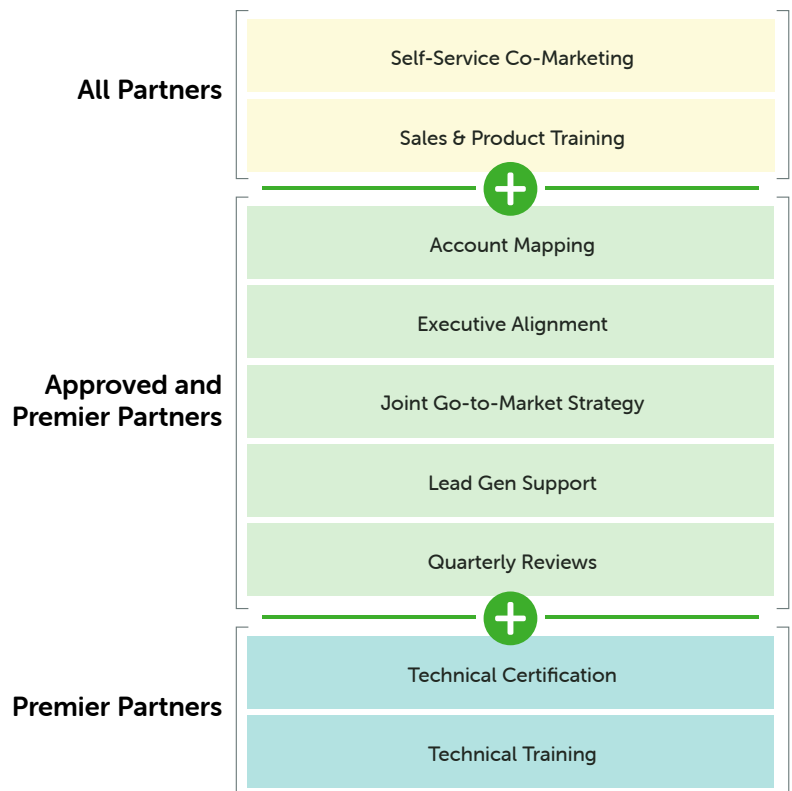
	DISTRIBUTOR CHANNEL PARTNER	APPROVED CHANNEL PARTNER	PREMIER CHANNEL PARTNER
Customer Deals	✅	✅	✅
Signed Reseller Contract	✅	✅	✅
NDA Signed	✅	✅	✅
Logo on anaconda.com	✅	✅	✅
Account Mapping *to identify new opportunities*	✅	✅	✅
Incentives to bring deals to us *Eligible to receive referral fee*	✅	✅	✅
Sales + Technical Certification Training		✅	✅
Go-To Market Planning (QBR)		✅	✅
Joint marketing assets		✅	✅
Lead generating tactics		✅	✅
Cadence calls		✅	✅
NFR License		✅	✅
Implementation Certified			✅
Tier 1 Support Certified			✅

Partner Onboarding & Support

Anaconda is committed to providing thorough and accessible sales training and marketing assets so that our partners can deepen their knowledge of the open-source software (OSS) space, hone their messaging, and improve their overall sales performance.

We want all channel partners to become trusted advisors and thought leaders in OSS, setting them apart and establishing a competitive advantage.

All Partners

- Self-Service Co-Marketing
- Sales & Product Training

+

Approved and Premier Partners

- Account Mapping
- Executive Alignment
- Joint Go-to-Market Strategy
- Lead Gen Support
- Quarterly Reviews

+

Premier Partners

- Technical Certification
- Technical Training

Get more information on current partnerships at anaconda.com/partners or by contacting partnerships@anaconda.com.

With more than 35 million users, Anaconda is the world's most popular platform to develop and deploy secure Python solutions, faster. We pioneered the use of Python for data science, champion its vibrant community, and steward the open-source projects behind tomorrow's artificial intelligence (AI) and machine learning (ML) breakthroughs. Our solutions enable practitioners and institutions around the world to securely harness the power of open source for competitive advantage and groundbreaking discoveries.

Visit anaconda.com to learn more.

General Partnership or Pricing Inquiries:
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Deal Registration:
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