

# Partner program guide

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## Introduction

Acquia is a commercial open source company based on the open source 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 delight our customers and ensure their success, Acquia offers a comprehensive Partner program that enables partners to promote and position their offerings with Acquia's customers.

Customers benefit from the Acquia Partner program by connecting with talented Drupal service providers that are familiar with the Acquia portfolio. Partners benefit by tapping into a new stream of revenue, a new source of qualified leads, and leveraging a suite of products that enhance their customers' Drupal experience. Acquia benefit from the program by increasing customer success and supporting the individuals elsewhere in the Drupal community that make Drupal the premiere solution for social publishing.

## Overview

The Partner program is designed to drive the success of our customers and increase the value that they receive by selecting Acquia as the basis of their social publishing efforts. The program increases the value to the customer by providing a high level of confidence that a solution provider will deliver a reliable implementation of an Acquia social publishing solution. The customer is assured that by selecting an Acquia partner, they are working with a team that is committed to the same high standards for ethics, quality, and innovation that they expect from Acquia.

Acquia has established a program that provides partners with opportunities to enhance their own branding, to build joint product and service offerings and to jointly develop marketing and sales strategies. The Acquia partnership model offers multiple levels to fit a variety of partner needs and ensure the success of all participants.

In any new venture, partners need to decide on the suitable level of investment in alliance programs. The Acquia Partner program includes multiple levels, enabling a partner to make the best choice to maximize their return.

## Principles of the program

The Acquia Partner program is based upon the following principles:

- *Open to all.* The Acquia partner program is unlike other partner programs in that it is designed to serve 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 full members the partner program.
- *Meaningful commitment.* Alliance programs often degenerate to marketing exercises that offer little more than pleasant testimonials and the display of logos on each party's web site. Acquia's program expects a meaningful ongoing commitment from the partner and promises the same from Acquia in return.
- *Customers come first.* Acquia and the partner are expected to serve the customer first. We hope that the best thing for the customer will always turn out to be the best thing for the partnership, but understand that there are times when both parties will need to put their customers need ahead of the relationship.

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

## Partner categories

Acquia has four main categories of partner:

- *Services Partners.* Acquia Services Partners have the resources and expertise to design and implement Drupal solutions using Acquia's portfolio. These partners range from global system integrators to independent consultants, and serve a range of clients from small non-profits and local businesses to the largest enterprises.
- *Platform 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.
- *Hosting Partners.* Acquia Hosting Partners provide the ready to run software, hardware and network infrastructure for their customers to deploy social publishing solutions. Hosting Partners include small and large providers of shared hosting, dedicated servers, and data centers capacity.
- *Software Partners.* Acquia Software Partners extend or complement the Acquia solutions. Software Partners include independent software vendors (ISVs) and application service providers (ASPs).
- *Value Added Distributors & Resellers.* Acquia Value Added Distributors (VADs) & Value Added Resellers (VARs) are companies that resell Acquia software with other technology and/or consulting services to create significant value-added solutions for customers.

## Partner levels

Within each category of Acquia partner, partners are further divided into levels depending on the size and scope of the partnering relationship. Acquia offers four levels of partnership: Silver, Gold, Platinum, and Diamond. Each level of partner receives different benefits from the relationship, in exchange for a deeper investment into a successful partnership.

- *Silver Partners.* Silver partners are members of the Drupal community who offer their services through small firms or as individuals consultants. This level is designed for broad-based membership.
- *Gold Partners.* Gold 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 join the program at this level.
- *Platinum Partners.* Platinum partners have received significant recognition for their technology solutions and show a deep commitment to furthering Acquia's vision. These partners actively go-to-market with Acquia-based solutions and derive a significant portion of their social publishing revenue from Acquia-related endeavors.
- *Diamond Partners.* Diamond partners are Global leaders in technology solutions and have made a significant investments to further Acquia's vision and in marketing and sales activities that drive Acquia social publishing solutions into their target markets. Access to this level is by invitation only.

Acquia will limit the numbers of partners at each level of program as required to uphold the principals of the Partner program. The benefits and requirements of each level are described in more detail in the following sections.

## Program resources

The resources provided by the Acquia Partner program are designed to maximize the benefit of the program for our partners and to assure the success of our joint customers. The resources will help partners to better understand Acquia's portfolio, exploit new business opportunities, and strengthen their brand with Acquia's customer base. The program also adjusts the resources available based on the type and level of the partnership. Differences between levels are shown in each section and in the consolidated table in Appendix A, which is on the web at <http://acquia.com/partners/network/requirements-and-entitlements>.

## Acquia Partner Network

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

	Silver	Gold	Platinum	Diamond
Network accounts	4	8	unlimited	unlimited
Additional network accounts	\$25	\$25	n/a	n/a
Partner finder	yes	priority	priority	priority
Showcase	yes	yes	yes	yes
Partner forums	yes	yes	yes	yes

## Partner finder

Partners will be listed in the partner finder based on the the category of partner, verticals that 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 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.

## Partner community

In addition to public marketing opportunities on the Acquia site, partners will also have access to a private community with private forums for business and technical discussions with other partners. Partners will also use the partner community site for access to other resources provided as part of the program.

## Software and services

Acquia partners will have complete access to released versions of Acquia's Drupal distribution, since they are made available to all under the GNU Public License. Partners will also have early access to new releases of the Acquia Drupal distribution.

Acquia provides additional value added services via the Acquia Network. Each partner will receive access to Acquia technical support and be able to access the Acquia knowledge base for all Partner Network accounts. Service levels for technical support differ with partnership level.

	Silver	Gold	Platinum	Diamond
Service Level				
Hours of operation (North America)	8-8 ET	8-8 ET	8-8 ET	8-8 ET
Hours of operation (Europe)	8-6 UTC+1	8-6 UTC+1	8-6 UTC+1	8-6 UTC+1
Response Time	6 hours	6 hours	2 hours	1 hour
Maximum number of tickets	4	unlimited	unlimited	unlimited
Priority among cases of same severity	priority 4	priority 4	priority 3	priority 2
Access Channels				
Subscriber forum access	yes	yes	yes	yes
Web-based ticket handling	yes	yes	yes	yes
Email-based ticket handling		yes	yes	yes
Phone-based tickets handling			yes	yes
Priority among tickets of same severity	priority 4	priority 4	priority 3	priority 2
Knowledgebase	yes	yes	yes	yes
Acquia Professional Services Discount	n/a	10%	20%	negotiated

## Lead referral and sharing

Many customers and prospects approach Acquia with an interest in a complete solution including other software and services that partners are best equipped to provide. In these cases, Acquia will refer the lead to the appropriate partner to complete the solution. Partners will receive Acquia's exclusive introduction to the prospect for a limited time, depending on their level in the program. Requirements for exclusivity are described later in this document.

Leads are targeted at partners based on the following criteria:

- *Project budget.* The overall budget of the customer project will be used to determine at a coarse level which partners it will be offered to.
- *Vertical domain.* The best solution is often provided by a partner with detailed knowledge and experience with the vertical domain of the problem. Acquia’s lead referral targeting places additional weight on the vertical domain to assure a close fit.
- *Solution complexity.* Partners will have varying levels of experience with delivering and managing complex solutions. The complexity of a customer solution is also weighted to ensure a match between the experience of the partner and the end customer’s needs.
- *Customer size.* The skills required for project and expectations management at a global enterprise often differ from those required within a small startup, and vice versa. To assure a good fit between the partner and customer, Acquia includes the size of the customer as part of the targeting criteria.
- *Geography.* In spite of the flattening of our world, projects often require face-to-face meetings as they proceed. To assure availability with minimal cost, geography is also considered as part of our lead targeting. It is weighted down relative to other criteria.

Partners will provide self-select for each of these criteria as part of the application process. Acquia will use the application review process to validate the criteria provided.

Another element of the lead referral program is that partners may also use it to share qualified leads with each other. If a partner is at capacity or feels that they are not the best suited to a particular opportunity, they can make the opportunity available to other Acquia partners using the same lead referral system that Acquia uses to provide leads.

	Silver	Gold	Platinum	Diamond
Referrals from Acquia	round robin	targeted\$	targeted\$	targeted\$
Referral sharing network	yes	yes	yes	yes
Lead exclusivity				
Register activity within	3 days	14 days	14 days	30 days
Register ongoing activity every	14 days	30 days	60 days	90 days

## Sales support

As part of any sales pursuit involving the Acquia, partners will require knowledge of the Acquia portfolio and how to differentiate it from alternative solutions. These solutions may include commercial software packages, core Drupal, or other Open Source projects. Acquia will provide partners with training to differentiate and position Acquia solutions with their customers. Acquia will also prepare sales presentations and briefings for use by our team in positioning our company and our solutions. Acquia will make many of these documents available to partners.

	Silver	Gold	Platinum	Diamond
Sale Response materials	yes	yes	yes	yes
RFP support				
Response materials	yes	yes	yes	yes
Reponse support			yes	yes
Acquia demonstration engine			yes	yes

## RFP 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 will maintain a catalog of these response 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 available to all partners via the Acquia Partner Network.

## RFP Assistance

In addition to providing prepared materials for response to common questions on requests for proposals, Acquia will also provide live assistance to our Platinum and Diamond partners to prepare joint responses.

## Acquia Demonstration Engine

The Acquia Demonstration Engine is a cloud-based implementation of Acquia Drupal that is available as a sales tool for demonstrating the Acquia portfolio. Acquia provides prepared demonstration scenarios that can be launched as a virtual machine and used to demonstrate the Acquia products and services to joint customers.

## Marketing resources

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

	Silver	Gold	Platinum	Diamond
Use of Acquia name and marks††	program only	yes	yes	yes
Acquia collateral	yes	yes	yes	yes
Co-branded collateral		yes	yes	yes
Program press release		shared	exclusive	exclusive
Customer site launch press releases	acquia option	acquia option	yes	yes
Custom case study			yes	yes
Podcast			yes	yes
Joint programs and events			yes	yes

## 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 Acquia marketing collateral as made available on the Acquia Partner Network. Partners at the Platinum and Diamond levels will also have access to co-branded versions of the same collateral.

- *Case Studies.* Acquia will produce case studies describing the success of many of our customers. These case studies all partners and their customers to learn from previous experience and leverage what's come before. Acquia will also produce one joint case study per year with each Platinum partner.
- *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 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.
- *Competitive Reports.* Acquia prepares competitive briefings on other players within the social publishing space. These briefs will be available to partners, but are not available for co-branding or redistribution.

## Joint Activities

Acquia will engage in joint marketing activities to help our partners leverage the Acquia brand to build their social publishing business.

- *Press Releases.* Acquia will issue press releases announcing all entrants into the Gold, Platinum, and Diamond levels of the partner program. Gold level partners will be included in summary press

releases prepared on a periodic basis, while Platinum and Diamond partners will receive individualized releases. All partners will be able to jointly issue the release.

Acquia will also prepare releases when a joint customer launches a web site or application built upon Acquia technology. These releases are offered for all customers of Platinum and Diamond level partners, and may be released at Acquia's option for other levels. This releases will include quotes from partner executives and the partner can issue them jointly.

- *Podcasts.* Acquia produces a periodic podcast covering topical material of interested to the our customers. For each partner at the Platinum and Diamond level, Acquia will record a podcast introducing the partner and discussing a topic in their area of expertise.
- *Corporate Events.* Acquia will run periodic marketing building events to discuss the value of our solutions to prospective and existing customers. Platinum and Diamond partners are encouraged to propose joint events to conduct with Acquia.
- *Email Campaigns.* Much like corporate events, Acquia will also conduct periodic email campaigns to build our marketing base. These campaigns will go exclusively to individuals who opt-in for communication from Acquia. Platinum and Diamond partners are also encouraged to propose joint email campaigns that target opt-in lists from both parties.
- *Other Activities.* Other joint marketing opportunities will undoubtedly arise for Acquia and our Platinum and Diamond partners.

## Education

Acquia is preparing in-depth instruction and certification offerings as part of our portfolio of available services. These offerings are not yet available, but as they are released they will be made available to partners on a preferred basis. Each parter will receive credits for training classes and certification exams, and receive discounts for additional classes and exams beyond their credit allocation.

	Silver	Gold	Platinum	Diamond
Acquia sales training	community	community	private	private
Training class credits	1	2	4	8
Course discounts	10%	15%	20%	20%
Certification exams	1	2	4	8

## Incentives

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 reward our partners for basing their solutions on Acquia's portfolio. These fees represent a portion of the subscription fees earned by Acquia. Volume incentives will be available for Gold and Platinum partners. Requirements for earning incentives are described in the next section. Details of incentives will be provided upon entry into the program.

VAR partners are the only category of partner eligible for reselling the Acquia portfolio.

## Program requirements

Acquia Partners must leverage their direct and indirect sales teams to sell products, services, and solutions in conjunction with Acquia's portfolio. The partner's investment in its own sales resources, training, and initiatives is the most critical success factor for the partnership. As part of the ongoing management of the relationship, Acquia periodically evaluates three metrics of the partnership:

- The health of the partner's business and their ability to serve our joint customer base;

- The number of subscriptions influenced by the partnership, and the revenue resulting from this influence;
- The number of Acquia certified or approved/recognized technologists and or consultants employed by the partner; and
- The partners score on customer satisfaction surveys.

Minimum requirements for all three of these metrics are listed in each subsection below and consolidated by level and category of partnership in Appendix A and on the web at <http://acquia.com/partners/network/requirements-and-entitlements>.

Commitments to the minimums must be met, and reaching higher levels of achievement can give partners added benefits. For events and programs that have limited partner content or with space limitations, Acquia will take these metrics into consideration. These metrics may also influence the priority status of partners for the allocation of customer leads.

## Partner business requirements

To assure that our customers are well served by the partners that we work with, Acquia requires that the partners demonstrate to use the health of their business and their delivery capabilities. We are best able to do this by evaluating the partner using metrics for team size and company revenue.

	Silver	Gold	Platinum	Diamond
Team members	1	15	25	100
Annual revenue (mil)\$	n/a	\$2	\$4	\$10

## Technology and customer satisfaction

Another key measure of the service our joint customers will receive is the quality of the partner's delivery team. Acquia will measure this on two dimensions, the technical skills of the customer team and their ability to satisfy their customers. We measure these metrics by determining the number of certified or recognized expert technologist on the partner team and by requesting customers satisfaction surveys from a number of the partner's clients.

	Silver	Gold	Platinum	Diamond
Certified/recognized technologists		5	10	25
Customer satisfaction references	1	3	6	9

Acquia has not yet launched our certification program, so for the time being their requirement for technologies is that the Acquia team is comfortable with their technical skills based on a technical screening discussion or reputation within the Drupal community.

## Influenced subscription and revenue requirements

The final measure of the success of the partnership depends on the business driven to Acquia from the relationship. The metric used to measure Acquia's business success from the partnership depends on the level of partner. For Silver partners, Acquia measures number of subscriptions influenced. For all other levels, we sets a revenue target for the partnership.

	Silver	Gold	Platinum	Diamond
Subscriptions	3	n/a	n/a	n/a
Revenue (1,000)	n/a	\$15	\$50	negotiated

Diamond partners will have custom negotiated revenue requirements depending on other details of the relationship.

## Lead and deal registration

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In order to maintain lead exclusivity and receive sales incentives, partners must register their activity on the Acquia Partner Network. Lead activity must be registered within an initial time limit and then on a periodic basis in order to maintain exclusivity. Partners must also register when they have closed business with a joint customer in order to claim their teaming fees for that customer.

	Silver	Gold	Platinum	Diamond
Register activity within	3 days	14 days	14 days	negotiated
Register ongoing activity every	14 days	30 days	60 days	negotiated

## Application Process

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

Qualified partners will receive a partner contract and other important information to review. Once the requirements are met, the contract is executed and payment is received, 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](mailto:partners@acquia.com)

## Appendix A: Requirements and Entitlements

	Silver	Gold	Platinum	Diamond
<b>Intro Fee (expires 31 Dec 2008)</b>	\$150	\$3,500	\$7,500	negotiated
<b>Fee</b>	\$250	\$4,000	\$10,000	negotiated
<b>Term</b>	1 year	1 year	1 year	negotiated
<b>Acquia Support</b>				
Service Level				
Hours of operation (North America)	8-8 ET	8-8 ET	8-8 ET	8-8 ET
Hours of operation (Europe)	8-6 UTC+1	8-6 UTC+1	8-6 UTC+1	8-6 UTC+1
Response time	6 hours	6 hours	2 hours	1 hour
Maximum number of tickets	4	unlimited	unlimited	unlimited
Priority among cases of same severity	priority 4	priority 4	priority 3	priority 2
<b>Access Channels</b>				
Subscriber forum access	yes	yes	yes	yes
Web-based ticket handling	yes	yes	yes	yes
Email-based ticket handling		yes	yes	yes
Phone-based ticket handling			yes	yes
Priority among tickets of same severity	priority 4	priority 4	priority 3	priority 2
Knowledgebase	yes	yes	yes	yes
<b>Partner network</b>				
Network accounts	4	8	unlimited	unlimited
Additional network accounts	\$25	\$25	n/a	n/a
Partner finder	yes	priority	priority	priority
Showcase	yes	yes	yes	yes
Partner forums	yes	yes	yes	yes
<b>RFP support</b>				
Response materials	yes	yes	yes	yes
Response assistance			yes	yes
Acquia demonstration engine†			yes	yes
<b>Lead referral</b>				
Referrals from Acquia	round robin	targeted\$	targeted\$	targeted\$
Referral sharing network	yes	yes	yes	yes
<b>Lead exclusivity**</b>				
Register activity within	3 days	14 days	14 days	30 days
Register ongoing activity every	14 days	30 days	60 days	90 days
<b>Marketing programs</b>				
Use of Acquia name and marks††	program only	yes	yes	yes
Acquia collateral	yes	yes	yes	yes
Co-branded collateral		yes	yes	yes
program press release		shared	exclusive	exclusive
Customer site launch press releases	acquia option	acquia option	yes	yes
Custom case study			yes	yes
Podcast			yes	yes
Joint programs and events			yes	yes
<b>Education†</b>				
Acquia sales training	community	community	private	private
Training class credits	1	2	4	8
Course discounts	10%	15%	20%	20%
Certification exams	1	2	4	8
<b>Sales Incentives</b>				
Referral fees	Details available upon entry to the program			
Reseller cost				
Volume programs				
<b>Requirements</b>				

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	Silver	Gold	Platinum	Diamond
Team members		15	25	100
Annual revenue (mil)§§		\$2	\$4	\$10
Acquia certified consultants***		5	10	25
Acquia subscription requirements				
Subscriptions per year	3	n/a	n/a	n/a
Revenue per year (1,000)		\$15	\$100	negotiated
Customer satisfaction references	1	3	6	9
<b>Acquia Professional Services discount</b>		10%	20%	negotiated

\* Acquia Network knowledgebase access will be available when knowledgebase is available to customers

† Acquia demonstration engine and some education offers will be made available after the program launch

§ Leads will be targeted based on geography, vertical, company size, and project size

\*\* Lead activity must be registered within exclusivity period

†† Use of Acquia brand and marks restricted according to partner program branding guidelines

§§ At Acquia's option, forecast revenues for the year of the partnership may be used in place of past year revenues

\*\*\* Not applicable until six months after certification program is launched