



Powering Master Data Management



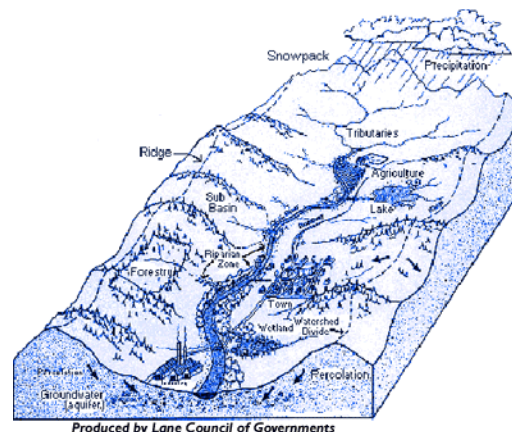
Riversand's MDM Watershed Alliance
is a community of technology and
service providers partnering to
deliver valuable Master Data
Management Solutions to clients

From the U.S. Environmental Protection Agency...

A watershed is the area of land where all of the water that is under it or drains off of it **goes to the same place**.

John Wesley Powell, scientist geographer, said a watershed is...

"that area of land within which all living things are inextricably linked by their common water course and where, as humans settled, simple logic demanded that they become part of a community."



Produced by Lane Council of Governments

Source: <http://www.epa.gov/owow/watershed/whatis.html>

 **wa·ter·shed** (wô'tər-shĕd', wŏt'ər-)

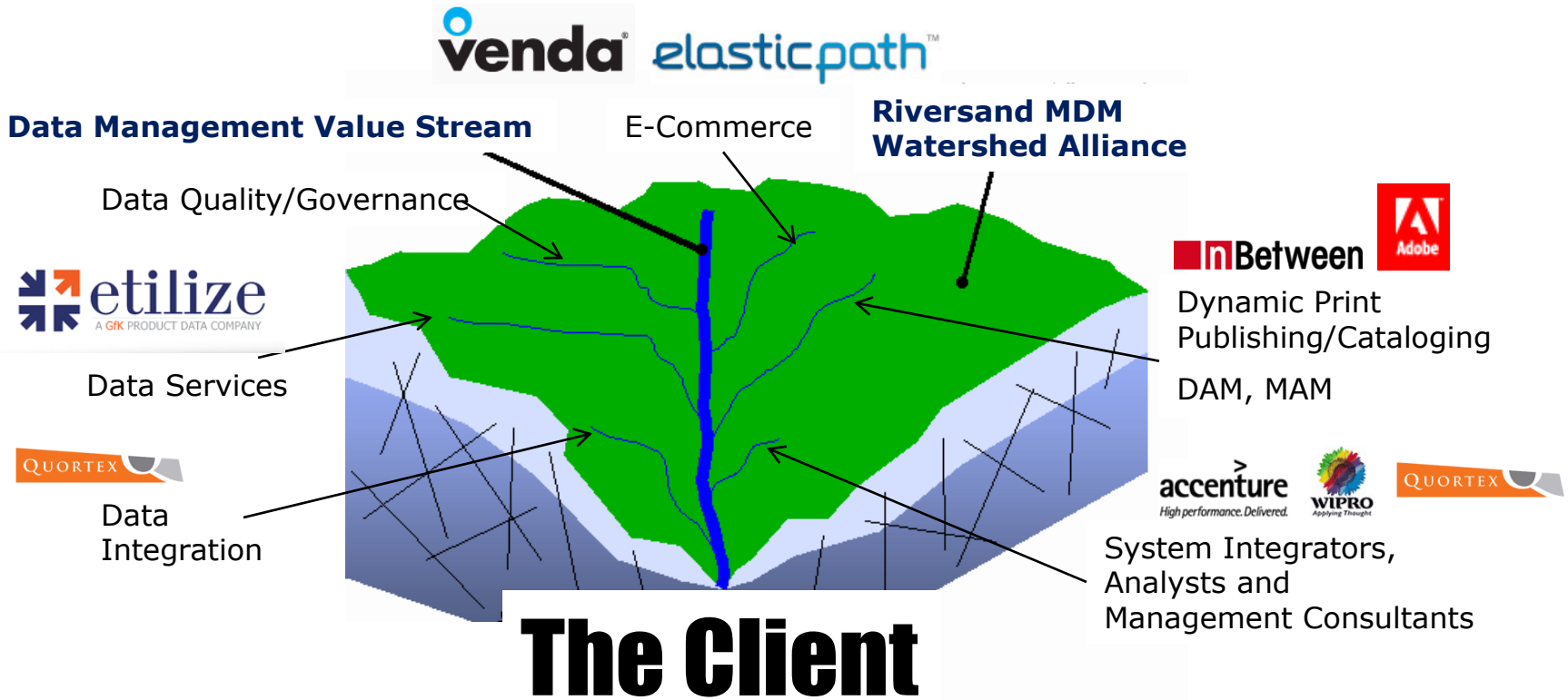
Noun

1. A ridge of high land dividing two areas that are drained by different river systems. Also called *water parting* .
2. The region draining into a river, river system, or other body of water.


3. A critical point that marks a division or a change of course; a turning point: *"a watershed in modern American history, a time that ... forever changed American social attitudes" (Robert Reinhold).*

The American Heritage® Dictionary of the English Language, Fourth Edition
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Riversand's MDM Watershed Alliance is a community of technology and service providers partnering to deliver valuable Master Data Management Solutions to clients




 Riversand's MDM Watershed Alliance is a community of technology and service providers that have partnered to effectively deliver valuable Enterprise Data Management Solutions to clients

 Five categories of participants:

- Technology Partners
- Data Partners
- Resellers
- OEMs
- System Integrators and Management Consultants

 Program includes:

- 1) Technical Training & Implementation Support
- 2) Partner Sandbox (optional)
- 3) Sales & Marketing Support
- 4) Riversand MDM Certification

 Program Participation = \$10,000/year (\$50,000/yr. with Sandbox)



Technical Training & Implementation Support

- 1) Training – 3-day technical training class
- 2) Support – Phone and e-mail support access
- 3) Documentation – Access to Riversand technical docs



Partner Sandbox (optional)

- 1) 3 User SaaS License to MDMCenter
- 2) Sample data



Solution & Implementation Partner Certification



Sales & Marketing Support

- 1) Joint Press Release
- 2) Website Mention
- 3) Reciprocal Sales Training
- 4) Lead Referrals
- 5) Joint Conference Participation



Thank you

