



**DATADOG**  
PARTNER  
NETWORK

# Datadog Solution Providers Program Benefits

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<sup>1</sup>This guide is current as of January 1, 2026. This guide is a part of the Datadog Partner Program Agreement (DPPA) and is subject to its terms.

# Enablement Benefits

Enablement benefits equip new and existing partners with training resources to get set up in the DPN and start selling Datadog. These resources include learning and advancement for Datadog product knowledge and sales plays, support and guidance from experienced partner account managers, sandbox access for demos and training, and the DPN Partner Portal that serves as a central hub for all program information, resources, and updates.

## All Solution Providers (Registered+)

### ACCESS TO DPN PARTNER PORTAL

The DPN Partner Portal is the central hub for all things DPN. Partners can manage their deal registrations and current pipeline, review exclusive foundational training materials and enablement sessions to uplevel their Datadog skills and knowledge in the Learning Center, and leverage robust sales, marketing, and legal collateral in the Asset Library to build their business. All in all, the DPN Partner Portal is the comprehensive resource center that provides partners with whatever resources they need to successfully onboard and grow in the DPN.

### Access to DPN Learning Center

Registered, Standard, Advanced, and Premier tier partners all have access to sales enablement materials in the DPN Learning Center. These resources include:

### Sales Methodology Training

Datadog partners will have access to the same sales training that internal Datadog sellers do - this includes the same sales frameworks, playbooks, and talk tracks that internal sellers use to pitch Datadog products and demonstrate value throughout the sales cycle.

### Improved Demo Environment

Datadog is instrumenting all products in the partner demo environment so that partners gain full access to in-app features, helping them become demo-certified more quickly so that they can comfortably demo products live to customers.

### Implementation Specialist Learning Plan

A learning plan specifically for Datadog's SI partners who are deploying Datadog on behalf of the customer. This learning plan will focus on project planning, governance, delivering value quickly, and collaborating with Datadog.

## Sales Specialist Certifications

Datadog guides partners through role-based training for sales, technical, and support staff that validate a partner's mastery and proficiency with Datadog's product, audience, and market so that they can stand out in the industry. These professional, structured, and self-paced online learning paths include knowledge tests and certification exams to properly validate a partner's understanding and progress. See detailed info in the Certifications section.

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## Standard, Advanced and Premier Partners

### DATADOG SANDBOX ACCESS

A Datadog sandbox is a dedicated and isolated environment used for testing, experimenting, or demonstrating the Datadog product(s) and partner solutions. Standard, Advanced, and Premier tier partners may request a free Datadog sandbox account through the DPN Partner Portal. With the Datadog sandbox, partners can explore, assess, and train on Datadog products and functionalities without affecting production or live systems. This controlled environment allows partners to ensure the stability and security of their solutions before showcasing to customers in a live demonstration and helping them understand the impact of the Datadog platform and the partner's solution.

### INSTRUCTOR-LED GROUP PARTNER ENABLEMENT

Datadog regularly hosts various types of regional, in-person enablement sessions, which include foundational Datadog enablement and hands-on-keys partner workshops. Additionally, Datadog offers DPN Partner Connect events, which are in-person, regional events where partners have the opportunity to get hands on enablement and meet with Datadog sales teams.

### DISCOUNTS ON PUBLIC CERTIFICATIONS

Partners of all tiers (standard and above) are eligible to receive discounts on Datadog certifications.

## Advanced and Premier Partners

### INVITE TO DATADOG SLACK CHANNEL

Partners who have achieved Advanced or Premier tier have access to a jointly-managed Slack channel. This gives partners the opportunity to engage quickly on sales opportunities and collaborate with our PSA and product management teams.

### CUSTOM TECHNICAL WORKSHOPS

The Datadog PSA team offers customized learning plans and technical workshops for partners - this includes specialized Partner Learning Plans for sales, technical, and support personas. These training sessions are enhanced with relevant content and use cases to help partners be successful in the field. We can help partners run game days with their customers and provide tailored workshops around specific use cases to ensure partner engineers are well-prepared to assist customers. We can also provide best-practice assessments to help the partner ensure Datadog is optimally deployed for their customers.

### PARTNER ACCOUNT MANAGEMENT

Datadog provides account management services through Partner Sales Managers (PSM) and Partner Solutions Architects (PSA)\* to offer dedicated support, facilitate communication between partners and Datadog, and nurture the growth of the partner's Datadog practice.

**PSMs help partners drive net-new and expansion sales pipeline and revenue**, align Datadog and partner teams with business planning and joint selling activities, coordinate the technical and marketing aspects of integrated partnership launches, and host regular business reviews to drive accountability and report on success metrics.

**PSAs ensure successful onboarding, training, and certification** of partner resources, support key technical initiatives (e.g. cloud migration), host enablement workshops, and advocate for partner concerns (e.g. feature requests) and recommendations to enhance a partner's services through greater adoption of Datadog features and capabilities.

\*Tailored access to Datadog PSMs and PSAs depends on a partner's tier and is subject to the Datadog team's discretion.

## Premier Partners Only

### IN-PERSON ENABLEMENT SESSIONS

Advanced tier partners may request and participate in a range of instructor-led hands-on workshops on a variety of topics. These workshops include Foundation Enablement sessions that review the core Datadog platform and SKUs, as well as Enablement+ sessions which offer a more personalized, one-on-one experience tailored to individual partner needs.

# Marketing Benefits

Marketing benefits help partners grow and expand their business in the DPN. These resources include a central repository for marketing collateral, Datadog logo and branding guidelines, visibility and discovery in Datadog's Partner Directory, and an advanced marketing support program.

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## All Solution Providers (Registered+)

### ACCESS TO THE DPN ASSET LIBRARY

The DPN Asset Library equips partners with marketing collateral to help generate customer demand, including pre-built lead generation campaigns, relevant use cases, solution briefs, and more. Resources are customizable and downloadable so partners can tailor them to maximize engagement with prospects and track leads.

### LOGO USE

To help generate awareness and adoption of partner offerings, Datadog encourages partners to use the Datadog logo and/or the Datadog partner logos in their own marketing and co-branding initiatives. Branding and display guidelines along with the physical assets are available in the DPN Partner Portal.

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## Standard, Advanced and Premier Partners

### MARKETING DEVELOPMENT FUNDS (MDF)

To empower partners to create impactful marketing campaigns, the DPN MDF Program provides financial and logistical support to these partners for planning and executing partner-led and joint marketing campaigns with Datadog that inform and engage customers and prospects about Datadog products, services, and solutions. Learn more about the MDF program in the DPN Partner Portal's Asset Library.

### MARKETING DEVELOPMENT SUPPORT (MDS)

Datadog's MDS Program helps partners unlock the full potential of their marketing campaigns to boost their Datadog-based services by allowing them to request Datadog marketing support for their proposed partner-led or joint marketing activities. If approved, Datadog will assign a dedicated Partner Marketing Manager to collaborate with partners from planning to execution to help turn the marketing vision into a reality. Learn more about the MDS program in the DPN Partner Portal's Asset Library.

# Standard, Advanced, and Premier Partners

## DATADOG PARTNER DIRECTORY LISTING

The [Datadog Partner Directory](#) is an online archive for Standard, Advanced, and Premier tier partners to promote their Datadog-based offerings and services. Each listing includes the partner's details such as tier level, solutions/offerings, website, and other account information. End customers around the world can easily locate partners by searching by keyword, city, name, etc. directly on the site. Partners must have a completed partner profile to be featured in the Datadog Partner Directory.

## INVITE TO GLOBAL PARTNER CONNECT EVENTS

All Standard, Advanced, and Premier Partners are invited to Global Partner Connect Events, which are in-person, regional enablement and networking sessions. These sessions provide hands-on enablement on Datadog, include business and technical sessions, and opportunities to meet with Datadog sales teams and network across the DPN.

## “POWERED BY DATADOG” PROGRAM

Advanced and Premier tier partners can also unlock the “Powered by Datadog” logo for marketing support by embedding and deploying the Datadog platform as part of their services for 3+ observability use cases (e.g. Infrastructure, Applications, Logs) across all their end clients. Learn more about our “Powered By Datadog” Program in the DPN Partner Portal’s Asset Library.

## FEATURED PARTNERS SHOWCASE / DATADOG PARTNER CUSTOMER SPOTLIGHT

Premier Partners are featured on a separate tab of the partner directory in the format of a featured partners showcase, allowing them to better differentiate themselves in the market. Standard and Advanced Partners are also included in the Datadog partner directory. Premier and Advanced Partners are eligible to be featured in the Datadog Partner Customer Spotlight.

## FEATURED ON DATADOG CUSTOMERS PAGE

Datadog will feature partner better-together success stories on the Datadog Customers Page, allowing partners to see the reach and impact to their customers. Datadog will provide templates for partners to leverage in building out the value proposition of these success stories.

# Premier Partners Only

## ASSIGNED PARTNER MARKETING RESOURCE

Premier Partners are eligible to receive 1:1 support from the Datadog Partner Marketing team - each partner will have an assigned member of the partner marketing team to help them with joint marketing initiatives and GTM.

## JOINT WEBINARS

Joint webinars are a great way to build awareness of your services and generate leads. We also recommend sending these leads a follow-up marketing campaign to further engage attendees. All webinar content can also be repurposed to create more assets and collateral for future marketing campaigns and sales training.

## CUSTOM MARKETING PLANS

We provide 1:1 support for top partners to ensure that they have everything they need to achieve their marketing goals with Datadog. First, we run onboarding and enablement calls with partners to better uncover their challenges and goals and to ensure that they are aware of the many DPN Marketing benefits available to them. Once they're onboarded, we draft custom proposals that include details on what activities to run, suggestions for how to leverage marketing development funds and marketing development support, and guidance on how to build case studies, one-pagers, ebooks and more. Each of these campaigns provides access to Datadog's email database, sales teams and social channels.

## CUSTOM WEBINARS WITH PARTNER MARKETING AND SOLUTION ARCHITECT COLLABORATION

Premier Partners are invited to work with the Datadog Partner Marketing and PSA team to deliver joint demand generation events such as webinars and observability days. We can help curate the agenda, provide speakers, and share relevant technical content for the event.

## BI-ANNUAL STRATEGY AND PLANNING MEETINGS WITH EXECUTIVE SUPPORT

Datadog offers Premier Partners an opportunity to meet with executives to align on priorities and initiatives two times a year. These meetings are intended to ensure that Datadog is furthering the growth of our Premier Partners through aligned goal setting.

# Selling Benefits

Datadog offers a single DPN Solution Provider purchasing program that simplifies partner pricing to drive collaboration with Datadog sellers and enable partners to resell Datadog in conjunction with their solutions and services.

This program aligns with how customers purchase Datadog products and all Datadog sellers are properly compensated to support partner deals. Partners also have the flexibility to grow and retain customers without the need for upfront partner commitments, reducing financial risk, and the challenges associated with forecasting your overall business.

Partner pricing is based on each end customer's volume commitment, and partners receive consistent discounts on new business contracts and renewals to better reward partners for driving incremental usage for the duration of the end customer journey.

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## Standard, Advanced and Premier Partners

### RESELL RIGHTS & DISCOUNTS

All partners have the ability to resell Datadog through the licensing options detailed below:

#### LICENSING

Datadog offers two licensing options so partners can choose how to best purchase Datadog products on behalf of end customers to maximize their preferred business approach:

1. Sublicensing: Purchase Datadog products with the ability to grant access to the subscription to individual clients, serving as a trusted advisor with the ability to tailor solution offerings to their unique needs.
2. Resell: Resell the subscription directly to the end customer and guide them to success with industry knowledge and expertise.

#### CONTRACTING AND BILLING

Datadog understands that efficiency and clarity in billing allows partners to focus less on paperwork and more on driving customer value. Partners follow a straightforward process of submitting one order form per end customer and will receive a unique monthly billing and usage report per customer. Datadog will then provide a consolidated invoice report for all of their Datadog customers to streamline financial management.

### **ACCESS TO DEAL REGISTRATION**

Partners can manage their deal registrations and current pipeline directly in the DPN Partner Portal's Deal Dashboard.

### **ASSIGNED PARTNER SALES MANAGER (PSM)**

PSMs help partners drive net-new and expansion sales pipeline and revenue, align Datadog and partner teams with business planning and joint selling activities, coordinate the technical and marketing aspects of integrated partnership launches, and host regular business reviews to drive accountability and report on success metrics.

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## **Advanced and Premier Partners**

### **ELIGIBILITY FOR REBATE PROGRAM**

Partners may be eligible for additional financial incentives and promotions that reflect the investments and growth of their Datadog business. Advanced and Premier Partners are eligible to earn an annual performance rebate on revenue growth from net new customers or incremental revenue from partner's existing customers.

# Awards & Recognition Benefits

Datadog's annual DASH conference provides top partners with an opportunity to celebrate their exceptional achievements and engage customers through sponsored speaking engagements.

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## Advanced and Premier Partners

### ELIGIBLE FOR DPN AWARDS AT DASH

DPN partner Awards recognize and celebrate the outstanding contributions of strategic, innovative, and successful partners. Awards are given to Solution Providers who excel in the following areas: Revenue contribution, year over year growth, Datadog and DPN certifications and joint go-to-market activities.

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## Premier Partners Only

### ELIGIBLE FOR PASSES AND INCREASED OPPORTUNITIES AT DASH

Premier partners receive complimentary DASH passes for employees. Additionally, Datadog invites Premier Partners to demonstrate value through speaking engagements as sponsors (e.g. partner keynote).

# Program Requirements

The Solution Providers program includes three tiers: Standard, Advanced, and Premier. Advancing through each tier unlocks additional benefits and resources for partners to grow in the DPN, but requires them to fulfill specific training, certifications, and sales requirements as listed below.

## DATADOG PARTNER PROGRAM AGREEMENT (DPPA)

The Datadog Partner Program Agreement contains terms and conditions that govern a partner's access to the DPN. All partners must sign this agreement before they are accepted as a Registered Partner.

## REVENUE & CUSTOMER GROWTH REQUIREMENTS

Depending on their tier, partners must meet minimum revenue and customer growth requirements to maintain or upgrade tiers.

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### Standard, Advanced and Premier Partners

#### **Net New Deals / Customer Engagements**

Once partners unlock the ability to transact, they must complete a minimum number of sales to advance tiers. Partners can manage their deal registrations and current pipeline in the DPN Partner Portal's Deal Dashboard.

#### **Total Number of Deals Registered and Approved Per Year**

Depending on their tier, partners are required to book a minimum of net new deals / customer engagements, based on Datadog's evaluation of the previous 12 months of sales activity:

- Standard: 1
  - Advanced: 5
  - Premier: 10
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### Advanced and Premier Partners

#### **Net New Annual Recurring Revenue (NNARR)**

Depending on their tier, partners are required to meet a minimum NNARR number:

- Advanced: \$100k OR 10 new customers
- Premier: >\$2M NNARR

## CERTIFICATION REQUIREMENTS

Datadog is dedicated to equipping partners with updated sales and product training so their teams can effectively sell the Datadog platform and products. These trainings are specialized for sales, technical, and support employees, and partners must have a minimum number of certified specialists to advance to the Standard, Advanced, and Premier tiers.

## Standard, Advanced and Premier Partners

**Sales Specialist:** The Sales Specialist certification path is designed to help partner sellers quickly learn about the Datadog platform, the use cases and challenges our customers face, and how Datadog can help address those challenges. It involves around 2 hours of self-paced online training followed by a knowledge test on Datadog's product, market, and audience.

**Demo Certification:** The Demo certification path is designed to help partner sellers (including sales engineers/architects) quickly learn how to do a basic live demonstration and overview of the key features of the Datadog platform and core products. Partners will gain access to a demo environment populated with metrics, traces, logs, dashboards, monitors, and notebooks.

**Datadog Fundamentals:** Datadog Fundamentals is our foundational certification offering. This exam tests core knowledge required to use the platform effectively. Knowledge covered includes basic computer fundamentals, infrastructure deployment with Datadog, networking and Datadog Agent configuration, data collection, troubleshooting the Datadog Agent, and data visualization and utilization.

**Datadog Log Management:** Datadog's Introductory Log Management exam tests base knowledge of logging and log management with Datadog. This exam covers logging fundamentals, log collection, log parsing, log searching and filtering, log analysis, log utilization, and log troubleshooting with Datadog.

**Datadog APM:** Datadog's Introductory APM exam tests base knowledge of the APM product. This exam covers APM fundamentals, application instrumentation with Datadog, insight discovery with Datadog APM, visualizing insights, and troubleshooting applications using APM.

### GO-TO-MARKET (GTM) READINESS & CUSTOMER SUCCESS REQUIREMENTS

To ensure Advanced and Premier Partners are positioned well to sell more Datadog, they must prove GTM readiness by publishing customer stories and Datadog-focused public offerings.

## Advanced and Premier Partners

**Public Customer Success Stories:** Partners can lead their own customer case studies using an approved DPN case study process. They are responsible for contacting interested candidates, securing legal agreements, interviewing customers, and writing the case study with a Datadog-approved template. Case studies are published on the [Datadog Customers page](#).

**Clear List of Public Offerings that Include Datadog:** Within the first twelve months of registering as a Datadog partner, partners are required to provide a publicly accessible landing page describing their Datadog service(s). For example, an MSP partner may offer “Datadog Managed Services” to help with end-user onboarding, client billing, and first-line support. Similarly, a Consulting / SI partner may choose to offer a “Datadog Implementation” service around one or more pillars of observability (metrics, traces, logs).