



Acquia

PARTNER PROGRAM

Acquia partners deliver intelligent, engaging experiences without limits. With Acquia's innovative Open Digital Experience Platform, you are free from the technical and design challenges that come with legacy providers.

Partners play a critical role in everything we do. From demand gen and sales assistance, to implementation and customer success, partners are involved every step of the way.

[Join us](#) and experience what partnership is truly meant to be.

"Our goal is to help partners better nurture their customer relationships and grow their own offerings over time through a combination of comprehensive onboarding and certifications, promotion of success stories in the field and opportunities to leverage future services."

Peter Ford

VP of Global Channels,
Partners & Alliances
Acquia



THE ACQUIA PARTNERSHIP ADVANTAGE

Innovate without Boundaries

With Acquia's Open Digital Experience platform, the potential is limitless. Empower your teams to build the digital experience your clients demand and give non-technical users the tools to bring their ideas to life with the power of low-code experience creation.

Acquia's Open DXP offers a new model for digital transformation, comprised of integrated, flexible, packaged business capabilities for marketers, developers, and IT. Acquia's open DXP is built to work with best of breed tools, giving you greater flexibility to meet the needs of your clients.

Stronger Together

Acquia's vision is to deliver the universal platform for the world's greatest digital experiences. Partners deliver the complementary, expert services that ensure success as customers adopt & grow with Acquia.

When we align on a go-to-market strategy and execute together, we reach a wider audience with a more comprehensive solution. Acquia offers thought-leadership, event sponsorship and other co-marketing opportunities for select partners.

Acquia's partner ecosystem includes digital agencies, systems integrators, web development firms and consultancies that deliver a wide range of services to complement our DXP. Through our diverse product portfolio and focus on innovation, we can work together to expand your capabilities.

Stand Out

Acquia Partners stand out in a crowd. Acquia offers a Certification Program to validate skills and expertise, Award Programs to recognize innovation and delivery capability, and a variety of opportunities for Partners to connect with potential new customers.



The [Acquia Certification Program](#) is the trusted benchmark for validating and promoting your expertise, allowing you to stand out and establish your competence in a competitive marketplace.



The [Acquia Engage Awards](#) is a program which celebrates outstanding Open DXP solutions across industries and geographies, the vast majority of which are delivered by Acquia Partners. The Partner Team also names "Partners of the Year," which is a separate award program for high performers within the Acquia Partner Program.



The [Acquia Partner Finder](#) is the destination for customers looking for the leaders of the digital world. They use this Finder to connect with world-class firms like yours that focus on strategy, brand, UX and Drupal development and integration.

You Grow, We Grow

Our goal is to help you nurture your customer relationships and grow your own offerings over time.

Acquia is committed to partner and customer success. We offer a variety of enablement options, including free and paid training events and engagements, online learning and access to products. We are also here to ensure you don't fail, offering expert help and advice, and advisory services to support your delivery teams as you establish your Acquia practice.

THE ACQUIA PARTNER PROGRAM

To advance to the higher levels of Acquia Partner Program, partners must achieve specified sales targets and maintain a certain number and combination of Acquia Certifications. Some requirements and benefits are listed below. For a full list of Acquia Partner Program Benefits and Requirements, please contact partners@acquia.com or [apply online](#) today!

	 ACQUIA BRONZE LEVEL PARTNER	 ACQUIA SILVER LEVEL PARTNER	 ACQUIA GOLD LEVEL PARTNER	 ACQUIA GLOBAL LEVEL PARTNER
Partner Program Requirements				
Completed Acquia Partner Application	☒	☒	☒	☒
Signed Acquia Partner Agreement	☒	☒	☒	☒
Acquia Partner Program logo displayed on website and backlink to Acquia.com	☒	☒	☒	☒
Partner Profile created and maintained on the Acquia Partner Finder	☒	☒	☒	☒
Referred and/or Co-sell sales quota for Acquia subscription products	☐	☒	☒	☒
Acquia Certified Developers (listed in the Acquia Certification Registry)	None	10 Certified Individuals	20 Certified Individuals	50 Certified Individuals
Partner Program Benefits				
Dedicated Partner Manager	☐	☒	☒	☒
Listing on the Acquia Partner Finder	☒	☒	☒	☒
Acquia Partner Newsletter	☒	☒	☒	☒
Eligible to receive Acquia Partner Commissions for sourced and/or cosold Acquia Product sales	☒	☒	☒	☒
Acquia Partner Advisory Board Membership	☐	☐	Eligible	Eligible
Acquia Executive Sponsor	☐	☐	☒	☒
Partner Program Benefits - Sales Support				
Deal Registration	☒	☒	☒	☒
Sales and Technical Support on Qualified Sales Opportunities	☒	☒	☒	☒
Access to Acquia Pitch Decks, Industry Decks, Sales Collateral	☒	☒	☒	☒
Account Mapping with an Acquia Partner Manager	☐	☒	☒	☒
Partner Program Benefits - Other				
Access to Acquia Academy (Acquia's Learning Management System for Partners)	☒	☒	☒	☒
Campaigns-in-a-Box (updated quarterly)	☒	☒	☒	☒
Acquia Partner Level Badges	☒	☒	☒	☒
Invitation to Acquia Partner Bootcamps	☒	☒	☒	☒
Invitation to Acquia Partner Summits	☒	☒	☒	☒
Access to Acquia Free Product Trials and other Free Tools (DevDesktop, Lightning distributions, etc.)	☒	☒	☒	☒
Access to Acquia Product Sandboxes and Demo Environments	By Request	By Request	By Request	By Request
Eligible to participate in Early Adopter Programs (Technical Enablement)	☐	☒	☒	☒
Eligible to participate in New Product Beta Programs (Technical Enablement)	☐	☒	☒	☒
Access to enablement workshops and programs delivered by Acquia Learning Services and/or Acquia Expert Services (customized training) - Fees may apply	☒	☒	☒	☒
Access to Acquia Certification Vouchers	Not eligible	By Request	By Request	By Request
Certified Individuals listed on the Acquia Certification Registry	☒	☒	☒	☒
Technical Assessment and Customized Enablement Plan	☐	Eligible	☒	☒

Customers come to Acquia looking for a new approach to digital, and that's exactly what they find. With the world's only Open Digital Experience Platform and Acquia's partner ecosystem at their disposal, they have access to the most capable and talented digital leaders in the world. [Join us](#) today!