



Powered by Datadog Guide

Co-branded managed services offerings

What is this about?

Powered by Datadog is an add-on program within the [Datadog Partner Network \(DPN\)](#) that recognizes partner service offerings in which Datadog's observability platform is an essential component of the value delivered to customers. In recognition of this value, Powered by Datadog provides benefits to the partner that go beyond those offered to Advanced-tier partners.

Why are we doing this?

As managed service providers (MSPs) grow, mature, and consolidate their operations, they typically seek to reduce their operating costs while looking for ways to differentiate their offerings.

One of the ways MSPs accomplish both tasks is by developing an architected tech stack that includes a monitoring/observability solution—which helps them monitor customer environments more efficiently and cost-effectively—and by branding their offering for greater market differentiation.

Jointly branding MSP offerings presents a unique opportunity: Datadog benefits by becoming integral to the MSP's operations—as the MSP grows, so does their usage of Datadog—while the Partner benefits by deploying a market-leading solution, buoyed by Datadog's business velocity and reputation.

Program benefits

- Authorization for the partner to use the Powered by Datadog logo in conjunction with their service offering sales and marketing materials.
- Partner and partner service offering featured in the Datadog Partner Directory (e.g. "Featured Service Offering").
- Joint social media campaign centered around testimonial video.
 - Content answers the "Three Whys":
 - Why should the customer do anything?
 - Why should the customer choose the partner service offering?
 - Why now?
 - Data-driven results (e.g., "Able to reduce MTTD by 30 percent") included.
 - Highlight benefits of joint offering to MSP's customers.

Program requirements

- Datadog platform integrated into partner's managed service offering (MSO).
- Partner MSO definition and collateral jointly reviewed with Datadog.
- Minimum of three generally available (GA), billable products in active use as part of the partner MSO.
- As part of partner MSO, all customers paying for that offering automatically have access to Datadog.
- Minimum tier: Advanced (this also includes all requirements to get to Advanced).
- Partner provides sales and technical training and product support on the offering.
- Partner provides active usage and billing services to the customer (e.g., monthly/quarterly usage and bill review).
- [Powered by Datadog Program Request Form.](#)
- [Partner MSO Evaluation Rubric.](#)

How will this work?

- Partner must apply to the program.
- Partner sales manager must approve the application.
- Partner technical solutions leader must approve the application.
- Partner MSO must meet program requirements (above).
- Partner presents offering to Datadog in standard format.
- Approved Powered by Datadog Content:
 - One or two page offering overview designed for end-customers.
 - 3-5 slide presentation to share with Datadog internal audiences.
 - One page customer case study.
 - Customer case study video testimonial.
- Rules of engagement
 - Datadog-sourced opportunities with partner services attached
 - Subscription revenue is direct to Datadog.
 - Partner services revenue goes to partner.
 - Datadog sales rep needs to create a partner influence record on the opportunity.

- Partner-sourced opportunities with subscription attached
 - Subscription revenue may be either resold by partner or incorporated into existing managed services contract under the terms of that agreement.
 - Partner services revenue goes to partner.
- If the opportunity is for a net new customer, the partner needs to submit a deal registration request using the [Datadog Partner Portal](#). A Partner Influence record will be created for the opportunity as a “resell” transaction. If the opportunity is for an existing managed services customer, the partner may simply activate the relevant products in the customer’s sub-org.

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