Turning Data & AI into Measurable Business Outcomes – Together

Partner with Edgematics to co-design, build and scale data & AI solutions using our platforms – PurpleCube AI & Axoma

Niche. Focused. All-In-Data.

About Edgematics

Edgematics is a specialist data and AI consulting and solutions company. We help organisations become truly data-driven by combining:

Consulting expertise across data strategy, governance, engineering, analytics and AI

Modern platforms – PurpleCube AI for unified data engineering, and Axoma for enterprise GenAI & Agentic AI

Proven delivery experience across multiple industries and regions
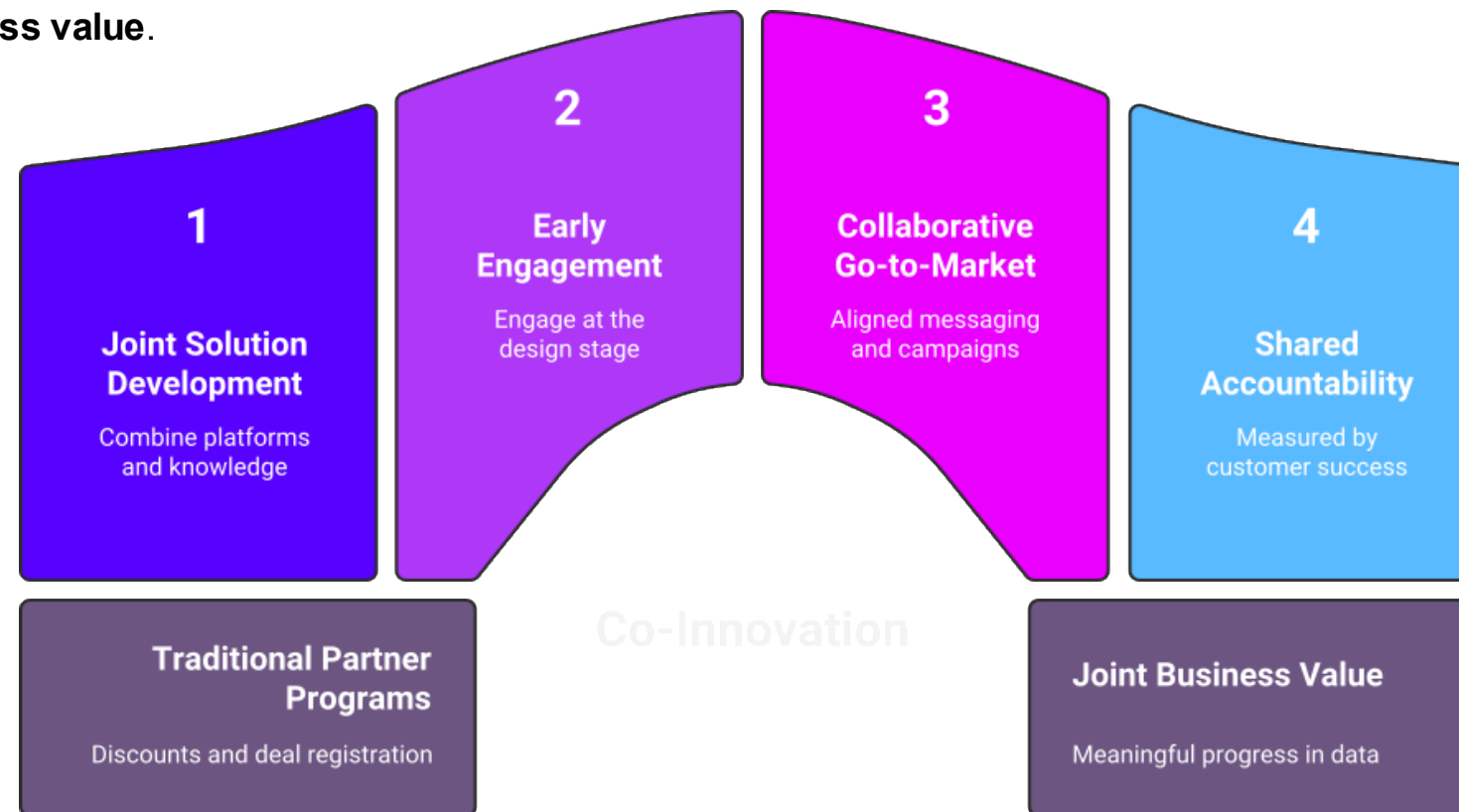
The Co-Innovation Philosophy

We don't see partners as just resellers or additional capacity. We believe the most meaningful progress in data and AI

happens when we design, build and scale solutions together.

Traditional partner programs are often driven by discounts and deal registration.

Our focus is different: **jointly creating business value**.

Co-Innovation means:

1
Joint Solution Development
Combine platforms and knowledge

2
Early Engagement
Engage at the design stage

3
Collaborative Go-to-Market
Aligned messaging and campaigns

4
Shared Accountability
Measured by customer success

Co-Innovation

Traditional Partner Programs
Discounts and deal registration

Joint Business Value
Meaningful progress in data

Our ultimate measure of success:

Joint customer success stories that demonstrate real outcomes in revenue, efficiency, risk and experience.

Commercial Model

Choose the engagement model that fits your business – or combine them.

Referral Partner

10% Referral Fee

Identify and qualify opportunities – Edgematics leads sales and delivery

On first-year platform subscription (PurpleCube AI and/or Axoma). Payable within 30 days of payment receipt.

Resell Partner

15% Discount

Resell platform subscriptions and services under agreed commercial terms

15% discount on platform subscriptions (initial & renewal) + 15% off Edgematics professional services.

Co-Sell / Co-Deliver Partner

Flexible Margins

Jointly pursue opportunities, share delivery and add your own margin

Transfer pricing provided – add your own margin when contracting with customers. Revenue-sharing on joint IP defined per solution.

Our Platforms

PurpleCube **AI**

Unified Data Orchestration & Analytics

A unified data engineering and orchestration platform with built-in GenAI assistance for modern data platforms.

- GenAI-assisted data engineering

- Central orchestration & workflows

- No-code, low-code & pro-code

- Data quality & governance hooks

AXOMA
Centralized. Secure. Intuitive

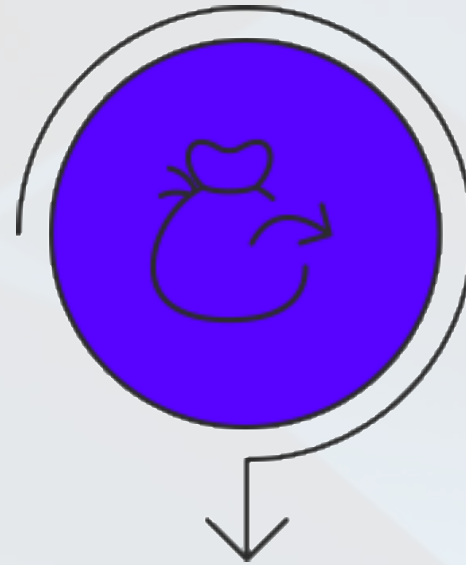### Enterprise GenAI & Agentic AI Accelerator

Enterprise GenAI platform to rapidly experiment, validate and scale AI use cases with security and governance built-in.

- Pre-built GenAI applications

- Enterprise knowledge fabric (RAG)

- Agent & workflow builder

- Security, governance & control

PurpleCube + Axoma: A cognitive data & AI stack – PurpleCube manages trusted data, Axoma activates it through GenAI
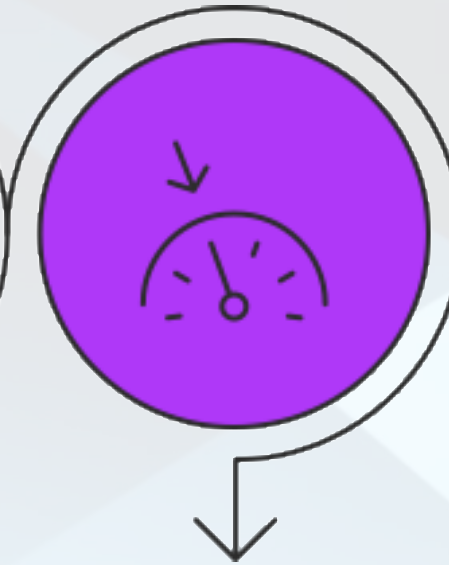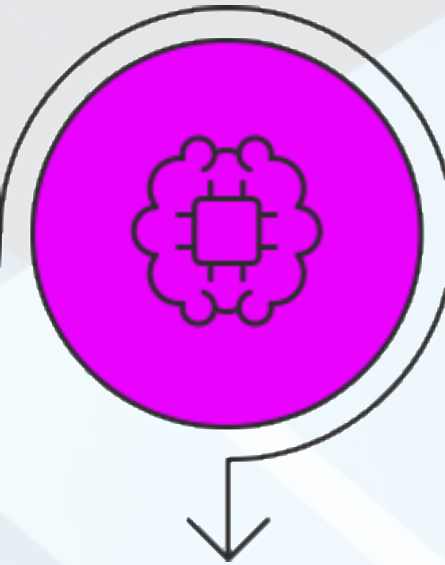
Partner Benefits

Grow Revenue & Pipeline

- Add high-value data and AI offerings
- Increase average deal size with bundles
- Performance-based incentives

Deliver Better & Faster

- Standardized data engineering with PurpleCube
- Accelerate AI with Axoma
- Reference architectures & accelerators

Build Capability & IP

- Structured training & certifications
- Co-develop repeatable solutions
- Learn from global best practices

Strengthen Your Brand

- Co-branded collateral & case studies
- Joint events & campaigns
- Co-Innovation Partner badge

![Edgematics - Turning Data Into Business Value]

Partner Journey

Initial Conversation

Introductions, understanding your business, markets and offerings.

Discovery call, Mutual fit assessment

Fit & Alignment Workshop

Joint review of solution themes, target customers and engagement models.

Solution mapping, Engagement model selection

Program Application

Completion of partner application and signing of the Co-Innovation Partner Agreement.

Partner agreement, Commercial terms

Onboarding & Enablement

Kick-off workshop, sales and technical enablement, access to collateral and demo environments.

Training, Demo access, Sales collateral

First 90-Day Plan

Identify target accounts and quick-win opportunities, agree initial marketing activities.

Target accounts, Joint marketing plan

Run & Scale

Regular pipeline reviews, refinement of offers, development of joint case studies.

Quarterly reviews, Case studies

Program Expectations

Foundational

- Sign Co-Innovation Partner Agreement
- Nominate executive sponsor & partner manager
- Maintain up-to-date partner profile

Capability

- Nominate sales champion & technical lead
- Complete enablement tracks
- Attend regular update sessions

Go-to-Market

- Agree joint business plan annually
- Participate in joint marketing activities
- Use opportunity registration process

Customer Experience

- Uphold customer centricity values
- Collaborate on shared accounts
- Ensure high-quality experience

Minimum Performance: Annual joint pipeline/revenue targets and minimum marketing activities (e.g., 2 webinars, 1 event, 1 case study) agreed during onboarding.

Next Steps

If you are interested in becoming an Edgematics Co-Innovation Partner:

Contact Us

Reach out via your Edgematics representative or through our website.

Schedule a Discovery Call

Explore strategic fit and engagement options.

Begin Onboarding

Co-create your first joint success story.

Contact

Let's build the future of data & AI together

www.edgematics.ai