

Datadog Partner Network FAQs

Table of Contents

[General DPN Overview](#)

[Partner Contracting](#)

[Pricing and Billing](#)

[Existing MSP Partners](#)

[Existing Reseller Partners](#)

[Adding new Customers with the New Program](#)

[Renewing Existing Customers](#)

[Gold Tier Benefits \(Rebates\)](#)

General Datadog Partner Network (DPN) Overview

1. Question: What changes are being made to the DPN program effective 1/1/24?

Answer: Datadog is evolving its two DPN Partner purchasing programs (MSP pricing and Reseller pricing) into a single DPN Partner Purchasing Program. The new program is most similar to current reseller pricing but with better discounts on newly sourced business and renewals. MSP pricing will be retired, but MSP pricing for existing MSP end customers will continue. Updated pricing is as per the matrix below:

| Deal Type | Current | New |
|-------------------|---|---|
| Sourced | New Business: 15-20% off Renewal: 2-3% off | New Business: minimum 10% off list price + 10% one time credit for Y1 (excluding Log Ingestion Products) Renewal: 10% off list price |
| Influenced | New Business: 10-15% off Renewal: 2-3% | New Business: minimum 10% off list price Renewal: 10% off list price |

| | | |
|---------------------|---------------------------------------|---|
| Pass-through | New Business: 2-5% off Renewal: 0% | New Business: minimum 2% off list price Renewal: minimum 2% off list price |
|---------------------|---------------------------------------|---|

2. Question: Why is Datadog making these changes to the DPN?

Answer: There are four main reasons: 1. to better align with how Datadog sells to end customers globally and improve partner financial incentives in that contracting motion, 2. drive better collaboration between Datadog sales teams and partners, 3. minimize risky MSP financial commitments for partners and Datadog, and 4. simplify partner pricing.

Partner Contracting

1. Question: Why are there two contracts - the DPPA and a Partner Program Purchasing Addendum?

Answer: The new structure will be that the DPPA applies to partners that provide services to existing Datadog customers (i.e., Consultants and SIs and MSPs that manage a customer's subscription for them), and the Purchasing Addendum will apply to partners who want to purchase a DD subscription to either 1) resell that subscription directly to end customers (i.e., flat resellers) or 2) hold the subscription for the benefit of all of their end customers (i.e., MSPs operating under more of a sublicensing model). You can find a more detailed Legal FAQ [here](#).

2. Question: Will Month-to-Month (M2M) contracts still be available for new partners looking to join DPN?

Answer: Yes, partners can still sign M2M contracts with Datadog. These contracts will feature the new rates and program structure (requiring one contract per customer).

3. Question: Do I have to sign the Partner Program Purchasing Addendum to be able to upgrade my partner tier from Registered to Basic / Gold?

Answer: No, you are still eligible to upgrade your partner tier without signing the Purchasing Addendum (however, without signing the Partner Program Purchasing Addendum, you will not be able to purchase subscriptions to the DD platform).

Pricing and Billing

4. Question: As a partner, how do I review my billing each month?

Answer: Beginning in the January 2024 invoicing period, partners will receive a consolidated billing report each month. This will include a summary at an invoice level with the total \$ invoice amount, as well as a product level detailed invoice report that provides the underlying product level charges. This will be provided in both a PDF and excel format.

Existing MSP Partners

5. Question: Will I no longer be able to add new customers to their MSP contract starting on January 1st?

Answer: **Upon expiration** of the partner's 2023 MSP contract no new customers can be added with MSP pricing. **All new customers** should be added in line with the new reseller partner pricing. Your existing customers can remain on legacy MSP pricing at the time of their renewal if you choose. New opportunities for existing customer accounts can also continue to remain on MSP pricing if you choose. You will be asked to provide a list of customers that remain on legacy MSP pricing at the time of your renewal. This allows Datadog to maintain compliance and consistency in how we track all end customers leveraging Datadog products.

6. Question: If a partner is on a Month to Month (M2M) MSP contract, are they no longer able to add new customers to their M2M MSP contract starting January 1?

Answer: Partners will have a 1 quarter grace period beginning on 1/1/2024 and ending 3/31/2024 to continue adding new customers at MSP pricing. We are encouraging partners to move existing M2M contracts to an annual contract by 12/31/23. After this grace period, partners can continue to support existing customers under their current (partner) M2M contract but new customers must be added with new pricing and contract processes.

Existing Reseller Partners

7. Question: How do these changes affect existing resellers?

Answer: Resellers will continue to follow the same deal registration process. There are now better incentives for resellers around renewals and sourced/influenced deals.

Adding New Customers with the New Program

8. Question: How do I add new customers under the new DPN program?

Answer: Partners will add new customers by following the prompts in the "Deal Registration" tab of the [partner portal](#). As part of the new flow, partners are asked

to provide the end customer's domain email, the requested involvement from the AE, and post-sale plan.

The screenshot shows the first step of a three-step registration process titled "Register Or Refer A New Deal". The instructions state: "To register or refer a new deal, fill out the form." The progress bar shows "END CUSTOMER INFORMATION" as the active step, followed by "DEAL INFORMATION" and "CONTACT INFORMATION". The form includes two required fields: "*End Customer Name" with a placeholder "Enter Name" and "*End Customer Website" with a placeholder "www.example.com". A "NEXT" button is located at the bottom right.

The screenshot shows the second step of the registration process, "DEAL INFORMATION". The progress bar indicates the current step. The form contains several required fields: "*Projected Close Date" and "*Partner Deal Size" (both dropdown menus with "--None--" selected), "*Marketing Sourced" (dropdown menu with "--None--" selected), and "*Datadog AE Support Needed" (dropdown menu with "--None--" selected). There is a section for "*Product Interest (Partner)" with an "Available" list containing "Infrastructure", "APM & Continuous", and "Log Management", and a "Chosen" list. A "Description" field with a placeholder "Enter Description" is at the bottom. "BACK" and "NEXT" buttons are at the bottom right.

9. What happens after I submit a new deal registration via the Partner Portal?

Answer: Once the deal registration is submitted, our team will cross check the customer domain email to ensure that it is not an existing Datadog sourced lead or an existing Datadog customer. Once approved, the Datadog AE who is assigned to the deal will support you in the customer sale cycle, including sharing a quote.

10. How can the partner be certain that Datadog AEs are following our preferred rules of engagement in dealing with our end customers?

Answer: The deal registration will include a field (Datadog AE Support Needed) where you can detail the type of support preferred. Datadog AEs are asked to follow a partner rules of engagement when working on a partner sourced deal as well. If you have any issues you can always reach out to your PSM or partners@datadoghq.com.

11. What if I don't want any AE assistance?

Answer: We understand that you may not need pre-sales technical engagement - the Datadog AE will be involved to generate and share a quote with you. If you

have any issues with AE engagement, please contact your PSM or partners@datadoghq.com.

Renewing Existing Customers and Terms Modifications

12. Question: How do I renew customers on existing MSP pricing?

Answer: At the time of your MSP renewal you will have the option to maintain MSP pricing for existing end customers. You would include any existing customers for which you choose to maintain MSP pricing in your renewal with Datadog. You would also include these end customers in the current end customers list to be shared with Datadog to support compensation and compliance.

13. Question: I would like to move some of my existing customers buying on an MSP contract to the new program, how do I accomplish that?

Answer: Please contact your PSM to initiate this process or reach out to partner-support@datadoghq.com.

Gold Partner Benefits (Rebates)

14. Question: As a partner, how do I know I am eligible for a rebate?

Answer: Gold tier partners are eligible to participate in the annual performance rebate plan to reward Y/Y incremental revenue. You are eligible to receive a rebate if Y/Y growth meets the criteria below.

| Y/Y Growth | Rebate |
|------------|--------|
| 20%-39% | 4% |
| 40%+ | 8% |

15. Question: Do existing customer renewals on legacy MSP pricing count toward the gold tier rebate benefit?

Answer: To account for the changes going into effect in 2024 - we will honor existing customer renewals on legacy MSP pricing to count toward the Y/Y incremental growth that is applied to the rebate program.

16. Question: How are rebates paid out?

Answer: Rebates are calculated based on a baseline that is the revenue at the end of the previous calendar year. The incremental increase in UARR from the baseline is calculated and rebates are paid out in the following year, based on the rebate tiers laid out above.