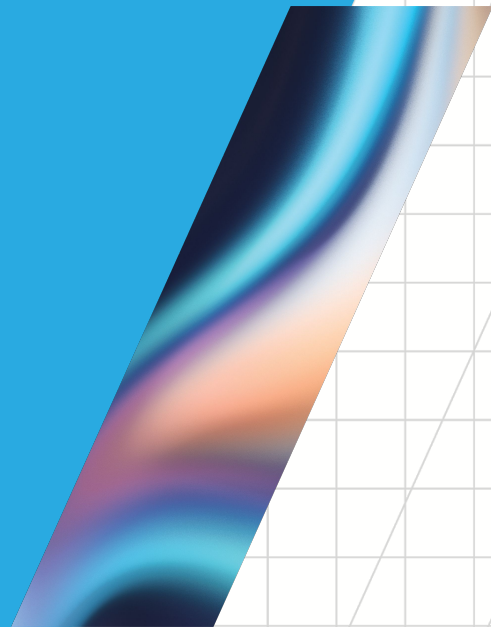




***PARTNER LEVELS***



# Acquia Partnership Objective

*At each Partner Program level, there is a partnership objective with key results across three functional areas: Sales, Deliver and Marketing.*

## **DEMONSTRATING COMMITMENT**

Partner is knowledgeable about the Acquia Experience Platform and how to position its complementary services as part of a holistic solution.

## **GROWING TOGETHER**

Partner and Acquia are working to strengthen and optimize co-selling and delivery capability, defending each other in accounts and accelerating growth together.





## **BUILDING A PRACTICE**

Partner is proficient in creating opportunities, co-selling with Acquia and is working to build a practice by dedicating resources and making an investment in delivery enablement.

## **ESTABLISHING A CENTER OF EXCELLENCE**

Partner and Acquia have defined a joint solution and agreed on a go-to-market strategy which are both working collaboratively to execute within multiple industries and/or regions.

# Acquia Partner Eligibility

Partner Prospect	 ACQUIA <b>FOUNDATION PARTNER</b>	 ACQUIA <b>FOUNDATION PLUS PARTNER</b>	 ACQUIA <b>PREFERRED PARTNER</b>	 ACQUIA <b>GLOBAL SELECT PARTNER</b>
<p><b>Interest in Acquia Sales and Technology</b></p> <p>Within the Acquia Partner Program, there is a path for partners with sales or technical capability. To earn a place within the higher levels of the Program, the partner must be successful in both sales and technology.</p>	<p><b>Commitment to Acquia Sales or Technology</b></p> <p><b>Sales Foundation</b> - 1 sourced and/or influenced subscription sale within first 12 months of partnership</p> <p><b>OR</b></p> <p><b>Technical Foundation</b> - 6 Acquia Certified Developers (6 individuals; 1 must be an Acquia Certified Grand Master, 1 must have 1 or more Acquia Product Certifications)</p>	<p><b>Strength in Acquia Sales and Technology</b></p> <p>\$20,000 USD in sourced and/or influenced subscriptions</p> <p>2 Acquia Certified Developers (Professional Dev, Front End or Back End Specialist)</p>	<p><b>Proficiency in Acquia Sales and Technology</b></p> <p>\$100,000 USD in sourced and/or influenced subscriptions</p> <p>6 Acquia Certified Developers (Professional Dev, Front End or Back End Specialist)</p>	<p><b>Excellence in Acquia Sales and Technology</b></p> <p>\$1,000,000 USD in sourced and/or influenced subscription bookings</p> <p>12 Acquia Certified Developers (Professional Dev, Front End or Back End Specialist)</p> <p>2 Qualified Delivery Teams</p>





# Acquia Partner Program Benefits

Partner Prospect				
N/A	<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Access to the Partner Portal</li> <li>Partner Community Events</li> <li>Partner Communications</li> <li>New Product Announcements</li> <li>Deal Registration</li> <li>Partner Commission</li> <li>Sales Support</li> </ul>	<p><b>All Foundation Partner Benefits plus...</b></p> <ul style="list-style-type: none"> <li>Dedicated Partner Manager</li> <li>Partner Profile on Acquia Partner Finder</li> <li>Higher % of Partner Commissions</li> </ul>	<p><b>All Foundation Plus Partner Benefits Plus...</b></p> <ul style="list-style-type: none"> <li>Joint Account Planning</li> <li>Business Plans/Reviews</li> <li>Eligible for Partner Credit Program</li> <li>Co-Marketing</li> <li>Field Marketing Priority Access</li> </ul>	<p><b>All of the Benefits plus...</b></p> <ul style="list-style-type: none"> <li>Partner Advisory Board seat</li> </ul>





# Acquia Partner Sales - Key Results

Partner Prospect				
N/A	<p>Attend a Sales Championship Level 1 (Experience Factory) enablement session</p> <p>Complete Acquia Partner Academy courses</p> <p>Register qualified sales opportunities</p> <p>Complete a sourced and/or co-sold Acquia product sale</p>	<p>Complete 1 or more Acquia Partner Academy Level 1 sales certification(s)</p> <p>Attend a Sales Champions Level 2 (Marketing Hub) enablement session</p> <p>Work with Acquia to align and optimize co-selling efforts</p> <p>Present business plan to partner manager</p> <p>Semi-annual business reviews with partner manager &amp; Acquia leadership</p>	<p>Maintain 2 or more Acquia Partner Academy Level 1 sales certifications</p> <p>Complete 1 or more Acquia Partner Academy Level 1 sales certification(s)</p> <p>Bi-weekly partnership review and planning sessions with dedicated partner manager</p> <p>Quarterly business reviews with partner manager &amp; Acquia leadership</p> <p>Executive-level alignment</p> <p>Leverage Acquia product sandboxes for a proof-of-concept or sales demo</p> <p>1+ reference implementations</p>	<p>Maintain 5 or more Acquia Partner Academy Level 1 sales certifications</p> <p>Maintain 3 or more Acquia Partner Academy Level 2 sales certifications</p> <p>Produce joint solution collateral</p> <p>Define a go-to-market strategy in 2 or more regions/industries</p> <p>Quarterly business reviews with partner manager &amp; Acquia leadership</p> <p>Expand executive-level alignment</p> <p>2 or more reference implementations</p>

# Acquia Partner Delivery - Key Results

Partner Prospect				
N/A	<p>Review Drupal and Acquia product certification preparation materials</p> <p>Utilize the Partner Profile and Personnel Tracker to plan and monitor progress</p>	<p>Utilize the Partner Enablement Plan Template to customize a plan for enabling delivery systems</p> <p>Study self-service delivery enablement resources and product tutorials</p> <p>Complete 2 or more Drupal certifications</p> <p>Complete 1 or more Acquia product certifications</p>	<p>Leverage Acquia Delivery Assurance Services during implementation to validate and accelerate delivery capability</p> <p>Complete 6 or more Drupal certifications</p> <p>Complete 3 or more Acquia product certifications</p> <p>Establish a Qualified Delivery team</p>	<p>Invest in PS workshops to refine delivery capability</p> <p>Complete 12 or more Drupal certifications</p> <p>Complete 6 or more Acquia product certifications</p> <p>Maintain 2 or more Qualified Delivery Teams (QDT)</p>

# Acquia Partner Marketing - Key Results




Partner Prospect				
N/A	<p>Displays Acquia logo on website</p> <p>Maintains Acquia Partner Finder listing</p>	<p>Min. 1 event co-invested and/or Acquia Engage sponsorship</p> <p>Min. 4 Acquia references in case study, blog and referred traffic</p> <p>Published joint value proposition &amp; Acquia partner page</p>	<p>Opted into Partner Credit Program</p> <p>1 PR promotion</p> <p>Campaign expansion/participation</p> <p>Min. 3 Engage Award submissions</p>	<p>Go-to-market established for specific joint offering (Campaign site, assets, budget, sales toolkit, publicly referenced customer)</p> <p>Commissioned joint thought leadership</p> <p>1 Joint PR Opportunity</p> <p>Partner Success Testimonial</p> <p>Partner Reference (Analyst)</p> <p>Seat on Partner Advisory Board</p>

# Acquia Partner Membership Benefits


				
Access to Partner Portal	✓	✓	✓	✓
Partner Days and Partner Summit Inclusion	✓	✓	✓	✓
Partner Communications	✓	✓	✓	✓
New Product Announcements	✓	✓	✓	✓
Partner Advisory Board Membership	□	□	Invitation Only	✓
Executive Sponsorship	□	Eligible	✓	✓



# Acquia Partner Sales Benefits

				
Dedicated Partner Manager	<input type="checkbox"/>	✓	✓	✓
Deal Registration	✓	✓	✓	✓
Partner Rewards	Partner Commissions	Partner Commissions	Partner Commissions or Partner Credit Program	Partner Credit Program
Joint Account Planning	<input type="checkbox"/>	Eligible	✓	✓
Business Plan Reviews	<input type="checkbox"/>	<input type="checkbox"/>	✓	✓

# Acquia Partner Enablement & Support Benefits

				
Sales and Delivery Toolkits	✓	✓	✓	✓
Acquia Academy Digital On-Demand Training	✓	✓	✓	✓
Virtual Product Demo Sessions	✓	✓	✓	✓
Regional In-person Enablement	✓	✓	✓	✓
Acquia Certification Training Workshops (fee applicable)*	□	✓	✓	✓
Onsite Sales Training	□	✓	Eligible	✓
Beta Program Inclusion	□	□	Eligible	✓
Product Roadmap Briefings	□	□	Eligible	✓
Product Sandboxes	□	Eligible	✓	✓

\*Acquia Site Builder certification exams do not apply

# Acquia Partner Marketing Benefits

				
Access to Marketing Center	✓	✓	✓	✓
Acquia Partner Level Badge	✓	✓	✓	✓
Partner Finder Page on <a href="https://www.acquia.com">Acquia.com</a>	Listing Only	✓	✓	✓
Partner Credit Program	<input type="checkbox"/>	<input type="checkbox"/>	Eligible	✓
Co-Marketing Material Creation	<input type="checkbox"/>	<input type="checkbox"/>	✓	✓
Joint PR and Analyst Relations	<input type="checkbox"/>	<input type="checkbox"/>	✓	✓
Social Media Marketing	<input type="checkbox"/>	<input type="checkbox"/>	✓	✓
Field Marketing Priority Access	<input type="checkbox"/>	<input type="checkbox"/>	✓	✓
Thought Leadership	<input type="checkbox"/>	Eligible	✓	✓