



Elastic Quarterly Partner Connect - Q1

Thank you for your interest in exploring this content.

Carahsoft is the **Trusted Government IT Solutions Provider**® supporting a broad portfolio of industry-leading technologies through GSA, NASA SEWP V, ITES-SW2 and a wide range of other contract vehicles.

As the **Master Government Aggregator**®, Carahsoft connects government agencies, industry partners, and technology providers to deliver innovative, mission-focused solutions.

In partnership with Elastic, we provide technology solutions that drive modernization, strengthen operations, and ensure compliance with evolving government standards.



To learn more about how Carahsoft can support your technology needs, please visit carahsoft.com



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carah.io/elasticresources



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Discover Technology Solutions:
carah.io/elastic



Learn About Procurement:
carah.io/elasticcontracts



Connect With Our Team:
elastic@carahsoft.com
571-590-6810

Thank you for joining us on

Elastic's FY27 Q1 Quarterly Partner Connect

Welcome!

We will begin at the top of the hour.

About Carahsoft

Carahsoft is The Trusted Government IT Solutions Provider[®], supporting Federal, State and Local Government and Education and Healthcare organizations with IT products, services and training through our partners and contracts.

Elastic Partner Newsletter



Elastic Public Sector Newsletter

Welcome to Carahsoft's quarterly Elastic Public Sector Newsletter!

Check out the latest news, resources and upcoming events for Elastic in the Public Sector to register to attend and share with your team.

Here's a summary of four actionable takeaways for your organization:

- **Read:** Elastic, Dell & NVIDIA are building the next generation of RAG and Agentic AI.
- **Listen:** Sign up for Elastic and Carahsoft's observability webinar on June 9th.
- **Meet:** Schedule time with our Elastic experts to learn more about use cases for your IT team.
- **Learn:** Explore the launch of Elastic 9.4 in their latest blog post.

Agenda

<u>Session Time (ET)</u>	<u>Session Topic</u>	<u>Speaker</u>
3:00pm - 3:05pm ET	Welcome & Opening Remarks	Darryl Peek II
3:05pm - 3:15pm ET	Sales Update: Elastic Overview & Public Sector Update	Darryl Peek II
3:15pm - 3:25pm ET	Sales Enablement Updates	Hailey Gibbons
3:25pm - 3:35pm ET	Public Sector Channel Update: Partner Program & Partner Enablement	Darryl Peek II
3:35pm - 3:50pm ET	Solution Architecture Updates: Release 9.4	Peter Gignac
3:50pm - 4:00pm ET	Marketing Update: Partner Marketing Updates	Lauren Montross
4:00pm ET	Q&A & Closing Remarks	Darryl Peek II

Presenters



Darryl Peek II

VP, Channel Sales,
US Public Sector



Hailey Gibbons

Partner Strategy & Enablement
AMER / US Public Sector



Peter Gignac

Sr. Partner Solutions Architect,
US Public Sector



Lauren Montross

Partner Marketing Manager,
US Public Sector

Welcome and Overview

Darryl Peek II

VP, Partner Sales - US Public Sector



elastic

| The Search
AI Company

How to build AI-powered search with Elasticsearch [2 min live demo]

Search

Elasticsearch
in **2 minutes**



Public Sector Leadership Team

60+ Direct Sellers || 30+ Solution Architects || 9 Customer Engineers || 8 Channel Managers || 50+ Professional Services SMEs || 5+ Support Roles

Public Sector Leadership Team



Chris Townsend
VP, US Public Sector



Jared Pane
Sr. Dir., Solution
Architecture



Jen Nowell
AVP, Civilian



Sean MacKirdy
AVP, Nat Sec



David Stroth
AVP, SLED



Mark Boschier
RVP, Pub Sec
UKI



Frank Garruzzo
Chief of Staff



Darryl Peek II
VP, Partner Sales



Sumav Earley
Dir., Marketing



Katharine Gannon
Dir. Sales
Development



Patrick Hoge
Dir., Customer
Architecture



Joe Winchell
Dir., Consulting



Amy Moore
Exec Assistant



Ryan Greenhill
Sr. Mgr., Inside Sales



Chris Radcliffe
Sr. Dir. Legal Counsel



Lawrence Butler
Capture Executive



Dave Erickson
GAM, AI



John Harmon
GAM, Security

Meet Elastic — The Search AI Company

Elastic helps everyone transform data into **answers, actions, and outcomes** with Search AI.



Founded in
2012



5B+
downloads



3,000+
employees



Used by over **54%**
of the Fortune 500



40+
Countries with employees



Publicly traded under
ESTC in the NYSE



1,500+
Partners globally



300+
Turnkey integrations

FY27 GLOBAL PRIORITIES



**NET NEW
LOGOS**



SERVERLESS



CROSS-SELL

ONBOARD → ADOPT → RENEW

BUSINESS SIMPLIFICATION

FY27 PUBLIC SECTOR PRIORITIES

New Logo

**BECOME THE AGENTIC
AI SECURITY LEADER**

- Agentic SOC
- EDR / XDR
- CISA SIEMaaS
- Race to Displace
- Zero Trust / OT

CROSS-SELL

- Observability / Metrics and Security
- Recapturing the dominant logging market share

**SURFACING DATA AT
MISSION SPEED**

- Search to Action with Agentic Workflows
- Custom Agents
- Agentic AI
- Cross-Cluster Search / Data Mesh

Renewals

Services

PARTNER TO SCALE NVIDIA / DELL | Google Disconnected Cloud | VARs and SIs

GLOBAL PUBLIC SECTOR



**Resource
Alignment**



**Additional
Investment**



**Focused Channel
Support**



**Certifications and
Requirements**

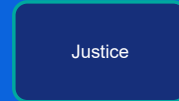
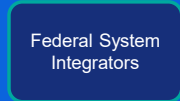
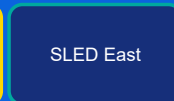
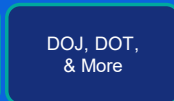
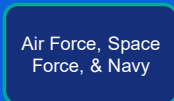
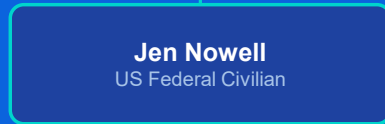


**Career
Opportunities**



**Knowledge
Sharing**

EVOLUTION OF THE TEAM



SAME FOUNDATION, NEW STRUCTURE



KEY WINS

Fed Health Agency



\$Ms N&E

SIEM Takeout

National Security Agency



\$Ms N&E

SIEM Takeout

Defense Agency

GB

\$Ms N&E+S

SIEM Takeout

Hyperscaler

G

\$Ms N&E+S

SIEM Takeout

IC Agency



\$Ms N&E

SIEM Takeout

US Defense Agency



\$Ms N&E+S

SIEM Takeout

State Public Safety Agency



\$M N&E+S

SIEM Takeout

Defense Agency

AU

\$000Ks N&E+S

SIEM Takeout

Defense Agency



\$000Ks N&E

SIEM Takeout

FY26 SUCCESS

+78%

Security N&E
Growth

+90%

Cloud ACV
Growth

119%

N&E Plan /
Growth

Federal Logging Modernized.

M-26-14 replaces M-21-31. Risk-based outcomes over rigid retention mandates.

CEM

Continuous
Event Monitoring

6-mo searchable

THIRF

Threat Hunting,
Investigation & Forensics

12-mo retrievable

90 days

CISA publishes
Logging Ref Arch

+90 days

Agencies submit
Logging Plan

+30 days

Achieve maturity
Level 1 (Basic)

"Sharpens focus on real-time threat detection and the ability to investigate and recover after a cyber attack." — John Harmon, Elastic RVP Cyber, CyberScoop

HOW ELASTIC DELIVERS ON M-26-14

CEM

Real-Time Ingest & Correlation Across Every Surface

Elastic ingests logs from endpoints, cloud, network, IoT, and OT — meeting M-26-14's requirement that logging span all agency information systems. SOC analysts get unified visibility without siloed tools.

CEM + THIRF

AI-Powered Detection Matching AI-Fueled Adversaries

The memo explicitly names AI-accelerated threats and calls for AI in CEM/THIRF. Elastic's ML-based anomaly detection, SIEM rules, and ES|QL querying enable real-time alerting and behavioral analytics at scale.

THIRF

Hot/Cold Storage for 6-Month & 12-Month Retention























M-26-14 mandates 6 months of searchable (hot) logs for CEM and 12 months retrievable (cold) for THIRF. Elastic's tiered storage architecture natively satisfies both retention tiers — cost-efficiently and at federal scale.

MATURITY

Maturity Model Alignment: Basic → Advanced

The revised maturity model tracks visibility, log management, collection, and retention. Elastic maps directly to each level — giving agency partners and systems integrators a clear path from Level 1 to Level 3 compliance.

Used by more than 50% of the Fortune 500 enterprises

TECHNOLOGY	FINANCE	TELCO	CONSUMER	HEALTHCARE	PUBLIC SECTOR	AUTOMOTIVE	RETAIL
							
							
							
							
							
							

Trusted Across Public Sector

Defense	National Security	Federal	State & Local	Education
				
				
				
				

Thank you!



Sales Enablement Update

Hailey Gibbons

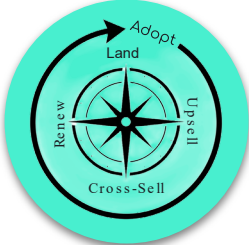
Partner Strategy & Enablement



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| The Search
AI Company

FY27 Sales Programs



Apollo Search

Land

Land with Vector DB

Free-to-Paid

Upsell

Coming soon in H1

Cross-sell

Coming soon in H1



Kraken Observability

Land with Logs

Free-to-Paid

Upsell with Metrics

Coming soon in H1



Citadel Security

Land with Agentic SOC

Free-to-Paid

Upsell with Response

Observability to Security


Sales Programs in Seismic

Your Single Source of Truth



What's Inside Each Sales Program

- Solution-specific Sales Plays
- Program-specific resources



Elastic Partner Portal

A workspace that gives Elastic partners a single place to find and share the right sales and enablement content for every stage of the deal.

Start Here – Partner Enablement Center

Click here to learn, sell, service and stay up to date with Elastic.

Announcements & Events

The latest field announcements, events, and field communication center straight from Elyx.

Search

Vector, semantic, and keyword search that powers modern applications and discovery experiences.

Observability

Detect, analyze, and resolve incidents across massive distributed systems with the speed of AI and a fraction of the cost.

Security

The only open agents SOC with BEH, threat hunting, and cloud security in a unified detection and response platform.


Platform

Elastic Cloud, serverless, and self-managed deployments with enterprise-grade tools built-in.

Sell with Partners

Access the partner ecosystem. Find co-sell resources, GTM plays, and program details to accelerate your pipeline.

- Sales Plays
- Launches & Releases
- Partner TeKTalks
- Partner Incentives
- Elastic Demo Environment (EDM)



Incentive
FY27 SALES PLAYS

	● Apollo SEARCH	● Kraken OBSERVABILITY	● Citadel SECURITY
<p>New Logo</p> <p style="font-size: 1.2em; font-weight: bold; color: #c00000;">10%</p> <p style="font-size: 0.7em;">Partner-sourced net-new customer logo not in the active install base. Submitted via PDR, capped \$25K/deal.</p>	<ul style="list-style-type: none"> ● Land with Vector Database → ● Free-to-Paid: Land with TCO Impact → ● Free-to-Paid: Land with Expert Support → ● Elastic + NVIDIA / Dell → 	<ul style="list-style-type: none"> ● Land with Logs → ● Free-to-Paid: Land with TCO Impact → ● Free-to-Paid: Land with Expert Support → 	<ul style="list-style-type: none"> ● Land with Agentic SOC Platform → ● Free-to-Paid: Land with TCO Impact → ● Free-to-Paid: Land with Expert Support →
<p>Cross-Sell</p> <p style="font-size: 1.2em; font-weight: bold; color: #c00000;">10%</p> <p style="font-size: 0.7em;">Partner-sourced net-new solution that expands an existing Elastic deployment. Submitted via PDR, capped \$25K/deal.</p>	<ul style="list-style-type: none"> ● Upsell SM/ECH to Serverless → 	<ul style="list-style-type: none"> ● Upsell with Metrics → ● Upsell SM/ECH to Serverless → 	<ul style="list-style-type: none"> ● Upsell with Response → ● Upsell SM/ECH to Serverless →

FY27 Partner Incentives

A limited-time 10% rebate for Elite & Premier partners on partner-sourced N&E deals — now live in the Partner Portal.

Who & what qualifies

- Elite & Premier partners
- Partner-sourced + PDR-registered
- Register by July 31, 2026 | Close in FY27
- New Logo **or** Cross-Sell (one, not both) → 10%

Mapped to our plays

- Apollo (Search) · Kraken (Observability) · Citadel (Security)

The 3 things to remember

- Capped at **\$25K** per deal
- **Does not stack** with other promo discounts
- **Back-end rebate to the partner** → AE quota & commission unaffected

Partner Programs

Switch between Incentives, Incentives by Sales Play, Definitions, and Terms & Conditions. Rates shown by partner tier. Click any sales play to view the one-pager.

The screenshot shows a navigation bar with tabs for 'Incentives', 'Incentives by Sales Play', 'Definitions', and 'Terms & Conditions'. Below the navigation, there are two sections for 'FY27 PARTNER INCENTIVES'. The first section is for 'Partner Sourced New Logo' with a 'LIMITED TIME INCENTIVE' badge. It includes a definition and a key focus, and shows a 10% rebate for both Elite and Premier tiers. The second section is for 'Partner Sourced Cross-Sell' with a 'LIMITED TIME INCENTIVE' badge, also including a definition, key focus, and a 10% rebate for both Elite and Premier tiers. A 'TIER ELIGIBILITY' filter is set to 'PREMIER' and 'ELITE'.

The screenshot shows a grid titled 'FY27 SALES PLAYS'. The columns represent sales plays: Apollo SEARCH, Kraken OBSERVABILITY, and Citadel SECURITY. The rows represent incentive types: New Logo (10%) and Cross-Sell (10%). Each cell in the grid contains a list of specific sales plays with arrows indicating the incentive applies to them.

Incentive	Apollo SEARCH	Kraken OBSERVABILITY	Citadel SECURITY
New Logo 10% Partner-sourced net-new customer logo not in the active install base. Submitted via PDR, capped \$25K/deal.	<ul style="list-style-type: none">Land with Vector Database →Free-to-Paid: Land with TCO Impact →Free-to-Paid: Land with Expert Support →Elastic + NVIDIA / Dell →	<ul style="list-style-type: none">Land with Logs →Free-to-Paid: Land with TCO Impact →Free-to-Paid: Land with Expert Support →	<ul style="list-style-type: none">Land with Agentic SOC Platform →Free-to-Paid: Land with TCO Impact →Free-to-Paid: Land with Expert Support →
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Elastic Field and Partners activated on incentives and incentive operations through sales program workshops and power hours.

Public Sector Partner Enablement

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A workspace that gives Elastic partners a single place to find and share the right sales and enablement content for every stage of the deal.

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Sell with Partners
Activate the partner ecosystem. Find co-sell resources, GTM plays, and program details to accelerate your pipeline.

- Sales Plays
- Launches & Releases
- Partner TeiTalks
- Partner Incentives
- Hyperscaler Playbook
- Elastic Demo Environment (EDEM)

Sell Elastic
Go-to-market resources — available to all partners, no prerequisites

Solutions | Program Guides | Sales Programs | **Public Sector** | Incentives

- Public Sector Partner Page** →
GTM plays, use cases & resources for federal, SLED & healthcare
- Public Sector Hyperscaler Page** →
Coming Soon — AWS, Azure & GCP co-sell motions for government & public sector

Access Your Resources

Start Selling! Access your Elastic Partner resources in the portal to accelerate your pipeline!

Thank you!



Channel & Alliances Updates

Darryl Peek II

VP, Channel Sales - US Public Sector



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| The Search
AI Company

The Platform Cycle Has Turned.



Jesse Sladek

GVP, Global Channel Sales, Field
Strategy and Enablement

*A message to our partner ecosystem from Jesse Sladek, GVP
Global Partner Sales*

*"Partners who built Elastic practices in 2024 are
generating exponentially more bookings this
year."*

KEY TAKEAWAYS FOR PARTNERS

1

AI Is Resetting the Buying Cycle

Enterprises are consolidating platforms to cut complexity. Partners who move early on Elastic's unified AI, observability, and security platform capture compounding growth.

2

A Production-Ready AI Stack

Dell + NVIDIA + Elastic — announced Aug 2025. Hyperscaler co-sell on AWS, GCP, and Azure. Multiple partner entry points in every account.

3

Partner Investment → Predictable ROI

Global Partner Sales and Field Strategy now under one leadership team. One team accountable for the full partner experience — first deal to hundredth.

4

3x–5x Services Multiplier

Partner-attached software drives 3–5x services revenue. Expansion into AI agents extends this further as customers consolidate around proven Elastic expertise.

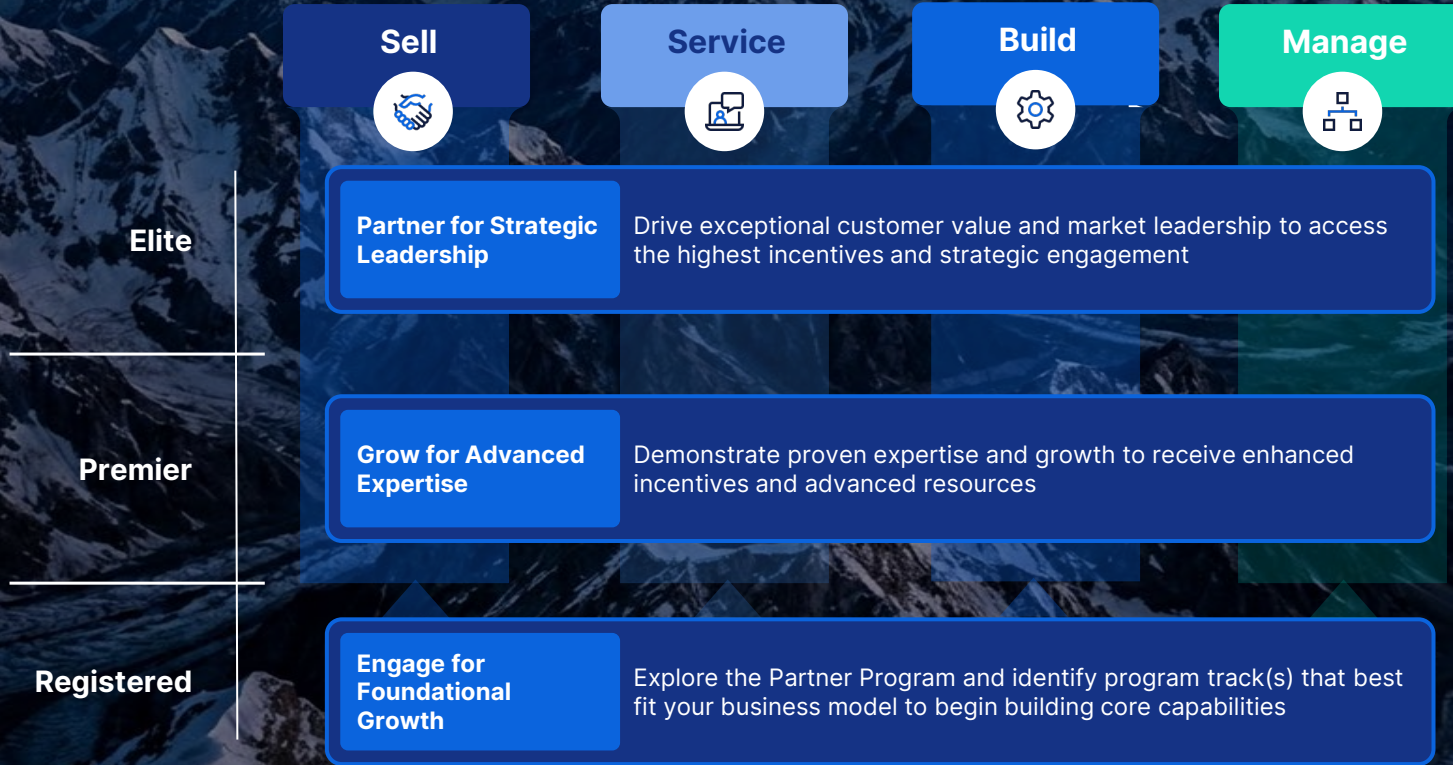
A group of people's hands are shown assembling white puzzle pieces. The hands are positioned around the center, with some pieces already connected and others being placed. The background is a soft-focus office setting with a laptop and papers. The overall tone is professional and collaborative.

New Partner Program Summary

Elastic's updated Partner Program is designed to deliver a **unified experience**, reward diverse partner contributions, and foster **collaboration**, enabling partners to **accelerate business outcomes** and **drive transformative customer outcomes**.

Elevated: Elastic Partner Program

One Program. Four defined paths. Built to support the full partner lifecycle.



Sell: Elastic Partner Program

Sell

- Specialized enablement tracks by workload
- GTM resources & Support
- Partner sales initiatives aligned to Elastic sales plays (Elite & Premier)
- Access to Elastic sales assets & placemats

Service

- Full suite of OnDemand Delivery Enablement
- Service Delivery Workshops
- Certification of expertise
- Services Deal Registration for go-live rebate

Build

- Free Development (NFR) Licenses
- Integration Listing
- Partner Deal Referral
- GTM resources & Support
- Self-Paced Builder Journey

Manage

- Strong existing MSP / Verified MSP ecosystem
- Expanded benefits for MSP designation
- FY27 Program Refresh underway

The Power of Marketplaces

Elastic & Hyperscalers: Powering AI Innovation at Scale

Elastic partners with the world's leading cloud providers to deliver our **Search AI Platform** that powers **search**, **observability**, and **security** in 50+ cloud regions globally

5x Partner of the Year

3x Partner of the Year



Google Cloud



- Agentic AI Competency Partner, with integrations into Amazon Bedrock, AgentCore.
- High performance and reliability with Elastic co-innovating to run natively on AWS.

- Agentic AI ready with Elastic AI Agents on Gemini Enterprise, Google AI Dev Stack Integrated.
- Accelerate AI and data-driven outcomes leveraging observability and security insights with GCP-native integrations

- Agentic AI ready with Elastic integrated into Microsoft Foundry Agents Service, and Agent Framework.
- Natively monitor, and secure Azure workloads using Elastic Observability and Security as an Azure Native ISV Service



Available through Monthly Subscription (PAYG), Annual Agreements, and through channel reseller partners

The Marketplace Opportunity

\$900B

Backlog of committed cloud spend

SOURCE: PARTNERINSIGHT.IO

\$Millions

Customer Incentives
available

+ The potential of the channel & resellers

+5 to 12pts

Elastic Renewal Rate via MP

SOURCE: Elastic SFDC

50%

SaaS purchased through partners by 2027

SOURCE: GARTNER

Elastic FedRAMP® authorized cloud offerings

Start fast and get to insights faster with the Elastic Cloud Hosted — FedRAMP Moderate and FedRAMP High authorized offerings on AWS GovCloud (US).

US government agencies and partners can unify structured and unstructured data to get mission-critical insights and drive informed decision-making, all with the convenience of a secure deployment hosted and maintained by the experts.





The Power of Marketplaces for Channel Partners

Meet your customers where they are



Google Cloud



Achievers

SmartProcure



FLOW TRADERS



Ready, Set, Resell Elastic via Marketplaces

Google Cloud

(MCPO) Marketplace Channel Private Offers



(CPPO) Channel Partner Private Offers



(REO) Reseller Enabled Offers

"Leading with Marketplace is the single biggest lever we have to move the needle with Elastic. By tapping into pre-committed spend, we've cut the red tape that usually slows us down, **leading to faster wins and much larger deal sizes**. It's the path of least resistance: the customer gets the frictionless billing they want, and we get the agility to scale their environment as they grow. We're not just closing deals anymore; **we're opening doors to much bigger long-term partnerships.**"

- **Levi Gibson**,
Head of Marketplaces and Alliances - Insight Enterprises



Ready to resell Elastic via Marketplaces?

Go do these things ->



Become an Elastic reseller

Visit: Partners.elastic.co

Get Authorized to transact on Marketplaces

AWS: [Reseller Authorization Account Setup](#)

Google: [Create a Reseller account](#)

Azure: [Create a Marketplace account](#)

Contact your Partner Manager

Need help or ready for the next steps?

Contact: Partners@elastic.co

The Power of Technology Partners

Building Better Together

350+

Pre-built integrations

200+

Data source integrations
for ingestion



An Ecosystem for Impact

30

Leading Partners in the
AI Ecosystem

750

Elastic Technology
Partners

GPS: AI Ecosystem



Accelerate vector database adoption via high-impact integrations and repeatable deployments.



NVIDIA Enterprise AI Factory validated design:

Elastic vector database + NVIDIA cuVS delivers



GPU Acceleration of vector indexing and force merge workloads



Digital Trust Score



OEM

Embedded Elastic licenses activate the robust Dell Data / AI Search Insights Engine built on Elasticsearch.

alteryx
Enterprise Policy & Compliance Search

Gigamon
Zero Trust Networking Network Derived Telemetry

Gigamon Technology Alliance Partner of the Year

contextual-ai
Context engineering

LlamaIndex
Production Ready GenAI & RAG

In progress.... Building with Elastic

- Anthropic
- Amazon Bedrock
- Cursor
- Google Cloud
- Groq
- LlamaIndex
- LangChain
- Mastra
- Meta LamaStack
- MemO
- Microsoft Azure
- NVIDIA
- OpenAI

The background is a solid blue color. It features several large, stylized, 3D-rendered geometric shapes in a lighter shade of blue. These shapes are octagons and squares, each with a thick border and a slight shadow, giving them a three-dimensional appearance. They are positioned around the central text: one in the top-left, one in the top-right, one in the bottom-left, and one in the bottom-right.

Recognizing FY26 Partner Awards

Celebrating Partner Excellence: USPS

USPS



onPar Advisors
Partners in Technology



Google Cloud

AGILEBLUE



leidos



tines



EPOCH
CONCEPTS

Thank you!



USPS Solutions Architecture Update

Peter Gignac

Sr. Partner Solutions Architect



elastic

| The Search
AI Company

What's New in Elastic 9.4

The final release of FY26 · Security · Observability · Platform · Search

Security

Workflows GA

[GA] Native SOAR

5 Agent Skills GA

[GA] Hunt, triage, detect

Entity Resolution

[GA] Okta, AD, Entra

Attack Discovery

[GA] HITL approvals

Linux Memory Dump

[GA] Shadow AI packs

Observability

Managed OTLP

[GA] Direct ingest, no collector

Timeseries Command

[GA] Perf + memory boost

Prometheus Native

[TP] PromQL in Kibana

Dashboard Migrator

[TP] Grafana + Datadog CLI

Metrics Efficiency

[GA] 5x+ storage reduction

Platform

ES|QL Views

[TP] Virtual indices update

Dashboards as Code

[TP] CI/CD-friendly API

AI Dashboard Agent

[GA] Natural language ES|QL

Automatic Import

[GA] Multi-stream re-release

Workflows Pricing

[GA] 10K free on Serverless

Search + Agents

GenAI CLIP v2

[GA] 89-language multimodal

Agent Builder Skills

[GA] Import Claude, Cursor

Context Compaction

[GA] Long sessions, no limits

Inference Management

[GA] Unified model UX

BBQ Default

[GA] Native Search capability

9.4 Mapped to Federal Priorities

Every major 9.4 capability maps to an active federal requirement.



M-26-14

CEM + THIRF

Real-time SIEM + ES|QL

CEM: searchable detections

5x+ storage efficiency

THIRF: 12-month retention

Managed OTLP on ECH

Direct ingest — no collector

Automatic Import

Custom log sources IoT/OT

ES|QL Views + hot/cold tier

Repeatable detections built in



Zero Trust

Visibility & Analytics Pillar

FedRAMP High on ECH

CUI, ZTA workloads

FIPS 140-3 full-stack

Sept 2026 deadline

Entity Resolution

One identity profile

Dynamic Watchlists

Insider threat, risk weighting

NVIDIA cuVS GA

12x GPU indexing ZTA



Agentic AI

AI-Driven SOC + Mission Ops

Workflows GA

Native SOAR response loop

5 Security Skills GA

Meets M-26-14 Level 4

Attack Discovery + HITL

AI surfaces, analyst approves

Agent Builder: Skills

Agency-specific workflows

Dell AI Factory

On-prem agentic AI

Partner Plays + 90-Day Action Plan

Three plays. Three moves. Every public sector account has at least one open door.

Partner Plays

DISPLACEMENT: Replace the incumbent

Splunk rule + dashboard migration GA. Dashboard CLI covers Datadog + Grafana. M-26-14 creates urgency.

[Splunk / Datadog / Grafana](#) · [Rule migration GA](#) · [M-26-14 urgency](#)

SERVICES: Scope the engagement

Logging maturity assessment. FedRAMP High ATO. Workflow + Skills implementation.

[M-26-14 assessment](#) · [FedRAMP High ATO](#) · [Workflows + Skills](#)

EXPANSION: Grow the contract

30x faster than Prometheus. 2.6x more efficient. <50% cost of Datadog. M-26-14 retention justifies storage spend.

[30x Prometheus](#) · [<50% Datadog](#) · [FedRAMP High + FIPS](#)

90-Day Action Plan

Days 1–30: Open mandate conversations

- Brief every ECH account on FedRAMP High
- Flag M-26-14 logging gaps from renewal lists
- Demo Splunk rule migration tool for customers

Days 31–60: Scope the first engagement

- Run an M-26-14 maturity assessment
- Co-design one Attack Discovery workflow
- Get SE/SA trained on GA Security Skills

Days 61–90: Lead renewals with math

- Update TCO with performance/cost benchmarks
- Brief on Dell AI Factory + NVIDIA cuVS

Questions?

Peter Gignac

Solution Architect | Partner Channels

Contact Information

peter.gignac@elastic.co

Technical Enablement Offerings:

[school](#) Workshops for your teams

[model_training](#) Demo Training

[gps_fixed](#) Technical Positioning

[edit](#) Whiteboarding

[architecture](#) Elastic Architectures

Thank you!



US Public Sector Marketing Update

Lauren Montross

Partner Marketing Manager, US Public Sector



elastic

| The Search
AI Company

What's on the agenda?

- Post SKO Updates
- AWS DC Summit
- Advocate Marketing & Partner Blogs

Guided Execution

The model that turns co-marketing budget into measurable pipeline.



Scaling Co-Marketing

1

Strategic

Deeply co-planned programs initiated by Elastic; jointly executed

2

Guided

*Programs from a proven menu of what works; partner-led; agency supported**

3

Self-service

Always on execution with resources to activate and drive marketing automation

Guided Execution Journey



1

Program Selection

One intake process to drive investment in what works

2

Campaign Assets

Predefined packages to drive efficiency and scale

3

Execution

Partner leads execution; agency support available

4

Leads

Clear rules of engagement for follow-up/nurture

Guided Execution Service Options

Webinars

Co-produced or partner-led; includes promotion support

Blogs

Co-authored post with social promotion

Lead Nurture

Segmentation and nurture sequence to advance leads

Gated Content

Co-branded asset including copywriting, design and more

Event Activation

Pre , during and post event assets to drive activation

Video Creation

Creation of case study videos for promotion

Optional Extras

Messaging Framework

Joint value proposition workshop and messaging

Sales Enablement Kit

Ready-to-use, co-branded assets to enable sales

Evergreen Social Posts

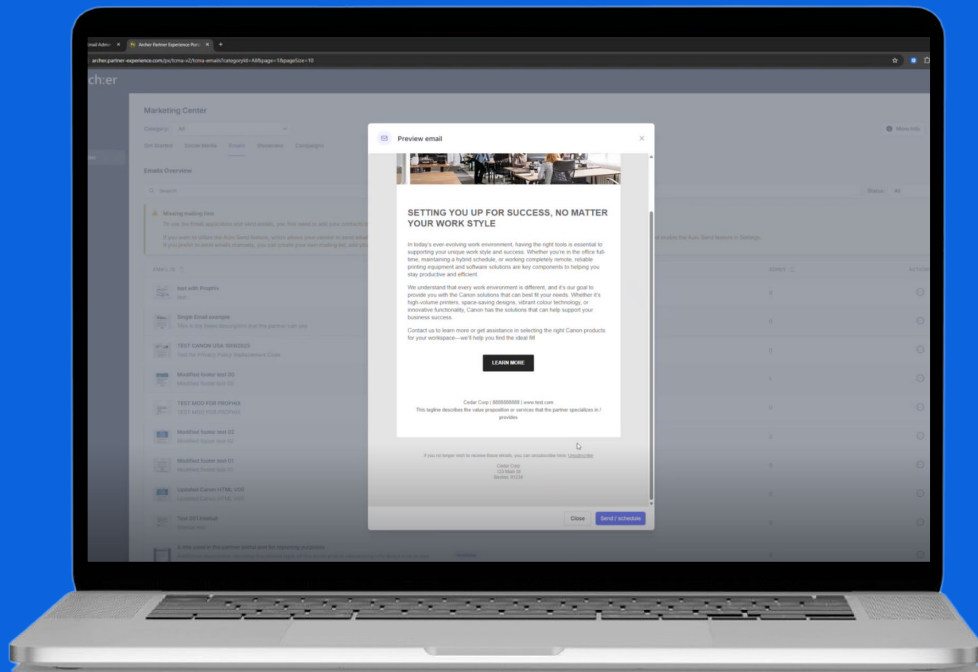
Pre-approved co-branded posts for LinkedIn and X

Self-Service

A person in dark clothing stands on a rocky mountain ridge, looking out over a vast landscape of snow-capped mountains and a blue lake. The sky is filled with dramatic, grey clouds. The foreground shows dry, golden-brown grasses and a small stream flowing down the slope.

Designed so every market ready partner can do just that — without waiting on us.

Customizable Emails



Co-branded Customization



Automated Distribution

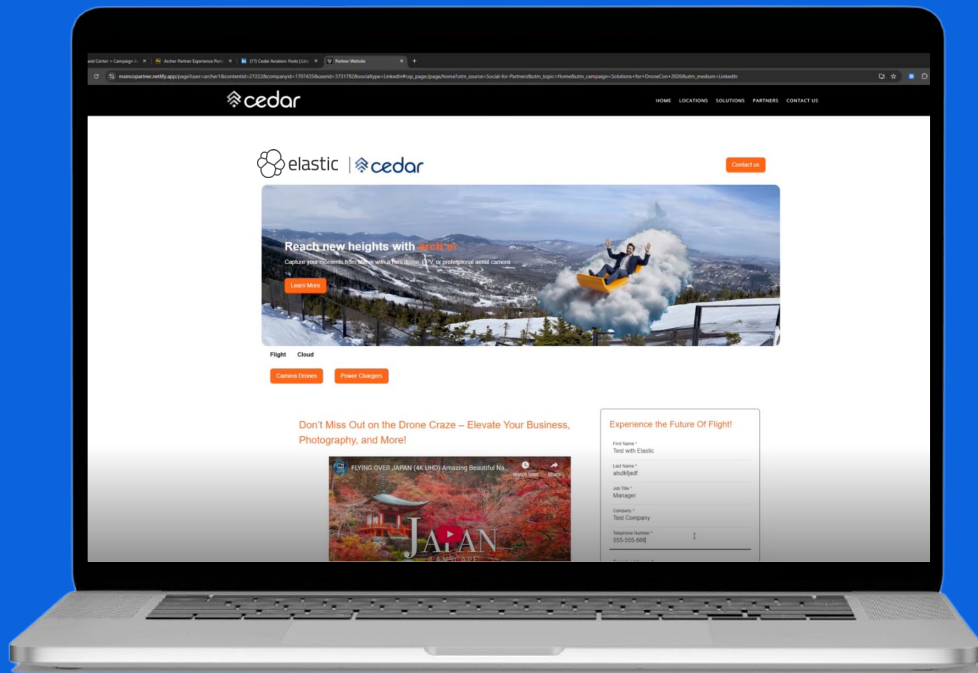


Directed Outreach



List Management

Showcase Landing Pages



Co-branded Landing Pages



Flexible Deployment

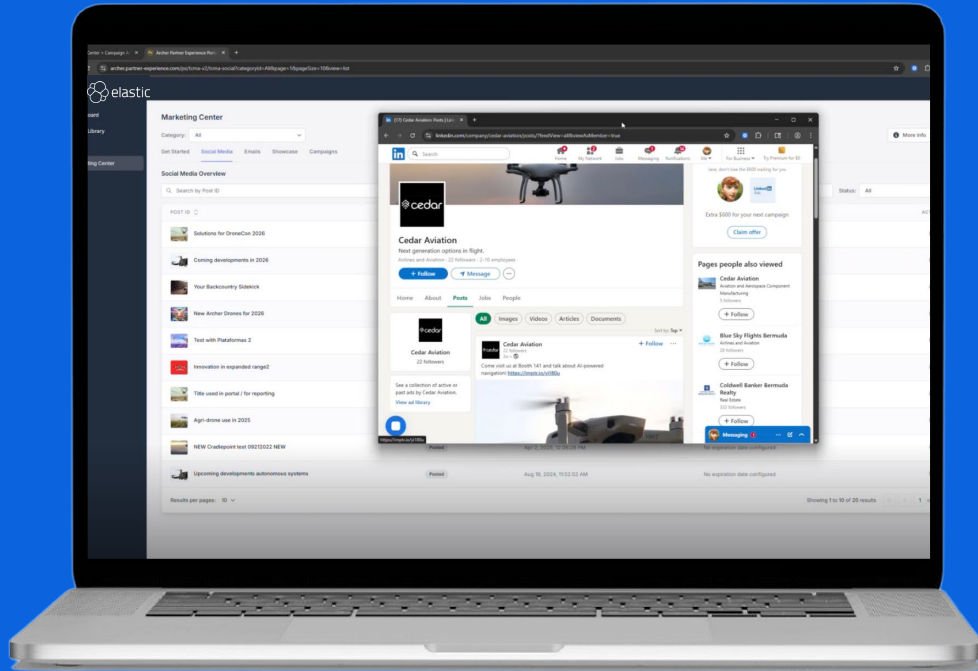


Unified CTAs



Automated Lead Capture

Social Media



Automated Posting

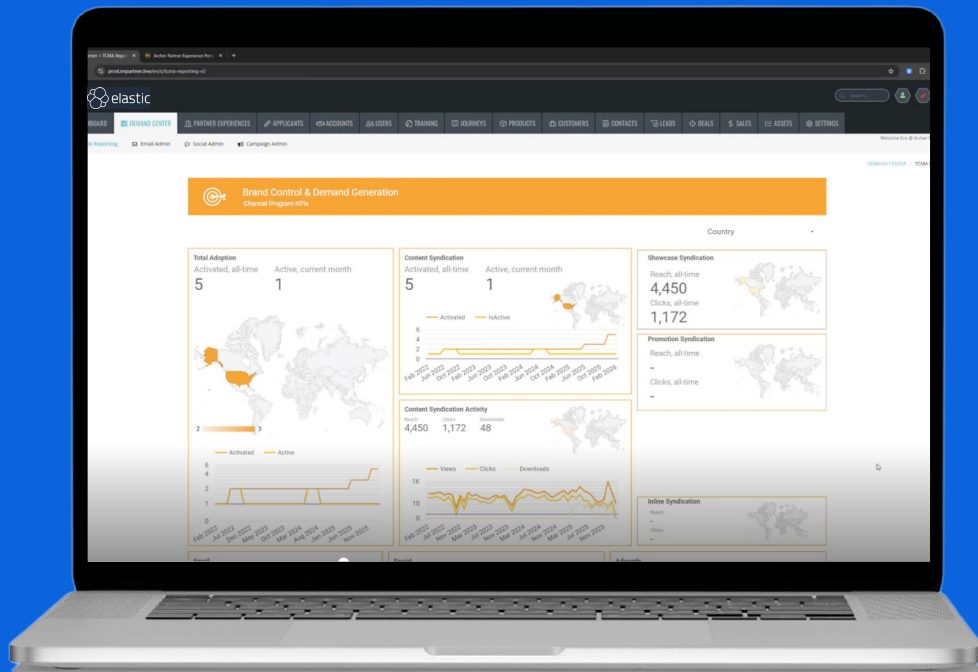


Flexible Scheduling



SMARTLink Injection

Performance Analytics



Lead Dashboard



Email Performance



Social Metrics



Reporting Overview

FY27 Global Events at a Glance

Elastic ON

- Sept. 23
ElasticON Bengaluru
- Oct. 8
ElasticON NTC
- Oct. 20
ElasticON Amsterdam

- Nov. 4
ElasticON SF

- Feb. 25
ElasticON London
- Mar. 23
ElasticON Singapore
- ElasticON PubSec DC

3PC

- June 1-3
Gartner Security Risk Mgmt Summit
- Jun. 29 - Jul. 2
AI Engineer World's Fair

- Aug. 1-6
Black Hat U.S.
- Nov. 17-20
Microsoft Ignite

- Nov. 9-12
KubeCon NA
- Nov. 17-20
Microsoft Ignite
- (Nov. 30 - Dec. 4
WS re:Invent

- Mar. 15-18
KubeCon EMEA
- Apr. 5-8
RSA Conference
- GTC Nvidia
- Google Cloud

May-July

August - October

November - January

February - April

Q1

Q2

Q3

Q4

Q1FY27 USPS Partner Marketing

May 2026

- **5/5:** Elastic Interactive Lab
- **5/5:** NVIDIA Reception at GEOINT
- **5/5:** RockIT Gov Triple Crown Networking Event
- **5/14:** SIGNAL Webinar: Gen. Ed Wilson + Sean Mackirdy
- **5/19:** Solarwinds/Elastic Webinar
- **5/19:** Carahsoft AI Summit
- **5/20:** True Blue 2026 w/ Blue Ivy Partners
- **5/21:** DOL Webinar w/ SWISH & Carahsoft
- **5/26:** AWS Accelerating Defense Innovation

June 2026

- **6/2-6/3:** Microsoft Build
- **6/4:** Leadership Connect
- **6/6:** 14th Annual VETSports Gala
- **6/2-6/4:** Gartner Security & Risk Summit
- **6/9:** Operational Resilience Webinar
- **6/11:** AFFIRM Leadership Awards
- **6/18:** Corelight/Elastic Webinar
- **6/30-7/1:** AWS DC Summit
- **6/30:** AWS DC Summit Happy Hour

July 2026

- **7/9:** Security Workshop with SWISH and Carahsoft
- **7/13-7/15:** EPOCH Midyear
- **7/28:** DevSecOps Conference

Elastic Engagement at AWS DC Summit

Walter E. Washington Convention Center

June 30-July 1, 2026

Exhibit Details:

- Gold Sponsor
- Booth #123



Speaking Sessions:

1. AIM301-S | Sponsor Sessions | AI SecOps & Attack Discovery for Federal Agencies on AWS GovCloud
 - a. Josh Phifer, Principal Solutions Architect, Elastic
 - b. Abhi Pandey, Principal Solutions Architect, Elastic
 - c. Srinivas Pendyala, Senior Solutions Architect, WW Data & AI, AWS

Ancillary Events:

1. Search, Sip, & Scale with Elastic
 - a. June 30 starting at 6 PM
 - b. The Delegate, 901 L St NW, Washington, DC 20001
 - i. 3 Minute Walk from Convention Center
 - c. [Landing Page](#)

Better Together: Customer Stories & Blog Post

Customer Stories:

- Do you have customer stories to highlight?
- Customer references can help *drive revenue* and *close deals quicker*
- Elastic Contact: Michelle Gardner, Sr. Director of Customer Insights and Advocate Marketing

Partner Blogs:

- Do you have a blog that you plan to post?
- Elastic Contacts: Leanne Link, Sr. Manager, Product Marketing; Alexia Russell, Sr. Director, Global Public Relations

Thank you!



Q&A



Questions? Please reach out.



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Sales Manager

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Thank you!

