

KEY PARTNERS

- **AWS, Azure, GCP** — multi-cloud lakehouse runtime and marketplaces.
- **Azure Databricks** — first-party Microsoft service; Microsoft sets/bills Azure pricing.
- 1,200+ cloud, ISV, and consulting partners (About).
- Partner tiers Bronze → Platinum with co-sell and marketplace programs.
- **Open-source communities** — Apache Spark, Delta Lake, MLflow, Unity Catalog.
- GPU / accelerator suppliers behind Model Serving and training workloads.

KEY ACTIVITIES

- Build Lakehouse, Unity Catalog, Lakeflow, SQL, and serverless compute.
- **Ship Mosaic AI** — Model Serving, Agent Bricks, Genie, Unity AI Gateway.
- Operate Lakebase (serverless Postgres for AI agents) and governance.
- Multi-cloud platform reliability, security, and compliance programs.
- Price/package DBUs, DSUs, and committed-use contracts.
- Enterprise sales, partner enablement, Data + AI Summit / content GTM.

KEY RESOURCES

- Lakehouse architecture IP and OSS leadership (Spark, Delta Lake, MLflow, Unity Catalog).
- **Data + AI Platform** — Lakeflow, SQL warehouses, serverless, Unity Catalog.
- **Mosaic AI stack** — serving, agents, Genie, Lakebase, Unity AI Gateway.
- Multi-cloud control plane across AWS, Azure, GCP.
- **Brand** — 20,000+ orgs; 70% of Fortune 500 (About).
- **People** — research/eng, field engineering, partner ecosystem.

VALUE PROPOSITIONS

- **Open lakehouse** — unify batch/streaming data with SQL analytics and AI.
- **Unity Catalog** — centralized governance, lineage, and access control.
- **Mosaic AI / Agent Bricks** — build production agents on governed data.
- **Genie** — conversational AI coworker for trusted business answers.
- **Lakebase** — serverless Postgres built for AI agents (>\$100M run-rate per Aug 2026 PR).
- Multi-cloud choice without rewriting the stack (AWS / Azure / GCP).

CUSTOMER RELATIONSHIPS

- **Community Edition** — free limited Spark learning (no sales required).
- Free trial of the Data + AI Platform with optional credits.
- Pay-as-you-go self-serve expansion as teams add workloads.
- Committed Use Contracts negotiated with account teams.
- Partner-led implementations and managed services.
- Enterprise support / CS for large \$1M+ and \$10M+ accounts.

CHANNELS

- **Primary doors** — databricks.com product, pricing, and docs.
- Community Edition + free trial as low-friction on-ramps.
- AWS / Azure / GCP marketplaces and console integrations.
- Azure Databricks first-party channel (Microsoft billing).
- Direct enterprise sales + solutions architecture.
- Partner program co-sell; Summit and content marketing.

CUSTOMER SEGMENTS

- Data engineering & analytics teams (Lakeflow, SQL warehouses).
- ML / AI platform teams (Mosaic AI, Model Serving, Agent Bricks).
- **Business users** — Genie conversational analytics.
- **Enterprises / Fortune 500** — 70% coverage claimed (About).
- **Hyper-growers** — >1,000 accounts >\$1M; >100 >\$10M run-rate.
- **Learners** — Community Edition Spark students.

COST STRUCTURE

- Multi-cloud platform infrastructure and reliability engineering.
- GPU / accelerator capacity for Mosaic AI Model Serving and training.
- R&D talent (lakehouse, governance, agents, Lakebase, Genie).
- Sales, solutions architecture, and customer success for enterprises.
- Partner program funding, co-sell, and marketplace fees.
- Security, compliance, and global office footprint.

REVENUE STREAMS

- **Community Edition** — \$0 limited Spark learning tier.
- **Free trial** — platform access; optional credits; CSP infra may still bill.
- **Pay-as-you-go DBUs** — per-second; SKUs for Jobs, SQL, All-Purpose, serverless.
- **Mosaic AI / Model Serving** — GPU DBU/hour list (T4 10.48 ... H100×8 800).
- **DSUs** — storage-related metering on select products.
- **Committed Use Contracts** — discounts for usage commitments (cross-cloud).
- **Azure Databricks** — Microsoft first-party billing path.

Sources: databricks.com/company/about-us · databricks.com/product/pricing · databricks.com/partners/partner-program · databricks.com/company/newsroom · databricks.com/company/newsroom · databricks.com/our-approach · databricks.com/product/pricing
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