



Partner Press Release and Blog Process

We encourage our partners to issue a press release or blog on our new partnership or for successful customer implementations or new product launches. This document outlines how we can work together to marketing our partnership through the press and blogs and other social media.

Blogs

A great vehicle to get the word out and is a blog. Your site can host the blog and link to Hortonworks, and we can post a blog as well.

Benefits

- Greater exposure to the Apache Hadoop and Big Data customer, media and analyst communities
- Leverage the Hortonworks brand, our deep domain expertise in Apache Hadoop, and our open source philosophy
- Hortonworks can provide a quote from one of our executives on the value of our relationship or launch, as appropriate
- A blog provides a fantastic way to give visibility to your solutions and value

General notes

Customers are interested in how you can help them solve their issues. We will post you as a guest blogger or post an interview with you. The content of the blog should not be focused about a product – that does not attract viewers. The content needs to be focused on a use case or problem you can solve – even if it does not mention a customer name. A use case that shows how you or your solution helped a customer solve a business problem and realize business value will attract the most attention. Or it can be a technical issue you have solved for customers. Please contact ChannelMarketing@Hortonworks.com with some suggestions and we can work with you to post your blog on our site.



Press Releases

Partners should craft and issue the release and Hortonworks will provide review and quote.

Partner responsibilities

1. Draft the release – refer to some samples from our partners under “find a partner”, such as:
 - [eSage](#)
 - [Nous Infosystems](#)
2. Include a proposed quote from Hortonworks
3. Send your draft for review to Lisa Sensmeier with the date you would like to distribute
4. Receive final approvals from Hortonworks
5. Distribute the release over a wire distribution services such as:
 - BusinessWire
 - PR Newswire
 - Marketwire
6. Some free sites for news distribution include:
 - <http://www.prlog.org/>
 - <http://www.newdesignworld.com/>
 - <http://www.pressreleasepoint.com/>
7. Post the release to your website and send the URL link to ChannelMarketing@Hortonworks.com
8. We also encourage you to use social media to help spread the news via Twitter and blogs

Hortonworks responsibilities

- Review, edit and provide recommendations to the draft copy
- Provide a quote from an executive, if appropriate
- Post the URL or .pdf version to our partner pages
- Tweet about the release

Let us know if you have questions, ChannelMarketing@Hortonworks.com. Thank you!