TABLE OF CONTENTS

JOIN THE ACQUIA PARTNER ECOSYSTEM

DEAR PROSPECTIVE PARTNER,

YOUR LOGO HERE

The most successful companies today are the ones that provide the most personalized, consistent and satisfying customer experiences.

A single organization might not have the resources or expertise to optimize every facet of the customer journey.

Creating memorable, best-in-class customer experiences often requires collaboration with partners who can bring their expertise and experience to the table. In other words, it takes a village.

Acquia has always known it takes a village to bring the best digital experiences to life for its customers (and for theirs). And this village – what we call the **Acquia P2P (Partner-to-Partner) Ecosystem** – needs to expand as the technological capabilities of the day and customer expectations continue to evolve.

The legacy architectures that most brands are built on can't support the types of digital interactions that drive business today. And they certainly won't be able to foster the increasingly immersive experiences that are quickly gaining traction. Not only does this legacy architecture make innovation very resource-intensive, but it often means that brands struggle to innovate at all. The result is an innovation gap. Bridging this gap calls for a new approach to enterprise architecture.

We embrace an open culture, which means we view our partners as co-creators and collaborators. The P2P Ecosystem empowers all of our partners to connect their offerings with the architecture of Acquia Open Digital Experience Platform (DXP), so together we can grow the collective value and capabilities we deliver to joint customers. Just as Acquia Open DXP gives brands the freedom to choose the best technologies and partners to achieve their unique goals, the P2P Ecosystem enables us to deliver digital experiences in a manner that is customized and future-focused, and aligned with partners' desire for growth.

Over 60% of Acquia's net-new opportunities include partners for deployments, implementation, integration and strategic services.

We've designed our DXP around the concept of "composable" architecture. In this model, defined most recently by Gartner, pre-packaged, composable business capabilities serve as the fundamental application building blocks for the entire enterprise. "Composability" extends from the application

layer all the way through to the experience layer. And it lets brands leverage composable content, composable data, composable design and composable journeys to fuel composable engagement.

With composability as the foundation of the P2P Ecosystem, Aquia seeks the best and brightest digital innovators to join us in partnership to bring new digital experiences to life and accelerate time-to-value for our joint customers. The Acquia P2P Ecosystem connects partners of different skills, capabilities and technologies. Whether a partner wants to only do web development or full-on marketing automation, they will have an expert collaborator to complement their work and the overall customer journey. Whatever expertise you bring to the table, there's a VIP seat waiting for you.

In this e-book, we'll lay out the vision for a diverse ecosystem centered around Acquia DXP and related or complementary products and technologies, explore the concept of a composable enterprise architecture for building superior customer experiences and make the case for including you in our "partner in every deal" strategy.

Please, join us.

I think every Digital Experience Platform out there, at least in the enterprise space, tends to say they're partner-first and partner-led, but frankly they rarely come through in actions. We've always felt with Acquia we're in this together."

GENUINE, A JACK MORTON AGENCY

JOIN THE ACQUIA PARTNER ECOSYSTEM

In the "Redefining Open" section that follows, we explore Acquia's approach to composable architecture that is the backbone of the Acquia P2P Ecosystem. If you're more interested in understanding the benefits and opportunities associated with becoming a member of the P2P Ecosystem, feel free to jump to the **"What's In It for Me?" section that starts on page 15.**

There's room for you in the Acquia P2P Ecosystem! Here's just some of the expertise we seek in our partners:

- **Web Development**
- **Implementation**
- **Brand and Design**
- **Digital Marketing**
- **Business Consulting**
- **Marketing Automation**
- **Data Analytics**
- **Cloud Partners**
- **Tech Partners**

What other skills can you bring to the ecosystem?

SECTION 01

Redefining Open

What's Holding Your Customers Back?

The COVID-19 pandemic has forced every industry to digitize their constituent experience - from retail to manufacturing to education and government – creating a new paradigm in customer engagement.

Customers expect relevant, personalized experiences at every interaction with a brand, and they expect to be able to engage on any channel or device they want. And they won't settle for less. Consider:

**66%** of customers care more about experience than price when making a purchase.

72% of customers say they will leave a brand after a single bad experience.

90% of customers believe most brands fail to meet their expectations when it comes to customer experience.

Clearly, customer experience has never been more critical. However, trying to meet today's rapidly evolving customer expectations often reveals an inconvenient truth: Legacy architecture can't support the best-in-class digital interactions that drive business today.

Most legacy architecture was created with an outdated model of building and maintaining monolithic websites or the technologies that support them. Without an architecture that seamlessly evolves and adapts at the pace of technological change, the divide between what consumers demand of your customers and what your customers are able to deliver will only grow wider.

You need to keep one step ahead of your customers, so they can keep up with their customers' demands for best-in-class digital experiences. The best way to do this is to empower them with a composable enterprise built on a digital experience platform.
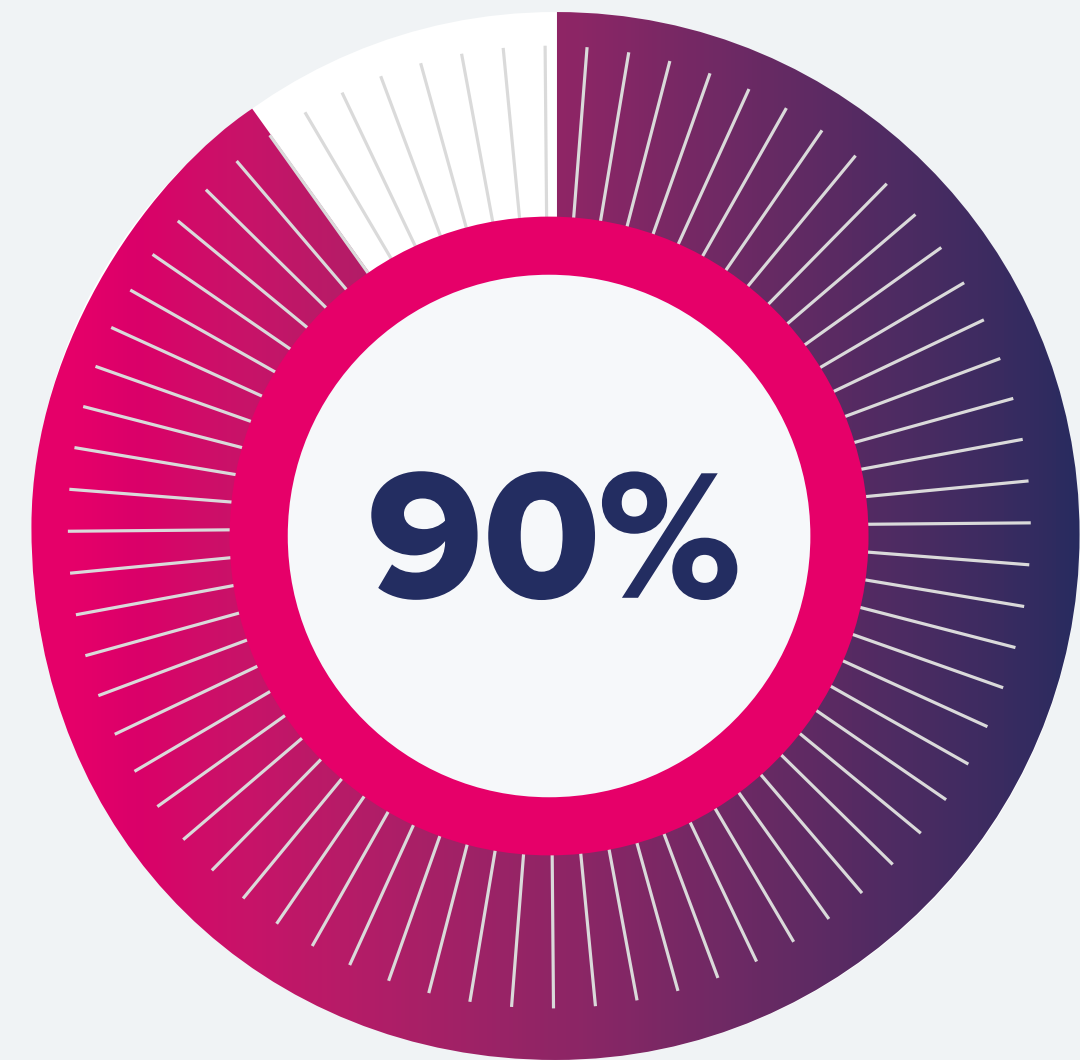
90%

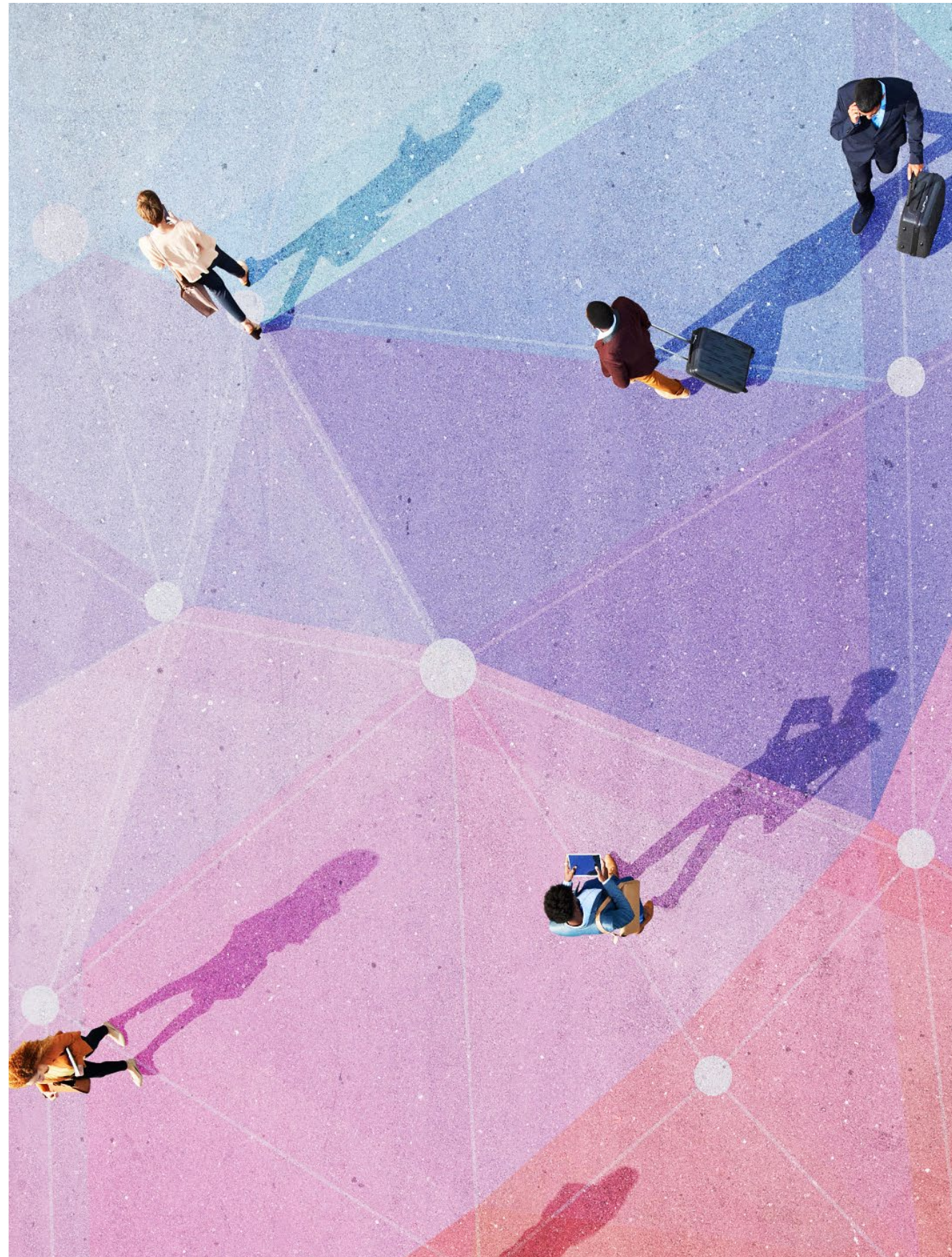**of customers believe most brands fail to meet their expectations when it comes to customer experience.**

Acquia is our gold standard for partnering. With Acquia, we always have a two-way dialogue and strong engagement — everything from sales people to partner managers to thought leaders."

VMLY&R, A WPP DIGITAL AGENCY

What Is a Composable Enterprise and Why Do Your Customers Need One?

In a composable enterprise, pre-packaged business capabilities serve as the fundamental application building blocks for the entire organization. "Composability" permeates the site-building process, leveraging composable content, composable data, composable design and composable journeys to fuel composable engagement.

In the article *The Future of Business Is Composable*, Gartner states:

"The building blocks of composable business enable organizations to pivot quickly. The more these composable business ideas are integrated within your business model, the more flexibility and agility your organization will have. That means faster response time and more consistency in execution for this new type of business setup."

A composable enterprise architecture can and must:

- **Serve the customer** and support best-in-class personalized customer experiences.

- **Enable business users** to easily create and evolve this experience.

- **Give developers the freedom** to use the front-end tools of their choice to design experiences for a growing number of new channels and devices.

- **Ensure security**, data privacy and regulatory compliance.

- **Open the door to collaboration** with best-in-class providers who can combine their expertise to create new and delightful digital experiences.

Composability is the key to remaining relevant in today's business landscape. It is the only way to achieve continuous and rapid innovation as you evolve your customer experience.

We are extremely excited to be a Gold Partner of Acquia, which demonstrates our commitment to building our partnership in one of the market leading DXP platforms. Our Acquia investment will help us better serve our customers now and in the future."

TA DIGITAL, SENIOR DIRECTOR OF STRATEGIC ALLIANCES

Composability Is Only Possible With the Right Platform

The composable enterprise requires a digital experience platform (DXP) that can:

- **Easily adapt to changing customer behaviors.**

- **Rapidly adopt new technologies and tactics.**

- **Empower non-technical users such as marketers to contribute their expertise.**

- **Accommodate external collaborators to directly help build customer experiences.**

Many architectures still require significant technical expertise to manage, and businesses often lack the front-end developer resources needed to maintain the presentation layer that customers interact with. Marketers are unable to customize content on the front end once it's been built, or make changes to the layout, or add a new button or a new content block without a front-end developer to manage the code.

An open DXP, on the other hand, allows for the free flow of content and data within, across and

between organizations, eliminating data silos to accelerate digital transformation and enable partner-to-partner collaboration. This allows teams to move quickly and create engaging, personalized experiences for customers while fostering more cross-functional cooperation and delivering experiences that engage, convert and drive results on every channel.

An open DXP also allows non-technical users to build and update digital experiences. Marketers and other non-technical employees are empowered to make changes to both content and digital experiences using pre-built templates, apps and plug-ins without waiting on developers. Through a combination of low-code tools, pre-built components and configured modules, marketers and other content editors gain the freedom to design and push out content quickly without developer assistance.

This expedites time to market and frees developers with deep technical and subject matter expertise to focus on new components that will improve digital experiences. Marketers

are more directly involved with customer engagement while developers and other SMEs have a better understanding of how to bring new and innovative digital experiences to life. With an open, composable approach, each can focus on their respective areas of expertise to create and adjust customer experiences as customer needs and desires change.

While the right DXP can offer the complete toolset and capabilities to create best-in-class customer experiences along every touchpoint, a truly best-in-class organization can draw on partner expertise and experience when the needs of their customers extend beyond their own offerings or proficiencies. This is where the partner-to-partner ecosystem comes in.

ACQUIA INDUSTRY ACCOLADES AND PEER REVIEWS

Acquia has received numerous awards and accolades:

Named a Leader in the **2022 Gartner® Magic Quadrant™ for DXP**

Included in the **Constellation ShortList for Digital Experience Platforms**

4-star rating on **g2.com**

Acquia Open DXP received 4.9 out of 5 stars on Gartner Peer Insights for its product capabilities and a 4.5 out of 5 stars for the integration and deployment experience.

Named a Leader in the **2021 Forrester Wave for Agile CMS**

90% customer renewal rate, indicating very high customer satisfaction.

Named a Leader in the new **IDC MarketScape for Worldwide Content Management Systems for Persuasive Digital Experiences 2021 Vendor Assessment**

Recognized as a "Customers' Choice" for Midsize Enterprise companies by **Gartner Peer Insights for Digital Experience Platforms**

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LEADING COOKWARE BRAND

When COVID-19 struck at the start of 2020, there was an explosion of interest in cooking at home. One leading cookware manufacturer found they didn't have a proper platform to meet this sudden high demand. The brand's web platform was tailored mainly to desktop users and it frustrated shoppers with disjointed product pages and an unreliable multi-page checkout process.

The brand turned to Acquia and TA Digital, a partner in Acquia's P2P Ecosystem, to help them revamp their entire commerce experience and optimize customer journeys across every touchpoint. With the work of TA Digital's implementation experts and Acquia's composable architecture, the company was able to transform their entire digital commerce approach in less than 90 days and significantly boost their customer conversions and overall revenue.

Today, the company leverages machine learning and predictive analytics to group visitors into product and category clusters based on their behavior, and quickly identify the best-fit persona for each customer. The brand now has a unified customer view that all teams can directly access in order to tailor each interaction with customers throughout their journey.

The results:

- **30% increase** in total margins

- **43% improvement** on sites' overall clickthrough rates

- **127% more efficiency** in moving from product discovery to checkout

ENHANCED ECOMMERCE

SECTION 02

What's in it for me?

How Partners Benefit from Acquia's Partner-to-Partner Ecosystem

Joining Acquia's ecosystem opens limitless opportunities to complement your services and augment your DX development with the unique and powerful capabilities of Acquia and any of our partners. Marketing firms, Drupal shops, digital development agencies, data analytics practices, commerce vendors, systems integrators and more come together, collaborate and combine skill sets and expertise to bring the best of the best to their customers. Whatever your customer needs, a trusted partner in our ecosystem has your back to help you deliver.

This is definitely by far the strongest partnership that I've been in. And we are, of course, partners with other companies, but none are close to where Acquia is."

VMLY&R, A WPP DIGITAL AGENCY

JOIN THE ACQUIA PARTNER ECOSYSTEM

MARS WRIGLEY

World-renowned candy company Mars Wrigley produces some of the world's most beloved and well-known sweets enjoyed in more than 180 countries. The company needed to develop a unified strategy for providing customers with more engaging digital brand experiences. They wanted a reliable way to quickly develop new brand experiences, but were concerned about consistency, maintenance and costs.

Mars worked with digital partner EPAM and leading digital experience consultancy Bounteous to realize its vision of the "starter kit," a constantly growing toolkit of shared components that would provide all Mars brands with a well-defined process and consistent starting point for building brand and campaign pages. Shared core functionality, flexible and configurable front-end display components and a library of pre-built integrations allowed internal development teams and third-party agencies to easily launch, manage and enhance Mars sites.

Acquia Site Factory provided the underlying infrastructure to drive the entire portfolio of sites. The Site Factory management dashboard allowed for a clear overview of all sites hosted on the platform and simplified the corresponding access control, governance and reporting.

Through these successful partnerships and powered by Acquia Site Factory, Mars Wrigley realized:

- **50% reduction** in development time by assembling brand sites with the starter kit instead of building/developing from scratch

- **40% reduction** in ongoing maintenance costs across all sites on the platform

- **20% initial overall cost savings**, expected to increase continuously as the platform scales with additional sites

UNIFIED BRAND STRATEGY

7 Standout Benefits to Partner with Acquia

Partners are critical to the long-term health, stability and satisfaction of our shared customers. Over 60% of Acquia's net-new opportunities include partners for deployments, implementation, integration and strategic services.

Here's what awaits you as a valued member of the Ecosystem:

1. A personalized relationship and better sales support

Acquia offers partners a dedicated partner manager and unfettered access to a hungry and growing ecosystem of sellers. Our strongest partners have come to expect a personalized and harmonious relationship built for the long haul. Some of our best partners have been with Acquia's partner program since its inception in 2008.

The partner program supports growth and commitment, so as partners invest and develop their Acquia partnership, more benefits become available.

Additional benefits include:

- Competitive compensation for referral and co-sell motions, earned as commission payments or Partner Credits — Acquia's version of MDF can be used to support marketing initiatives, technical enablement or sales training.

- Sales support for qualified opportunities, including access to sales enablement resources like discovery, RFP/proposal responses, demo POCs, product sandboxes, and more

- Monthly partner bootcamps, in-person enablement workshops and pitch-trainings

- Access to go-to-market guides, playbooks and campaigns-in-a-box to accelerate growth

- Free and paid technical enablement options for all Acquia products, including Acquia Academy, YouTube, PartnerTV, workshops, certifications and more

- Dedicated and expanded listings on Acquia.com's Partner Finder

- Partner rewards and recognition programs like Acquia Engage Awards and Partner of the Year Awards

2. More solutions to offer customers, with more capabilities

Acquia partners don't have to hesitate or backtrack when promising clients a new feature or integration. No matter what technology is on the roadmap – whether bought or built – Acquia partners can confidently encourage clients to think bigger and embrace the next best thing. Over 45,000 pre-selected modules from the Drupal community are ready to use on day one.

Partners can cross-sell and implement many Acquia products. They can also integrate Acquia DAM and PIM, and some partners are able to implement Acquia CDP, which requires an advanced level of partner technical enablement.

3. Better opportunity to land & expand with any given customer

Acquia and partner teams work as one to create the best possible opportunities for every client. We work closely with many of our top partners to create account-based mapping and go-to-market strategies. Regional partner managers work to identify the partners who have the most expertise for each customer initiative and, in alignment with that partner's expertise, create a joint solution and value-based go-to-market campaign.

This collaborative engagement goes far beyond just implementation and services. Partner teams work together with Acquia sales and marketing to craft unified stories and messages that communicate lifetime value to customers. Our partners can expand their relationship with us and take advantage of the full scope of collaborative offerings and shared strategic objectives.

4. Future-proofing for your customers

Acquia's built-in adaptability ensures an architecture that is always future-ready. A composable system supported by a thriving group of developers adapts and evolves faster and more effectively than any closed or proprietary system ever could.

With Acquia, your customers will be nimble enough to quickly respond to:

- Technological change and advances

- Fluctuations in business or market dynamics

- Increased or decreased scalability needs

- Global events such as unforeseen economic instability and pandemics

5. A massive ecosystem of experts backed by a global Drupal community

Acquia DXP is built on Drupal, which is supported by the world's largest open source community of contributors constantly improving and extending the platform's functionality. Within Acquia's ranks of more than 1,100 employees exists the largest concentration of Drupal Contributors and Grand Masters. Acquia itself was co-founded by the creator of Drupal, Dries Buytaert.

6. Expert Acquia training and certification

Acquia has a proven record of training and developing world-class technical teams. Acquia Practice Certification recognizes the achievements of our partners and their commitment to driving transformative business engagement on the Acquia Platform.

Attaining an Acquia Practice Certification validates that your organization excels and drives value at every level of a partner's organization. Qualifying organizations complete a rigorous evaluation process and reap significant benefits once accepted.

The Acquia Developer Certification is the only Drupal certification program and offers accreditation to individuals for Drupal and Acquia products.

7. Grow existing accounts & expand your opportunities with each customer

Partners who sell their first deal with Acquia are just getting started. As partners ramp up with certifications, training and enablement, they increase their margins when introducing more of their customers to Acquia's innovative solutions. Many partners start with Drupal Cloud and expand their services to Marketing Cloud and full DXP offerings, either through their own service lines or by partnering with complementary agencies. Together we expand accounts with Acquia's solutions for marketers and creative teams and build composable solutions with complementary open source or MACH technologies.

As far as partner programs go, this is a completely different feel. Acquia is happy to support us on anything, even if it's maybe not fully baked but we see an opportunity and want to align with a partner to get us there."

PERFICIENT

VITALAIRE

VitalAire, a leading provider of healthcare services, wanted to improve the patient experience through the digitization of medical supply refills.

The company needed to create a digital platform that would enable customers to order refills and supplies online and offer superior features and functionality, enhancing the user experience for all site visitors. With an upcoming release of an innovative new insulin pump product, VitalAire needed to move quickly.

VitalAire partnered with global digital transformation services provider EPAM and digital commerce platform commercetools to bring this new patient portal to market within five weeks.

EPAM advised VitalAire to host the solution on the Acquia Cloud Platform. The new VitalAire patient portal was completed and launched on time and within budget in May 2020.

The new portal provides patients with many new benefits and capabilities:

- Patients can now remotely manage their treatments with ease. They can refill and order prescriptions and purchase devices and accessories online.

- A full visual redesign offers enhancements that improve the patient journey, including a new and easily navigable home page.

- A unified navigation menu enables visitors to view all available VitalAire therapies and associated products, with dedicated sections for news, events, media, information, user libraries and more to further promote education and awareness.

commercetools

Acquia

<epam>

ENHANCED USER EXPERIENCE

SECTION 03

Next Steps

Together, Acquia and our partners have always been at the forefront of the world's most ambitious digital experiences. Acquia's partner program is built on personalized understanding, mutual trust and growing long-term customer relationships. We actively collaborate with partners to deliver holistic digital experiences that span every facet of our shared clients' business, from demand generation and personalization to strategy, customer success and retention.

Collaboration is the way of the future to serve customers better. If you're intrigued by the idea of becoming a valued Acquia partner and claiming your unique position within the Acquia P2P Ecosystem, or if you just want to learn a little more about how partnership can work for you and your customers, let's talk.

The possibilities are limitless!

BRING THE MOST VALUE TO YOUR CUSTOMERS

Leverage the expertise of our partner-to-partner ecosystem and the power of our composable digital platform to ensure best-in-class experiences for your customers.

LEARN MORE ▶

Ogilvy
DH
TAI
tcs
Acquia
bcw
tactis
VMLY&R
srijan:
epam
WPP
NTT Data
HCL
FFW
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ACQUIA

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ABOUT ACQUIA

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.