



**DATADOG**  
PARTNER  
NETWORK

# **Datadog Solution Providers Program Guide**

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<sup>1</sup>This guide is current as of September 12, 2024. This guide is a part of the Datadog Partner Program Agreement (DPPA) and is subject to its terms.

## Welcome

Thank you for your interest in the Datadog Partner Network (DPN).

Technology is evolving at a blistering pace, bringing both immense opportunity and complexity for modern enterprises. As organizations undertake digital transformation, their systems become fractured into silos spread across environments. Suddenly, gaining end-to-end visibility seems near impossible.

Datadog is leading the charge in unified observability and security. From conception, Datadog was built to scale and adapt by unifying telemetry data across your entire tech stack - including metrics, traces, logs, security signals and more - whether you're in the cloud, hybrid, or on-prem. Having all this context in a single platform, augmented by AI-powered insights and coupled with the ability to automate remediation, streamlines collaboration between Dev, Ops, and Security teams. It also enables them to quickly troubleshoot and proactively improve the health and security of their systems.

But digital success doesn't happen in silos, either. Our partner network brings together the top minds in DevOps, security, cloud, and more to deliver truly integrated solutions that drive digital transformation and business objectives. We tap into an expansive ecosystem of expertise to jointly tackle our customers' greatest challenges.

Join us in our mission to break down silos and unlock end-to-end observability and security for customers. Together, we can shape the future of observability and guide enterprises into the future with confidence.

## DPN Program Overview

The DPN is Datadog's partner program that grants Solution Providers and Technology Partners with access to a rich ecosystem of resources, expertise, and collaborative opportunities, enabling them to elevate their service and technology offerings and excel in a competitive market. This program guide is specifically for the **DPN Solution Providers Program**, and is intended for organizations who often provide one or more of the following capabilities: Systems Integration & Implementation, Managed Services, Resell Services, or Advisory and Consulting Services. This guide serves as the go-to resource for all the benefits and resources available to help Solution Providers get started and ultimately grow their business.

Datadog empowers a global network of thousands of partners with extensive technical and sales training and certifications, strategic go-to-market resources, and experienced partner account managers to help them innovate and successfully sell their solutions in a dynamic landscape. As a Datadog partner, you can unlock more business growth and customer value by:



Gaining access and showcase your expertise and solutions to **Datadog's 28,000+ global customers** on the Datadog website and Datadog Partner Directory



Improving your Datadog skills through Datadog's **specialized training** for sales, technical, and support employees



Accessing **robust go-to-market resources** that can help you reach new customers, such as sales and marketing resources, campaigns, funding programs, and more



Receiving **support and guidance** from expert Partner Sales Managers and Partner Solutions Architects

## Why Partner with Datadog?

We've seen over the past few years that industry trends towards digital transformation and cloud migration are only accelerating. In fact, Gartner predicts that [75% of organizations](#)\* will adopt a digital transformation model centered on the cloud as the fundamental underlying platform by 2026. Datadog helps your customers overcome these macro trends and IT challenges to ultimately accelerate business results. The DPN program is designed to help partners enrich existing product offerings and grow business through stronger engagement with Datadog.

By joining the DPN as a Datadog Solution Provider, you're setting yourself up for significant revenue opportunities. We've found particular success helping customers solve four specific challenges around cloud migration, digital transformation, establishing a DevOps culture, and tool consolidation. When you hear your customers mention these high-level challenges, be prepared to position your services and solutions alongside Datadog as the leading Observability platform to build credibility and trust with your customers. The DPN aids partners in growing their business through quick-start enablement, training and certifications, and access to the DPN Asset Library, equipped with relevant sales and marketing collateral for your teams.

Selling the Datadog platform is also easy and profitable. Our strong platform adoption and retention is driven by our Land and Expand model and rapid pace of innovation, allowing us to continue building products that customers are asking for. We're also proud to say that for the 4th year in a row, Datadog was named a Leader in the [2024 Gartner® Magic Quadrant™ for Observability Platforms](#). By partnering with Datadog, you're partnering with a recognized leader in the industry, making it easier for you to close deals and increase your bottom line.

\*Rimol, Meghan, and Catherine Howley. "Gartner Forecasts Worldwide Public Cloud End-User Spending to Reach Nearly \$600 Billion in 2023." Gartner, 19 Apr. 2023

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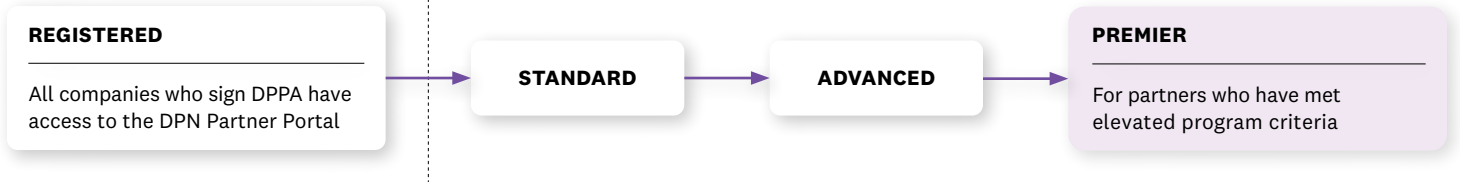
## Program Tiers and Related Benefits

Datadog provides Solution Providers with an extensive collection of resources to help them grow in the DPN. While all partners start by registering for DPN Partner Portal access, those who demonstrate commitment to their Datadog business by completing training, certifications, and sales can elevate to the Standard, Advanced, and Premier tiers and unlock additional training, incentives, and go-to-market resources.

# DPN Tier Structure

## REGISTER FOR THE DPN

## PROGRESS THROUGH 3 DPN TIERS



## Improved Partner Benefits

ENABLEMENT BENEFITS	STANDARD	ADVANCED	PREMIER
DPN Partner Portal / Asset Library / Learning Center / Certifications	X	X	X
Datadog Sandbox	X	X	X
<b>Instructor Led Group Partner Enablement</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Discounts on public certifications</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Invite to Datadog Slack Channel</b>		<b>X</b>	<b>X</b>
<b>Custom Technical Workshops</b>		<b>X</b>	<b>X</b>
Assigned Partner Solution Architect		X	X
<b>In-person learning paths for product-specific content</b>			<b>X</b>
MARKETING BENEFITS	STANDARD	ADVANCED	PREMIER
Logo Use	X	X	X
Partner Directory Listing	X	X	X
<b>Invites to Global Partner Connect Events</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Access to MDF / MDS Funds</b>		<b>X</b>	<b>X</b>
Powered by Datadog Program		X	X
<b>Featured Partners Showcase / Datadog Partner Customer Spotlight</b>		<b>X</b>	<b>X</b>
<b>Featured on Datadog customers page</b>		<b>X</b>	<b>X</b>
<b>Joint Webinars</b>			<b>X</b>
<b>Custom Marketing Plans</b>			<b>X</b>
<b>Assigned Partner Marketing Resource</b>			<b>X</b>
<b>Custom Webinars with Partner Solution Architect Collaboration</b>			<b>X</b>
<b>Bi-annual strategy and planning meetings with executive support</b>			<b>X</b>

<b>SELLING BENEFITS</b>	<b>STANDARD</b>	<b>ADVANCED</b>	<b>PREMIER</b>
Resell Datadog with partner pricing / Access to Deal Registration	X	X	X
Assigned Partner Sales Manager	X	X	X
Eligibility for rebate program		X	X
<b>AWARDS &amp; RECOGNITION BENEFITS</b>	<b>STANDARD</b>	<b>ADVANCED</b>	<b>PREMIER</b>
<b>Eligible for DPN Awards at DASH</b>		<b>X</b>	<b>X</b>
<b>Eligible for passes and increased opportunities at DASH</b>			<b>X</b>

Click [here](#) to learn more about each benefit.

## Program Requirements

The Solution Providers Program includes three tiers: Standard, Advanced, and Premier. Advancing through each tier unlocks additional benefits and resources for partners to grow in the DPN, but requires them to fulfill specific training, certifications, and sales requirements as listed below:

<b>Updated DPN Program Requirements</b>			
<b>REVENUE &amp; CUSTOMER GROWTH REQUIREMENTS</b>	<b>STANDARD</b>	<b>ADVANCED</b>	<b>PREMIER</b>
Net new deals/Customer engagements (per year)*	1	2	4
Total number of deal registered and approved per year	1	5	10
Net New Annual Recurring Revenue (NNARR)		\$100K OR 10 new customers	>\$2M NNARR
<b>CERTIFICATION REQUIREMENTS</b>	<b>STANDARD</b>	<b>ADVANCED</b>	<b>PREMIER</b>
Sales Certification	2	4	8
Demo Certification	1	2	4
Datadog Fundamentals	1	3	6
Datadog Public Certifications (currently APM and Logs)		3	6
<b>GTM READINESS &amp; CUSTOMER SUCCESS REQUIREMENTS</b>	<b>STANDARD</b>	<b>ADVANCED</b>	<b>PREMIER</b>
Customer success stories featured publicly		1	2
Clear list of public offerings that include Datadog		X	X

Tiering eligibility is evaluated once a year. Click [here](#) to learn more about each requirement.

## Getting Started

Becoming a Solution Provider in the DPN just takes a few easy steps:

- 1 Submit a Solution Provider application:**  
Go to [partners.datadoghq.com](https://partners.datadoghq.com). Click “Apply Now” under “Solution Providers” to register for DPN Partner Portal access.  
  
If approved, eligible applicants will be contacted via email with temporary credentials to the portal, where they must agree to the terms of the Datadog Partner Program Agreement (DPPA).
- 2 Complete two Datadog Certifications:**  
Partners must have one team member complete the technical certification and another to complete the sales certification, both of which can be accessed in the portal.  
  
In the portal, click User Profile in the top right, select “Manage My Team,” and add additional users so they can receive individual invitations for the portal login and begin their training.
- 3 Upgrade to the Standard, Advanced, and Premier tiers:**  
After completing the two required certifications, click on the “Upgrade Partner Tier” tab in the portal to confirm the company’s information and submit the tier upgrade request.

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## We're Here to Help

We hope this overview helps guide your growth as a Solution Provider. If you have additional questions or need further assistance, please don't hesitate to reach out to us at [partners@datadoghq.com](mailto:partners@datadoghq.com). We are here to support you and ensure that you have a successful experience in the DPN. Thank you again for choosing to partner with us, and we look forward to working with you!