

Acquia 2010 Partner Program Guide



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Introduction

Acquia is a commercial open source company that helps enterprises successfully deploy and operate the Drupal social publishing system. We have built a portfolio of products and service offerings to assist organizations seeking to build websites and applications on the Drupal system. To further enrich our customers and ensure their success, Acquia offers a comprehensive Partner program that enables consulting firms, web developers, technology firms, and social media experts to promote and position their offerings with Acquia's customers.

Customers benefit from the Acquia Partner program by connecting with talented service providers who are familiar with the Acquia portfolio. Partners benefit by tapping into new revenue streams, new lead sources, and a suite of products that enhance their customers' Drupal experience. Acquia benefits from the program by ensuring the success and continued growth of Drupal, which spawns prospective customers for Acquia's portfolio of Drupal-related products and services.

Overview

The Acquia Partner Program is designed to drive the success of our partners and increase the value that they receive by selecting Drupal as the basis of their social publishing efforts. Acquia is the leader in value-added support for Drupal social publishing environments, offering features and values that surround our partner's services, so that the partner can present to his/her customer a "360 degree" proposition of quality that includes support, hosting, and managed services. When partners leverage the Acquia brand, they communicate to their customers that they are working with a team that is committed to the same high standards of quality and innovation that are associated with Acquia.

Acquia's business model is symbiotic with its partners. We focus on providing support, hosting, and site management, while our partners focus on design and development. Since Acquia is not a Drupal one-stop-shop, the alliance model is at the core of our business. We offer web designers, developers, social media experts, and other web technology providers a complete suite of back-end services that are resource-intensive, critical to customer satisfaction, yet often difficult for our partners to supply on their own.

Acquia Value Proposition

The fundamental reasons that web designers, web and application developers, social media thought leaders, and others choose to partner with Acquia is because we:

- help them create **more satisfied customers** by providing a support package that augments the partner's delivered value, enhancing the partner's chances of getting repeat business
- give our partners the ability to **work "out of their region"** since Acquia provides global support
- give our partners the ability to **sell into larger deals** with larger enterprise customers, where the need for round-the-clock support and expertise is mission-critical
- **provide a revenue stream** for their customer referrals in an area (support and managed services) that is not in their core competency
- **free up partner resources** to pursue more productive business, more profitable to the partner

Our expert, proactive approach to Drupal support is a best-of-breed approach to managed services. Our specific customer-centric services are:

We have a team of knowledgeable, Drupal experts. As an organization, Acquia is prominent in the Drupal community and our brand is closely associated with Drupal excellence. Acquia co-founder and CTO Dries Buytaert started the open source Drupal project, and our entire business is based around promoting the success of Drupal for use in social publishing. We are regular contributors to the Drupal community and project and have multiple representatives on the Drupal security team and the Drupal Association.

Distribution of Essential Drupal Modules. From among the more than 4,000 Drupal modules, Acquia has selected the most commonly used and essential community modules for building modern, social publishing websites. Acquia Drupal is a completely free, packaged version of Drupal that helps site builders start faster and extend the base footprint of their Drupal install. Our stack installers for Linux, Windows and Mac simplify Drupal installation down to a single click.

Managed Drupal Hosting. Acquia Hosting is a highly available, cloud-based hosting platform tuned for Drupal performance and scalability. Architected to meet the needs of large Drupal websites, Acquia Hosting delivers a complete infrastructure to support Drupal deployment workflow processes, from hosted SVN access and staging through to production instances. When combined with Acquia Network subscriptions, customers receive comprehensive Drupal infrastructure support, all from a single vendor.

Customer Support

Acquia Network Services. Acquia provides a suite of remote network services that simplify the operation of a trouble-free Drupal website. These services include site uptime monitoring, configuration management, software update notification and support, alerts on code changes, security protection, online documentation and more.

Technical Support. Acquia provides subscribers to the Acquia Network with enterprise-class technical and advisory support, as well as access to our subscriber forums. Support from Acquia extends to all Drupal 6.x modules and themes, as well as custom code. Premium subscriptions offer advisory services, 24x7 coverage, and email and phone support.

Remote Administration. With Remote Administration, updates and maintenance of your Drupal server can be worry-free. Our Drupal support experts spearhead the task of maintaining your Drupal website and keep it up to date with the latest security updates and bug fixes. Let Acquia manage your website's maintenance details, enabling your scarce IT resources to stay focused on achieving your business goals - reducing costs at the same time.

Principles of the Program

Open to all. The Acquia partner program, like Drupal itself, is designed to be inclusive, serving all types of solution providers - not just the largest firms with the most to invest in the relationship. The Drupal community succeeds due to the hundreds of contributors to Drupal, and many of these contributors work independently or in small contract firms. Acquia intends to support these individuals and firms as valued members of the partner program.

Mutually beneficial: Acquia is fundamentally motivated to work with partners that are willing to recommend Acquia support to their Drupal-based customers. Acquia is in a position to offer financial incentives to its partners for referred business, provide technical support, and the values of co-branding referenced in this guide.

Promoting adoption of Drupal. Operating within the context of what is in the best interest of the customer, Acquia and partner will jointly promote and reinforce the adoption of Drupal for development of social media.

The program is designed to further these principals as well as the mutual success of Acquia and our partner community.

Partner Categories

Acquia has multiple categories of partners as described below:

Global Alliances

Global System Integrators. Acquia Global Systems Integrators include the world's largest IT professional services and outsourcing organizations who are building integrated Drupal-based solutions into their social media, interactive, and enterprise application business practices.

Professional Services Providers

Services Partners. Acquia Services Partners have the resources and expertise to design and implement Drupal solutions using Acquia's portfolio. These partners range from system integrators to independent consultants, and serve a range of clients from small non-profits and local businesses to large enterprise.

Federal Partners. Acquia Federal Partners are professional and IT services providers who have a focus on working with federal government agencies and organizations.

Drupal Gardens Partners. Drupal Gardens partners design and build websites on Acquia's Drupal-as-a-Service platform.

ISVs

Software Partners. Acquia Software Partners provide their own packaged software products that extend or complement the Acquia solutions. Software Partners include independent software vendors (ISVs) and application service providers (ASPs).

Industry/Solutions Partners. Acquia Industry/Solutions partners provide Drupal-based software that is appropriate to a particular vertical market or industry. These partners recommend and package Acquia products as a complement to their solution.

Business Services Providers

Social Strategy Partners. Acquia Social Strategy partners work with private and public sector accounts to help them design effective social media and community-building initiatives, and may design-in Acquia as an element of their architecture. These organizations tend to work with the senior leaders of the Sales, Marketing, and Operations business functions in addition to IT.

Education/Training Partners. Acquia Education/Training partners are independent suppliers of customer education on Drupal-based social publishing, who recommend Acquia services to their clients as a best practice element.

Technology Providers

Technology Partners. Acquia Platform Partners provide the software, hardware, and network infrastructure on which Acquia delivers social publishing solutions for its customers. Platform Partners include operating system and application platform suppliers, hardware vendors, device and network equipment manufacturers.

Applying the Specifics of this Guide

The remainder of this guide describes the benefits and requirements of the Acquia Partner Program. Each of the elements has been designed to be relevant and to support the needs of partners in our Professional Services category defined above. For other partner categories – such as ISVs, Industry Solutions Partners, Social Strategy, etc. – the elements will be applied selectively as appropriate to the business model, and interested partners should work with their Acquia Account Executive to build a program plan.

Partner Levels

Within the Professional Services Provider category there are three levels depending on partner need, and ability to commit to building our mutual business.

Ready: Ready partners are development and design firms for whom Drupal is one portion of their larger business and for small to medium size firms. This level is designed to be inclusive, broad-based membership and provides ease of entry into our program.

Enterprise: Enterprise partners are major firms that are recognized as key players in a regional or vertical market. These partners leverage Acquia to drive their success with social publishing. Most corporate partners will find it most appropriate to join at this level.

Enterprise Select: Enterprise Select partners are enterprise partners who have demonstrated the ability to provide outstanding value to Acquia. Candidates for Enterprise Select must have been an Enterprise partner for at least one year, produced the minimum specified amount of referral business in the previous year, and be invited to participate at this level by Acquia. Many of the benefits extended to Enterprise Select partners are custom, and are not detailed in this document.

The benefits and requirements of each level will be described in more detail later in this guide.

Acquia's Partner Offerings - Overview

In addition to providing a complete service "wrapper" around our partners' Drupal-based social publishing services that significantly enhances their customers experience, we also offer a collection of business benefits that our partners can take advantage of depending on their level. The benefits are summarized below:

Membership in the Acquia Partner Network. By participating in the Acquia Partner Network, Partners receive both marketing and technical support benefits. Partners get a listing in the Partner Directory section of the Acquia web site, so they can be easily discovered by prospective customers who use our Partner Finder to locate expertise that fits their region, market and need. And, as partners become active in the Partner Network they can benefit from the expertise, resources, and innovative thinking that the Acquia Partner community has to offer. Plus Acquia makes a variety of resources, including training and support information, available via the Acquia Partner Network.

Access to our Acquia Drupal Distribution. While it is not a requirement that our partners' take advantage of Acquia's packaging of Drupal, as referenced earlier, we have assembled a selection of essential Drupal modules into a distribution that helps you get started faster and extends your base Drupal install.

Training and Enablement Tools. All partners have access to training webinars, tutorial documents, design guides and other resources that are posted to the Acquia Partner Network and available to the community. In addition, because the Acquia partner community is an independent source of social publishing and Drupal expertise, Acquia-facilitated partner community interactions can be a valued part of the Acquia enablement program.

Account Management and Support. At the higher partner levels, Acquia provides an account manager plus pre-sales assistance. As previously referenced, Acquia offers training webinars, knowledge base articles, technical documents, and access to the partner network to all partnership levels.

Marketing and Co-Branded Sales Tools. All partner levels have access to use of Acquia logos, and a collateral library of whitepapers, webcasts, and podcasts. Key collaterals are available for co-branding. Partners also have the ability to post information to the Acquia Showcase websites to improve their chance of being discovered by potential new customers.

Sales Leads. Acquia is able to attract - via its web site, its corporate marketing activities, and via referrals - inquiries from end-user business customers that are looking for assistance designing and implementing a

social media solution for their business. These sales leads are distributed to Acquia's partners based on fit to region, market, and need as well as partner's track record of business, historical lead handling with Acquia, and level in our program.

Incentives. Acquia pays a fee to its partners, as a portion of closed customer referrals that were introduced to Acquia by the partner. Additional incentives include training credits and fee waivers for submission of knowledge base articles, plus free Acquia Network "Basic" subscriptions, including Acquia Search, that can be offered to partner's clients.

More details on these offerings, and how they apply by partner level, are described below:

Acquia Partner Network

The Acquia Partner Network combines the partner finder on the Acquia web site with a community site for Acquia Partners.

Partners will be listed in the partner finder based on the category of partner, vertical markets they serve, the size of their company, the type of software and/or services they provide, and the geographic region that they serve. Partner finder results delivered to searching customers will be weighted based on level within the partner program, and lead to a detailed partner showcase page.

The partner showcase page will allow the partner to maximize the marketing of their software and services on the Acquia site. In addition to contact information, partners will have the opportunity to highlight their success stories, share endorsements, and integrate feeds from their corporate web site.

Acquia also provides technical support services via the Acquia Partner Network. Each partner will receive access to the Acquia knowledgebase and the partner community. Enterprise partners will have access to priority telephone support for pre-sales issues.

Feature	Ready	Enterprise	Enterprise Select
Account Logins	4	8	Unlimited
Partner Finder	yes	priority	priority
Post to Showcase sites	yes	yes	yes
Technical Support	moderated forums	email, phone (business hours) for pre-sales 6 incidents on development systems (non-production)	email, phone (business hours) for pre-sales 6 incidents on development systems (non-production)
Knowledgebase	yes	yes	yes

Training and Enablement Tools

In order to support our partner's sales pursuits, Acquia provides a variety of training, enablement and sales support tools that can help partners position and differentiate our mutual solution with their customers. All tools are available as resources on the Acquia Partner Network. For larger opportunities, Acquia will provide customized response assistance to its Enterprise Partners.

Tools	Ready	Enterprise	Enterprise Select
Self-Serve Training Docs, Webcasts, Podcasts	yes	yes	yes

RFP Support Materials	yes	yes	yes
RFP Assistance	no	yes	yes

RFP Support Materials. Partners will often need to answer several questions related to Acquia and the Acquia product portfolio when proposing a joint solution in response to a request for proposal. Acquia maintains a catalog of these responses for our own use in replying to RFPs that are received directly by Acquia and do not involve partner software or services. This catalog is also made available to all partners via the Acquia Partner Network.

RFP Assistance. In addition to providing prepared materials for response to common questions for proposals, Acquia will also provide live assistance to our Enterprise partners, when working substantial deals.

Account Management and Pre-Sales Support

Enterprise Partners are assigned an Acquia Account Manager who will work with the partner to effectively navigate the resources of Acquia to the partner's benefit. He/She can also provide consulting on how to leverage Acquia for market differentiation and continued growth. Moreover, Enterprise partners will have access to a technical support representative who can provide pre-sales assistance.

Feature	Ready	Enterprise	Enterprise Select
Account Manager	no	yes	yes
Email Support	no	yes	yes
Phone Support	no	yes	yes

Marketing and Co-Branded Sales Tools

In addition to direct sales support, Acquia also provides resources to assist partners with marketing Drupal social publishing solutions.

Use of the Acquia brand and marks. As part of the partner program, partners will be able to make limited use of the Acquia brand and marks. All partners will be able to use the Acquia name and logo in the context of the partner program. Requirements and rights with respect to the Acquia brand and marks are listed at <http://acquia.com/legal/partners/branding-requirements>.

Collateral. All partners receive the rights to reproduce and distribute the Acquia marketing collateral as made available on the Acquia Partner Network. Partners operating at the Enterprise level will also have access to co-branded versions of selected pieces.

Case Studies. Acquia will produce case studies describing the success of many of our customers. These case studies help all partners and their customers learn how Drupal and Acquia technologies can be applied to advance business and also outline best practice examples of social publishing.

Whitepapers. Technical and business whitepapers describe and position Acquia solutions for social publishing. Our entire whitepaper library will be available to our partners, including papers that may have been removed from the main Acquia web site.

Analyst Reports. Learn from industry experts about the current trends in content management and social publishing. Analyst reports are subject to additional licensing by the analyst firm and some reports may not be available for reproduction and co-branding.

Data Sheets. Acquia service and solution datasheets are accessible to all partners, with co-branded versions available to Enterprise partners.

Joint Activities. Acquia will engage in joint marketing activities to help our partners leverage the Acquia brand to build their social publishing business. Joint activities and programs are primarily focused on our Enterprise Partners.

Press Releases. At Acquia's option, we may prepare press releases when a joint customer launches a web site or application built upon Acquia technology. Both Enterprise and Ready Partners are eligible for this benefit, at the discretion of Acquia. Releases will include quotes from partner executives and the partner can issue it jointly.

Corporate Events. Acquia will run periodic market-building events to discuss the value of our solutions to prospective and existing customers. These could be both virtual and local in nature. Enterprise partners will be encouraged to participate in these events.

Email Campaigns. Like corporate events, Acquia will also conduct periodic email campaigns to expand our interest base. At Acquia's option, these campaigns may include one or more partners, depending on the theme of the campaign.

Sales Leads

Due to our visibility in enterprise community, and our on-going corporate marketing activities, many customers and prospects approach Acquia with an interest in acquiring a social publishing solution that includes software and services Acquia does not provide. In these cases, we will refer the lead to an appropriate partner to service the customer. Partners will receive Acquia's exclusive introduction to the prospect and will also be provided a reasonable amount of time to make contact and initiate an engagement.

The algorithm for lead distribution is identified below:

Region, industry sector, and scale of the project in terms of size, budget, and complexity will be the primary factors that will determine which set of Acquia partners are appropriate to the opportunity. Once this set is identified, qualifying Enterprise partners will receive priority over qualifying Ready partners.

When new partners join the Acquia community, Acquia will capture information on the partner's geographic strengths, vertical market expertise, size of company including number of web development personnel, technical expertise, and reference accounts. This information will be used to make a match between the partner and the interested prospect.

Sales Leads	Ready	Enterprise	Enterprise Select
Leads	yes	priority	priority

Partners receiving leads will be required to forecast the opportunity within the Acquia Partner Network, ensure that the Acquia Network subscription is included in the engagement, and conduct a customer satisfaction survey at the end of the engagement that must be returned to Acquia.

Incentives

Referral Fees

A key benefit Acquia receives from the partner program is an increase in subscription revenue from customers who are working with one of our partners. Acquia does not require partners to use our distribution and network services on all social publishing projects - or even all Drupal projects - but does hope that our portfolio will provide the best solutions for our partners' customers.

Acquia offers referral awards to further motivate our partners to base their solutions on Acquia's portfolio. These fees represent a portion of the subscription fees earned by Acquia. Additional volume incentives will be available for Enterprise partners.

Service	Ready	Enterprise	Enterprise Select
Basic	5%	10%	15%
Standard	5%	10%	15%
Professional	5%	10%	15%
Acquia Search	5%	10%	15%
Hosting	One month's fee	One month's fee	Two month's fee
Remote Admin	One month's fee	One month's fee	One month's fee

Other Incentives

Other incentives include access to a pool of Acquia Basic Subscriptions that can be extended to partner clients, and the ability to amortize the program fee by contributing knowledgebase items.

Incentive	Ready	Enterprise	Enterprise Select
Pool of Free Acquia Basic Subscriptions	3	6	12
Amortize Partner Fee	NA	\$1,000 credit for every 10 published knowledgebase items	Negotiated
Inclusion in Drupal Gardens (SAAS Offering) Partner Program	yes	yes	yes
Training credits	1	2	4
Training course discounts	10%	15%	20%

Partner Level Requirements

Acquia partners should demonstrate a commitment to the Drupal open source environment and be active in working with clients to build web-based communities leveraging social media. The ability to deliver client satisfaction is much more important than the size of your enterprise, and client references will be requested as part of your application to become an Acquia partner. Most prospective partners will enter at the Ready level and can maintain that level with a modest commitment to Acquia as indicated in the chart below.

Enterprise partners have a substantial Drupal and Acquia business that demands the premium level of access to Acquia resources and support.

Requirement	Ready	Enterprise	Enterprise Select*
Annual Fee	None	\$4,000	Negotiated
References	3	3; waived if promoted from Ready Partner	NA
Minimum Referrals per	1	\$25,000	\$50,000

Year			
Submission of Knowledgebase Articles per Year	4	8	12
Participate in Lead Passing	Opportunity must be forecasted and partner must conduct a customer satisfaction survey at end of engagement	Opportunity must be forecasted and partner must conduct a customer satisfaction survey at end of engagement	Opportunity must be forecasted and partner must conduct a customer satisfaction survey at end of engagement

*Candidates for Enterprise Select level must meet specified requirements and be offered special invitation by Acquia executive management.

Annual Fee. The annual fee for the Enterprise partner program can be amortized in part or in whole by active knowledgebase submissions as noted in the Incentives section of this guide.

References. New applicants to our Partner program will be required to provide two customer references so that Acquia can validate the commitment to Drupal, social publishing, and delivery quality.

Minimum Referrals. Acquia is a partner-centric company that relies on customer references from its partners to sustain its business. Some level of activity in referring customers to Acquia is a prerequisite to the alliance. However, as you will note, this threshold is relatively easy to attain at the Ready partner level. Enterprise partners must produce at a minimum dollar level as shown. Partners are eligible to be promoted from Ready Partner to Enterprise partner when they provide \$25,000 in referral revenues to Acquia over a 12-month period.

Knowledgebase submissions: Like a true Drupal-driven company we encourage our community to contribute key elements of value that can be shared with other community members. In our case, this is technical and/or design insight on using Drupal. As a Ready partner, your contributions to our knowledgebase are a requirement to sustain your partnership; as an Enterprise partner these submissions can help you amortize your annual program fee (see Incentives section).

Lead Passing participation: In order to maintain your standing in our lead passing program, you are required to document your activities on leads-received on the Acquia Partner Network. This includes producing a forecast at the beginning of the engagement, providing regular updates to maintain your exclusivity with the lead, and a customer satisfaction survey at the end.

Application Process

To become an Acquia Partner, review this guide in detail and determine which categories and level best fit your business strategy and model. Please send an email to partners@acquia.com or call us at (888) 9-ACQUIA (888-922-7842) to discuss membership in the program.

Qualified candidates will receive a partner contract and other important information to review. Once the general requirements are met, the contract is executed, and payment is received (if required), partners can start receiving the benefits appropriate for the category and level of partnership. Questions about the partner kit or the partnership can be sent to partners@acquia.com.

Appendix

	Partner Level		
	Ready	Enterprise	Enterprise Select
Fee	No fee	\$4,000	By invitation only
Term	1 year	1 year	1 year
Core Requirements			
Partner must recommend Acquia Network support subscriptions	yes	yes	yes
Leads passed from Acquia Sales	Partner must forecast the opportunity / work with Acquia Network subscription included	Partner must forecast the opportunity / work with Acquia Network subscription included	Partner must forecast the opportunity / work with Acquia Network subscription included
	Partner must conduct a customer satisfaction survey at the end of the engagement	Partner must conduct a customer satisfaction survey at the end of the engagement	Partner must conduct a customer satisfaction survey at the end of the engagement
Qualified Opportunities passed to Acquia per quarter	n/a	1 qualified opportunity per quarter	2 qualified opportunities per quarter
Minimum referrals per year	1	\$25,000	\$50,000
Client references required for approval	3	3	3
Submission of Knowledge Base articles, per year	4	8	12
Core Benefits			
Listing in Acquia Partner directory	yes	priority placement	priority placement
Access to Acquia Partner Network	4 accounts	8 accounts	unlimited accounts
Use of Acquia Partner logos	yes	yes	yes
Access to co-branded Acquia collateral	yes	yes	yes
Access to Acquia Knowledge Base articles	yes	yes	yes
Web based training webinars	yes	yes	yes
Sales and presales assistance from Acquia sales	limited to available partner sales tools	yes	yes
Assigned Acquia sales account representative	no	yes	yes
Eligibility for lead passing from Acquia Sales	yes	yes	yes
Access to Acquia Support Forums	yes	yes	yes
Access to modified Acquia Enterprise Support agreement*	no	yes	yes
Number of free Acquia Basic Subscriptions available to partner clients	3	6	12

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Inclusion in Drupal Gardens Partner Program	yes	yes	yes
Ability to post to Acquia Showcase websites	yes	yes	yes
Incentives			
Program promotion & fee waivers	When partner referrals exceed \$25,000 in Acquia revenue, partner will earn promotion to Enterprise partner level, with fee waived for first year	When partner referrals exceed in \$50,000 in Acquia revenue, partner will earn promotion to Enterprise partner level, with fee waived for first year	Invitation only
Submission of Acquia Knowledge Base items	3	\$1,000 fee waived per 10 published knowledge base items	\$1,000 fee waived per 10 published knowledge base items
Training credits**	1	2	4
Training course discounts**	10%	15%	20%
Referral Fees & Partner Points			
Subscriptions and Acquia Search	5% referral fee	10% referral fee	15% referral fee
Hosting	one month's fee	one month's fee	two month's fee
Remote Administration	one month's fee	one month's fee	two month's fee