



THE WORLD'S ONLY OPEN DXP TECHNOLOGY PARTNER PROGRAM

PROVIDES BENEFITS TO CLOUD, SOFTWARE, AND DATA PARTNERS THAT ELEVATE AND BROADEN COLLABORATION OF COMPLEMENTARY SOLUTIONS DELIVERING EXTENDED VALUE TO OUR JOINT CUSTOMERS.

Acquia is the open digital experience platform that enables organizations to build, host, analyze and engage their customers at scale anywhere. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes across an ecosystem of partners to deliver tailored, best-of-breed solutions for CX leaders.

Acquia DX Alliance is an open technology partner community, driving collaboration through a composable network of leading technology vendors providing choice and jointly delivering interoperable solutions that extend Acquia Open DXP. Building a robust technology partner community enables Acquia and its partners to best support rapidly evolving customer needs.

ACQUIA DX ALLIANCE MISSION

- Deliver best-in-class, future-proof technology that powers the total experience for Acquia customers
- Accelerate time-to-value for Acquia customers and empower our partners to provide exceptional service across DX Alliance solutions
- Grow and scale our client's businesses with innovative solutions that move away from one-size-fits-all monoliths enabling greater control over the experiences they are creating

WHO PARTNERS WITH ACQUIA?

Commerce Engines | Insight Engines | Search & Discovery | PIMs | Sales Automation & CRM | Data Providers | Translation Management Systems | Channel Execution Systems & Aggregators | Ad-Tech & Demand Side Platforms | Customer Service Technologies | Payments | Voice | Chatbots | And more...

WHY TECHNOLOGY VENDORS PARTNER WITH ACQUIA?

Future-proof agility, flexibility, speed and scalability and core tenants to Acquia's vision. By delivering joint interoperable solutions built on an extensible, unified data layer in collaboration with our partners, we deliver unique value by servicing the total experience for every client. Our technology partners provide essential best-in-class components to deliver end-to-end solutions across industries.

Technology vendors partner with Acquia to:

- Scale their businesses quickly by delivering exceptional joint value, growing their customer bases, revenues and market share.
- Drive business results enhanced customer satisfaction by delivering open and extensible solutions in collaboration with Acquia and our system integrator partners.
- Join an ecosystem focused on strategic outcomes and tailored for go-to-market execution, with curated SI partners providing expertise across DX Alliance solutions.

DX ALLIANCE PROGRAM BENEFITS



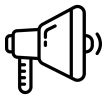
TECHNOLOGY

Access to Acquia DXP solution sandboxes to facilitate development and testing of all integrations for joint customers.



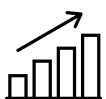
INTEGRATION

Guidance to ensure joint customer success via Acquia frameworks to help partners create and maintain integrations including expert & self-service support.



MARKETING

Heightened exposure within Acquia ecosystem so clients can discover integrations and joint programs to position and amplify integrated solutions.



GO-TO-MARKET

Access to a Named Alliance Manager, annual partnership kick-offs and quarterly reviews, and facilitated access to Acquia field & resources.



ENABLEMENT

Access to Acquia enablement resources, release and product updates and professional services to support joint client integration and go-to-market efforts.

JOIN ACQUIA DX ALLIANCE

Get in touch with us! The Acquia DX Alliance is open to all technology vendors and is designed to drive joint business success with Acquia. As we develop and bring joint strategies and solutions to market, the more our partnership develops.