

Thank you for joining us on Elastic's Webinar

Unlock Growth with Elastic Deal Registration

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.

Today's Featured Presenter



Darryl Peek
*Senior Director,
Pub Sec Partners*



Unlock Growth with Elastic Deal Registration

A Guide for Our Valued Partners

Meet Elastic — The Search AI Company

Elastic helps everyone find answers that matter.
From all data. In real time. At scale.



Founded in 2012



2800+
employees



40+
Countries with employees



4B+
downloads



54%
Of Fortune 500 companies
trust Elastic



The Challenges of Modern Data Management

Too Much Data

Daily data volumes are projected to reach 480 EB by 2025 Source: IDC Global Datasphere

Too Many Products

Technological tool sprawl leading to fragmented visibility and uncorrelated insights. O11Y & SIEM Tools don't talk to one another

Rising Cost Pressures

Enterprises balance the choice of paying Splunk to expand their current estate or suffer a degradation of performance when querying



Too Few People

The global cybersecurity industry is short 4M workers, expected to reach 10s of MMs by 2030 Source: World Economic Forum

Too Little Time








































...to investigate every issue. Splunk queries take too much time and don't provide complete insights

Lack of Intelligence

Enterprises need AI to augment and enhance existing teams and processes to manage the onslaught of growing data volumes.



Trusted by **Organizations** Around the World

TECHNOLOGY	FINANCE	TELCO	CONSUMER	HEALTHCARE	PUBLIC SECTOR	AUTOMOTIVE / TRANSPORTATION	RETAIL
							
							
							
							
							

Elastic Users across DoD, Civilian, and Systems Integrators

DISA & 4th Estate	US Navy	US Marine Corps	US Air Force	US Army	Federal Civilian	Federal Systems Integrators
						
						Booz Allen Hamilton*
		 *				
	Naval Information Warfare Center 	 *				
		 *				

Countless technology integrations



Accelerate mission outcomes with the Elastic AI Search platform by finding the insights you need from all your data, in real time, and at scale.

 Elastic Observability  Elastic Security  Elastic Search

<p>Operational Resilience</p> <p>Logging compliance; IT operations; DevSecOps; CI/CD; Fraud</p>	<p>Protect Systems & Data</p> <p>Modernized SIEM; Threat hunting; Zero Trust; RMF/Security dashboards; Endpoint Detection & Response</p>	<p>Enhance Client Experiences</p> <p>Customer or Employee search; Real-time situational awareness; Global awareness & semantic analysis</p>
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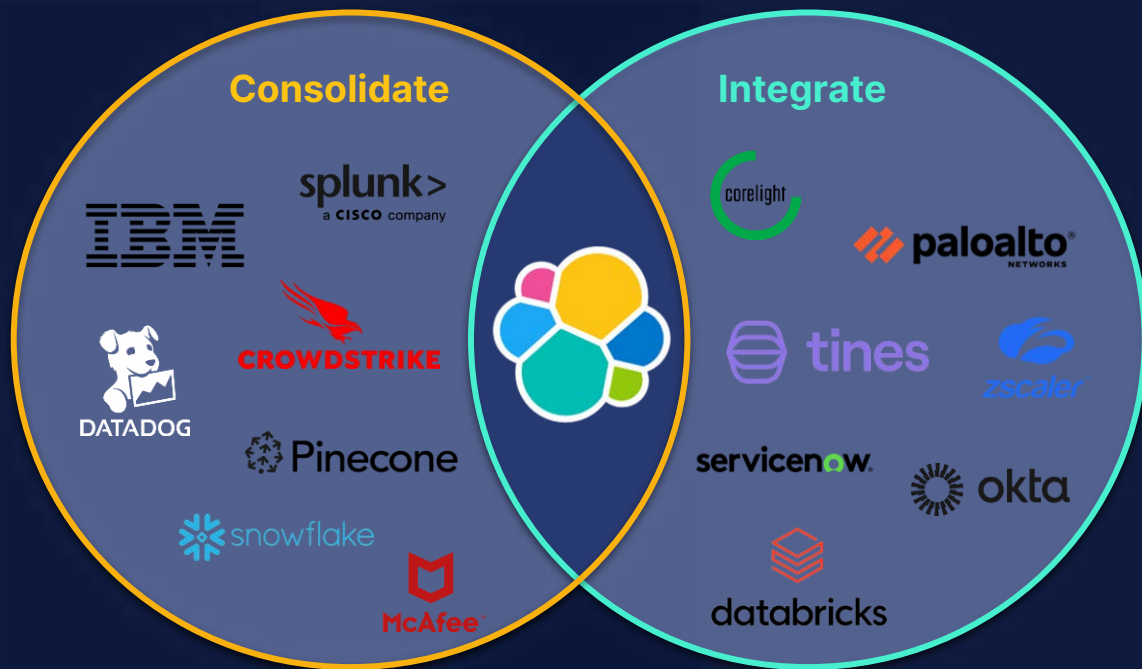


- Mission Outcomes**
- Mission Oriented** - Hybrid Work & Location Agnostic
 - Simplify & Automate**
 - Unified Analytics** - Universal Visibility, Automation & AI
 - Data-Driven Decisions** - Data Centric Zero Trust approach

Only takes (milli)seconds to go from data to outcomes

Leverage Elastic's unified platform to **consolidate tools**, **reduce complexity**, and **drive data-driven efficiency** across your organization.

- Comprehensive capabilities allow for consolidation of **disparate point solutions**.
- Centralized data workflows and the **ability to integrate with the broader data ecosystem** enables faster insights and seamless team collaboration.
- Elastic's **flexible platform supports growth** while reducing licensing and maintenance costs.



Elastic Public Sector Priorities

• Data Mesh

- Every customer has a data challenge
- Platform is the key

• GenAI/Search

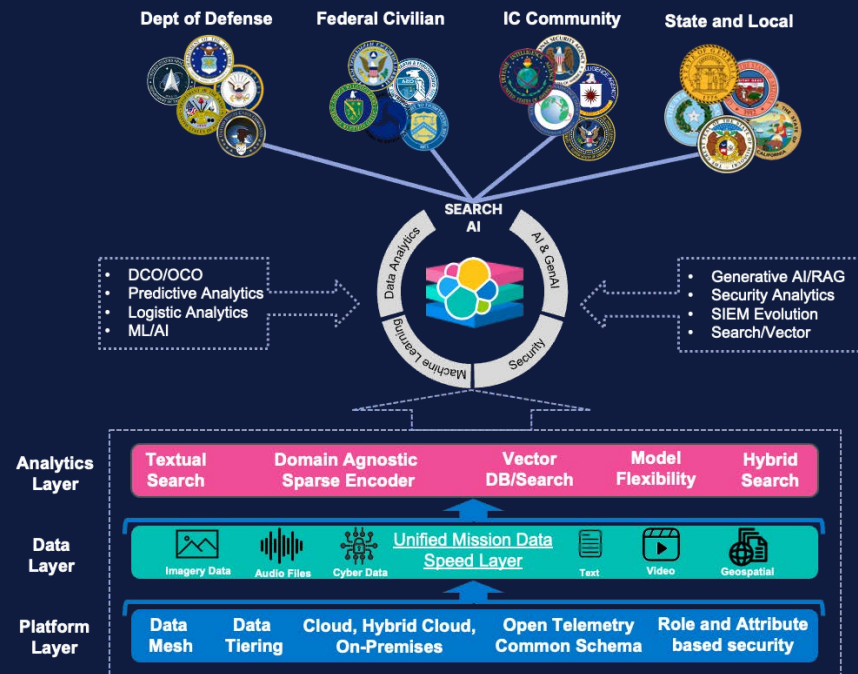
- Understand and ask about their AI future
- Ask the about their Vector Search solution
- Vector and Hybrid LLM is key

• SIEM Express Migration

- Understand what **every** customer is using for SIEM
- How AI Enhances SOC operations (Assistant and Attack Discovery)

• Zero Trust

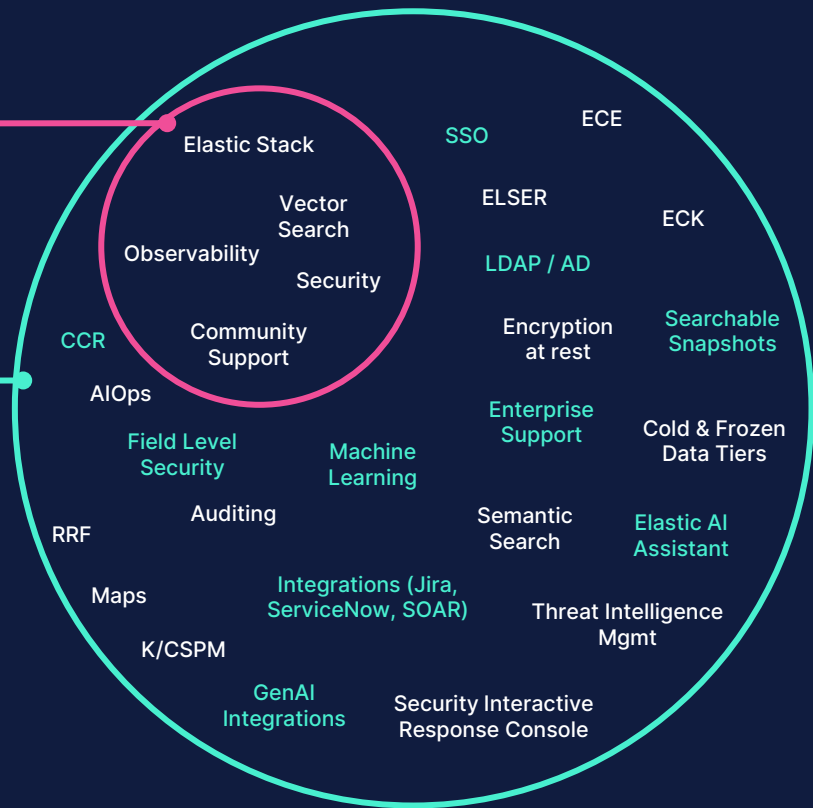
- Access to all the data and fast context
- Complete visibility and SOAR integration



Elastic Enterprise License

Free & Open

Enterprise



These features are examples of what each license model entitles customers to use.

Highlighted features are considered highly desirable by customers

For a complete list of features please see the url below.

More info at <https://www.elastic.co/subscriptions>



An Ecosystem Invested in Your Success

Account Team

Aligning Elastic Solutions to your business challenges

Product Team

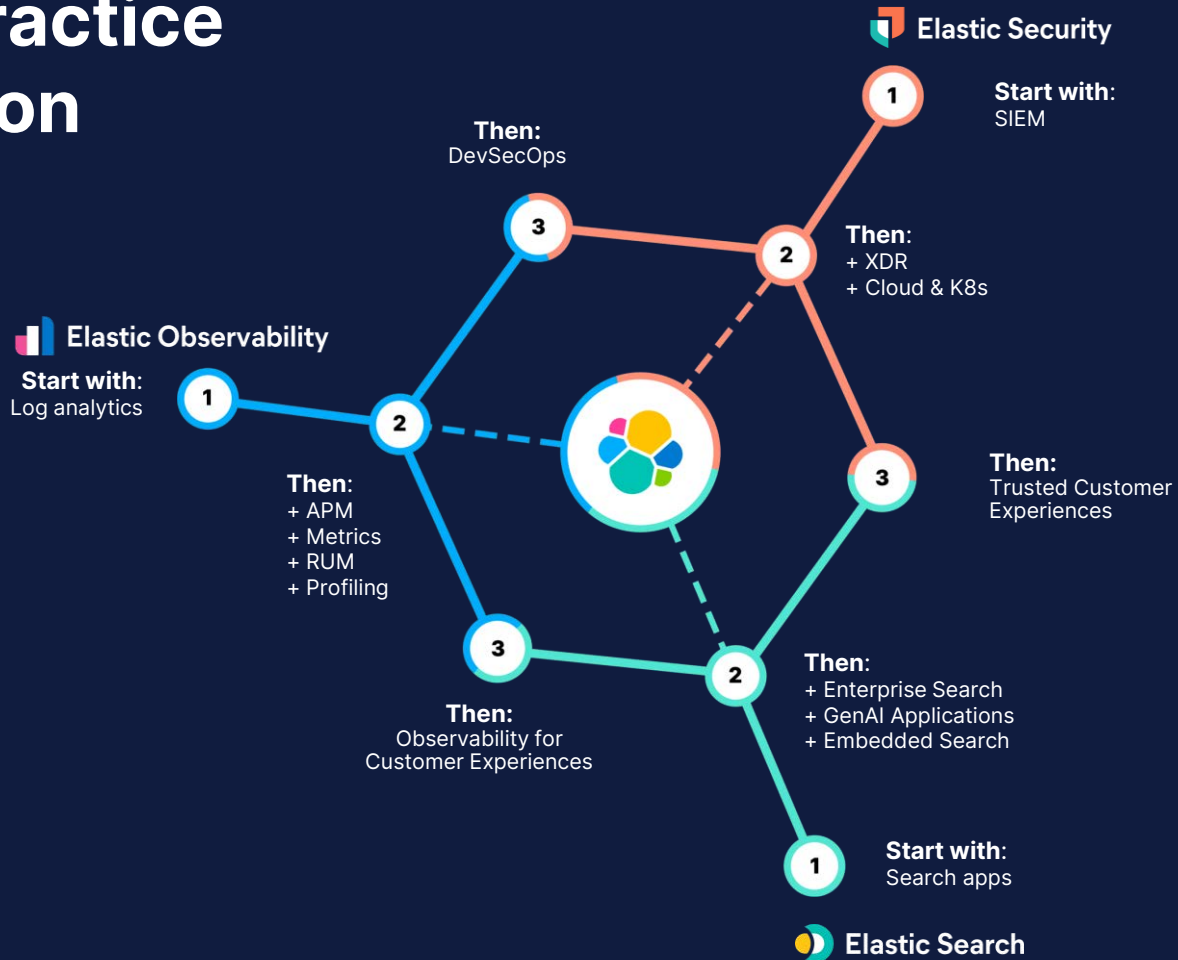
Providing roadmap visibility and prioritizing feature requests



Global Partner Network

Technically enabled and aligned to Elastic ecosystem

Best Practice Adoption



Leadership in Log Analytics, Security Analytics, and Search



Observability

Leader in the Gartner® Magic Quadrant™ for **Observability Platforms**, Aug. 2024

Strong Performer in The Forrester Wave™: **AIOps**, Dec. 2022

Representative Vendor in the Gartner® Market Guide for **AIOps Platforms**, May 2022



Security

Leader in The Forrester Wave™: **Security Analytics Platforms**, Dec. 2022

Visionary in Gartner® Magic Quadrant™ for **SIEM**, Oct. 2022, May 2024

Major Player in the IDC MarketScope: Worldwide **SIEM** 2022 Vendor Assessment



Search

Leader in the Gartner® Magic Quadrant™ for **Insight Engines**, Dec. 2022

Strong Performer in The Forrester Wave™: **Cognitive Search**, Dec. 2023

Leader in the IDC MarketScope: **Knowledge Discovery Software** 2023-2024

Gartner®

FORRESTER®

IDC



Agenda & Introductions

- Welcome & Introductions
- The Elastic Opportunity
- Understanding Deal Registration
- Co-Sell vs. Partner Sourced
- Opportunity Requirements & Expectations
- Step-by-Step Process
- Tips for Approval
- Q&A

The Elastic Opportunity

Capitalizing on the Elastic Market

- \$78 Billion Total Addressable Market
- Thriving User Community
- Opportunity for All Partner Types (MSP, Reseller, etc.)
- Elastic's Commitment to Partner Growth (training, tools, resources)

How Does Deal Registration Benefits Partners?



Protection of sales opportunities with differentiated pricing



Incentives and rewards for registration



Dedicated sales team resource support



Increased revenue and business opportunities

Deal Registration Discount Structure

	Standard	Sourced	Co-Sell	Maximum
Self Managed software (Platinum, Enterprise), App Search (Premium), and Site Search (Premium)	Select - 2% Premier - 5% Elite - 5%	Select - 10% Premier - 10% Elite - 15%	Select - N/A Premier - 5% Elite - 5%	Select - 12% Premier - 20% Elite - 25%
Cloud Elasticsearch Service (Enterprise, Platinum, Gold, Standard)	Select - 2% Premier - 5% Elite - 10%	Select - 5% Premier - 5% Elite - 5%	Select - N/A Premier - 5% Elite - 5%	Select - 7% Premier - 15% Elite - 20%
Consulting services, App Search (Standard, Pro), and Site Search (Standard, Pro)	Select - 2% Premier - 5% Elite - 5%	Select - N/A Premier - N/A Elite - N/A	Select - 2% Premier - 5% Elite - 5%	Select - 4% Premier - 10% Elite - 10%
Private training services and online annual training subscriptions	Select - 2% Premier - 10% Elite - 10%	Select - N/A Premier - N/A Elite - N/A	Select - 2% Premier - 6% Elite - 6%	Select - 4% Premier - 16% Elite - 16%

Why Deal Registration?

Your Competitive Edge: Deal Registration

- Secures Your Opportunity
- Potential Financial Incentives
- Access to Advanced Training
- Strengthens Partnership with Elastic

Understanding Deal Registration

Deal Registration: The Basics

- Two Components: Co-Sell & Partner Sourced
- Opportunity-Specific (not blanket coverage)
- 6-Month Validity (with potential 30-day extensions)
- Elastic's Right to Revoke (extenuating circumstances)

Co-Sell vs. Partner Sourced

Choosing the Right Path

Co-Sell:

- Elastic Account Owner Agreement
- Partner's Unique Value (services, expertise)
- Clear Understanding of Customer Opportunity
- One Partner Per Opportunity (generally)

Partner Sourced:

- Opportunity Not in Elastic CRM
- Net-New or Expansion
- Valid Opportunity with Project, Budget, Timeline
- No RFPs/Public Tenders (unless pre-approved)

Opportunity Requirements

Essential Information for Approval

- Transaction Type
- Prospect Willingness to Speak to Elastic
- Existing Customer Status
- Prospect & Contact Information
- Project Name, Close Date, Solution, Use Cases, Delivery Type
- Project Description
- Next Steps/How Elastic Can Help

Partner Expectations

What We Expect From Our Partners

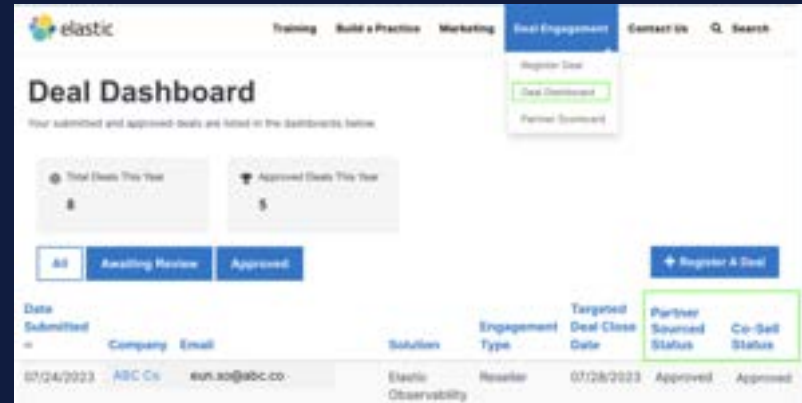
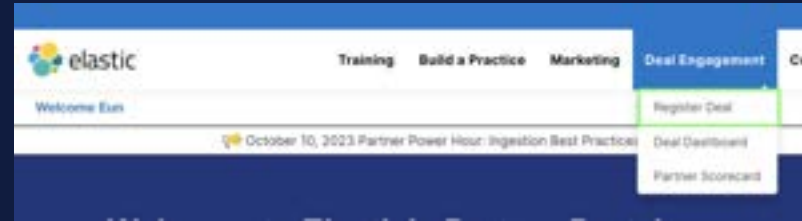
- "Valid" Opportunity (project, budget, timeline)
- Elastic-Centric Solution
- Active Pursuit of the Opportunity
- Adequate Resources & Skills
- Strong Customer Relationship
- Proactive Communication

Step-by-Step Process

Easy Deal Registration in 4 Steps

Steps:

1. Log in to the Elastic Partner Portal.
2. Go to "Register a Deal" and fill out the form.
3. Click "Submit" (acknowledge accuracy).
4. Track status in the Deal Dashboard



Tips for Approval

Increase Your Approval Rate

- Accurate Transaction Type (Referral, Resale, Other)
- Complete & Accurate Prospect Information
- Descriptive Project Name
- Realistic Target Close Date (within 6 months)
- Detailed project description.
- Clear next steps

Q&A & Contact Information

Your Questions Answered

- Questions / Comments
- Contact Information: partners@elastic.co
- Partner Portal Link - <https://login.elastic.co/login/partner>

Elastic Public Sector Partner Summit

Tuesday March 18, 2025
12:00pm - 6:00pm EDT

Add To Waitlist



Public Sector Summit '25

March 19, 2025
8:00AM - 1:15PM ET
Waldorf Astoria, Washington D.C.

Register

Produced by **FEDSCOOP**



Thank you!

Questions?

