

 dynatrace | Partner Program

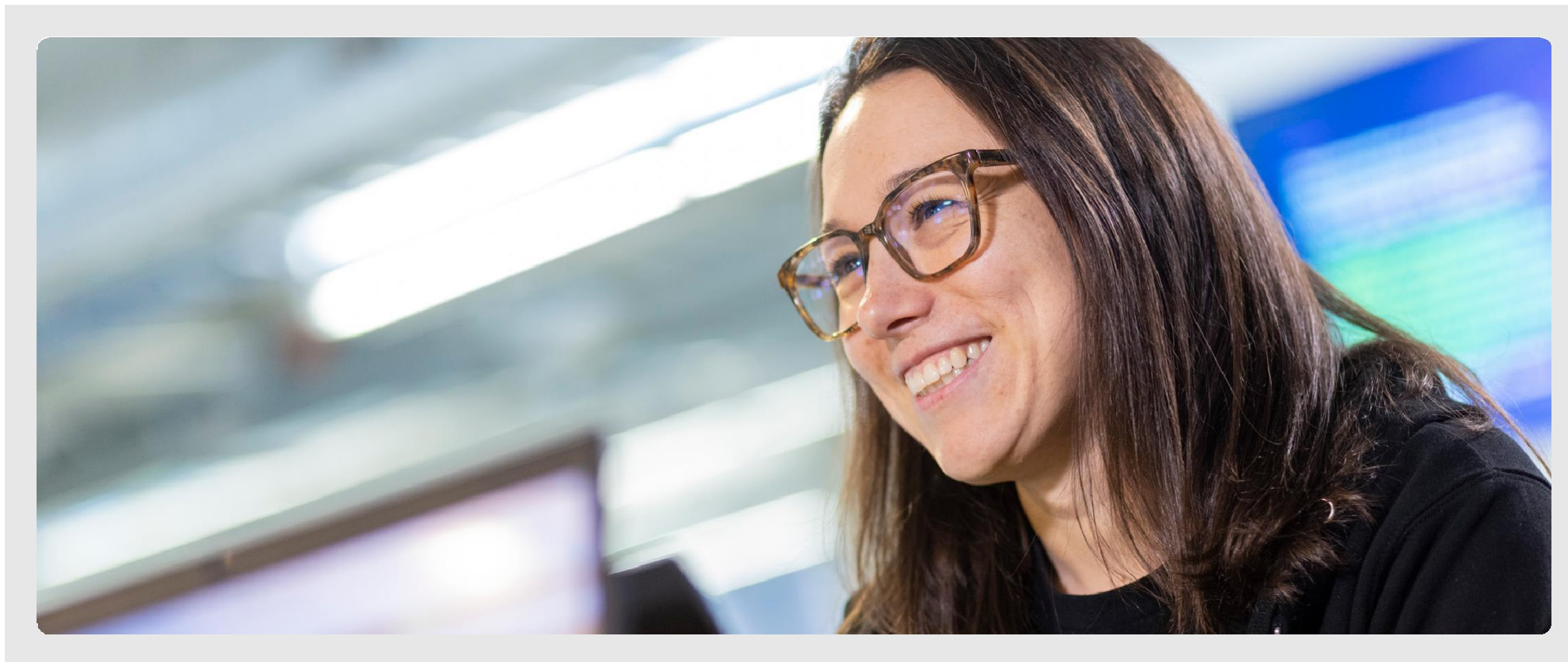
Partner Program Guide

Simple. Predictable. Profitable.

Why should you join the Dynatrace Partner Program?

Partnering with Dynatrace unlocks the door to a world where software works perfectly, and our Partners are integral to our overall success. That's why we've created a robust, global program to help your business develop successful go-to-market practices and solutions based on the Dynatrace unified observability and security platform.

By integrating the Dynatrace platform, our Partners empower their customers with real-time insights and proactive issue resolution, ensuring unparalleled performance and satisfaction. With Dynatrace's comprehensive Partner Program, you gain the support needed to thrive in this evolving ecosystem, transforming your customers' businesses for the digital era.



What's inside

This overview is designed to summarize the benefits of partnering with Dynatrace, and provide quick access to the processes and resources you'll need to maximize our relationship and successfully drive cloud migration with enterprise clients.

Here's what's inside:

Benefits of becoming a Dynatrace Partner

Margins and financial incentives

Training, marketing, and sales assistance

The Partner Portal

Partner certifications

Seamless technology integration and compatibility

Now's your opportunity

Benefits of becoming a Dynatrace Partner

As a Dynatrace Partner, you'll receive everything you need to deliver unparalleled performance insights and real-time problem-solving for your customers—from robust sales and technical training, certifications, exceptional marketing and sales tools, and outstanding technical support.

Our dedicated Partner and Alliances team is here to facilitate a smooth onboarding process across operations, sales enablement, and marketing activities. As a result, you can rest assured that you'll be set up to enjoy a successful partnership with Dynatrace from the get-go.

Some of the benefits:

- More rewarding margins and financial incentives
- Training, marketing and sales assistance
- The Partner Portal: your gateway for exclusive resources and support
- Industry recognized certifications
- Seamless technology integration and compatibility





More rewarding margins and financial incentives

We view our Partners as an extension of our team and integral to our mutual success. That's why our economic model is strategically designed to drive Partner growth and profitability. By aligning Partner compensation with deal origination and incentivizing new business opportunities, we're creating a win-win scenario where Partners are rewarded for driving customer acquisition and revenue growth.

Together, we're not just building a partnership. We're laying the foundation for sustained growth and success in the dynamic digital landscape.

A closer look at Partner Program benefits

The comprehensive benefits associated with each Partner tier are outlined in the table below, providing access to a range of insight, resources, and support to help you grow.

Cloud MSPs				
Cloud Solution Partners				
	Premier	Advanced	Authorized	Ignite
Financial	<ul style="list-style-type: none"> Competitive margins Advanced sales incentive programs Preferential MDF access Quarterly joint business planning 	<ul style="list-style-type: none"> Competitive margins Sales incentive programs MDF access Bi-annual joint business planning 	<ul style="list-style-type: none"> Competitive margins Annual joint business planning 	<ul style="list-style-type: none"> Competitive margins
Marketing	<ul style="list-style-type: none"> Hi-touch marketing program support Quarterly marketing planning Advanced customer case study support 	<ul style="list-style-type: none"> Select marketing program support Customer case study support 	<ul style="list-style-type: none"> Self-service marketing programs 	<ul style="list-style-type: none"> Self-service marketing programs
Enablement	<ul style="list-style-type: none"> Technical enablement resources Partner-specific enablement sessions Innovation centre build-out 	<ul style="list-style-type: none"> Technical enablement resources Partner-specific enablement sessions 	<ul style="list-style-type: none"> Self-service online training Virtual technical workshops 	<ul style="list-style-type: none"> Self-service online training

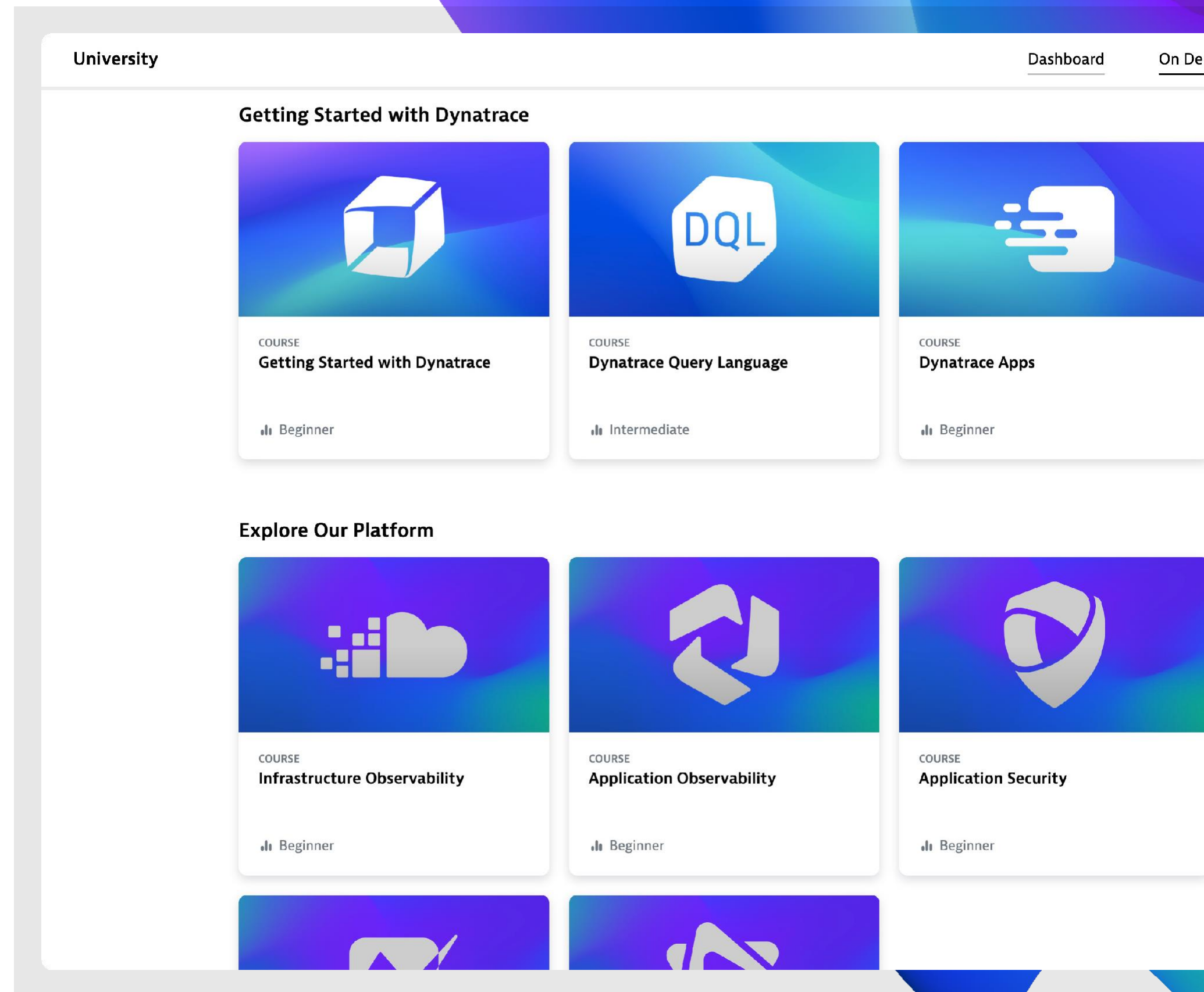
Exceptional training, marketing, and sales assistance

Receive full access to the exclusive Dynatrace University platform to certify your engineers and practitioners who underpin your service offerings. Learn online at your own pace, join instructor-led classes, or attend training events in person worldwide. With our training, you'll be equipped with all the tools you need to architect, implement, upgrade, and manage the Dynatrace platform so you can help your customers speed up adoption and digital transformation.

Plus, you can take advantage of our leading co-marketing campaigns for simple, yet extremely effective demand generation. You'll also gain access to free trials, asset and content creation, joint communications, and events that power your marketing engine. Using this expertise, it's easier than ever to find new opportunities and close bigger, better deals

The Partner Portal

The Dynatrace Partner Portal is your one stop shop for all things sales enablement, certifications, and co-marketing. Leverage resources and stay up to date with the latest in Partner developments, allowing you to close better deals and become an expert in the Platform.



Partner certifications

Dynatrace offers three sales-related certifications designed to enable our Partners to identify and close more deals.



Sales

The Sales certification provides an introduction to the Dynatrace Platform and its unique value proposition, enabling our Partners to identify and qualify opportunities. This training is recommended for anyone involved in Dynatrace projects.



Sales Specialist

The Sales Specialist certification delves deeper, covering specific Sales Plays, the competitive landscape, and licensing. It prepares our Partners to actively contribute to Requests for Information (RFI) or Proposals (RFP).



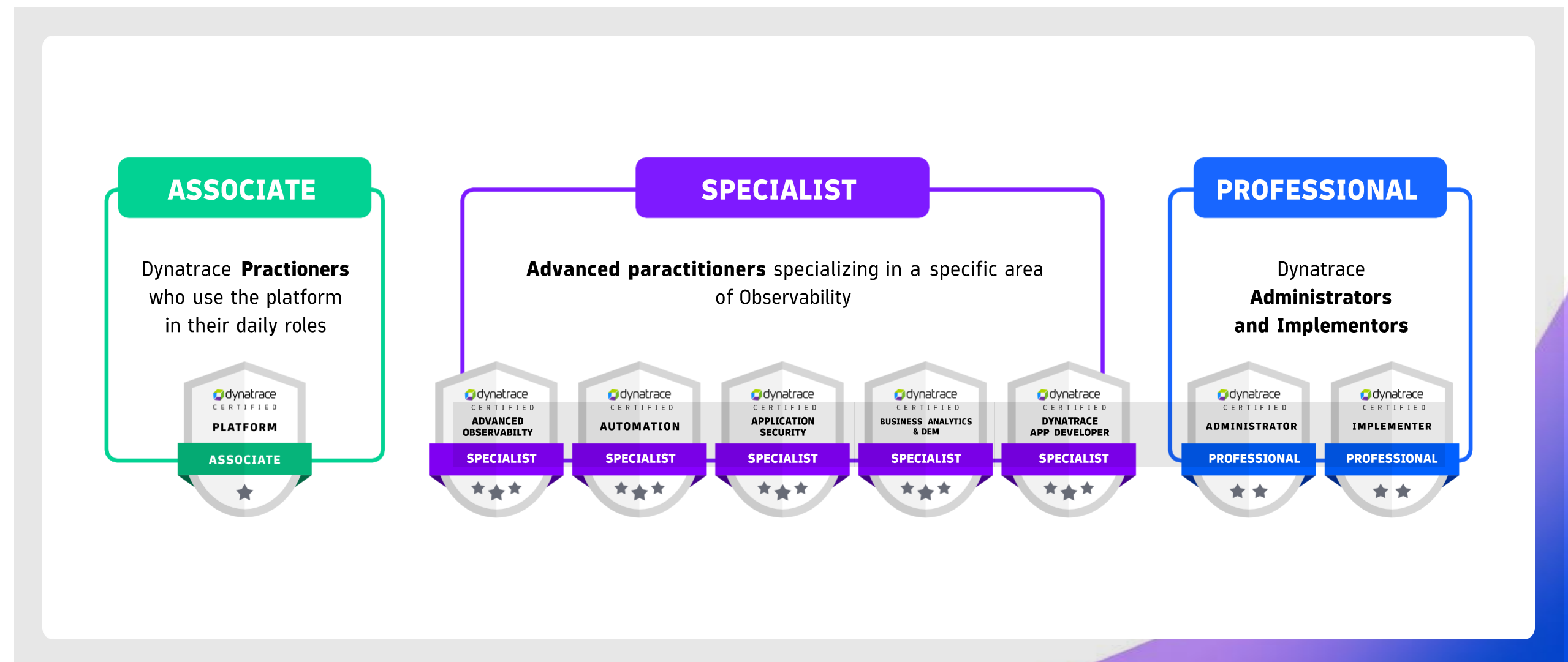
Sales Engineer

The Sales Engineer certification is designed for technical resources involved in Proofs of Concept and Proofs of Value. The training covers project best practices, demoing Dynatrace, and how to contribute to jointly run Proofs of Concept.

Platform certifications

There are three types of platform certifications designed to enhance the expertise and capabilities of our Partners. The certifications are divided into three levels: Associate, Specialist and Professional.

- The **Associate** certification is aimed at Dynatrace practitioners who use the platform in everyday roles, ensuring a solid foundation for its use.
- The **Specialist** certification is designed for advanced practitioners who focus on specific areas of observability, such as Advanced Observability, Automation, Application Security, and Business Analytics & DEM, allowing them to deepen their expertise in these fields.
- The **Professional** certification is aimed at Administrators and Implementers, equipping them with the advanced skills needed for high-level administration and implementation activities.

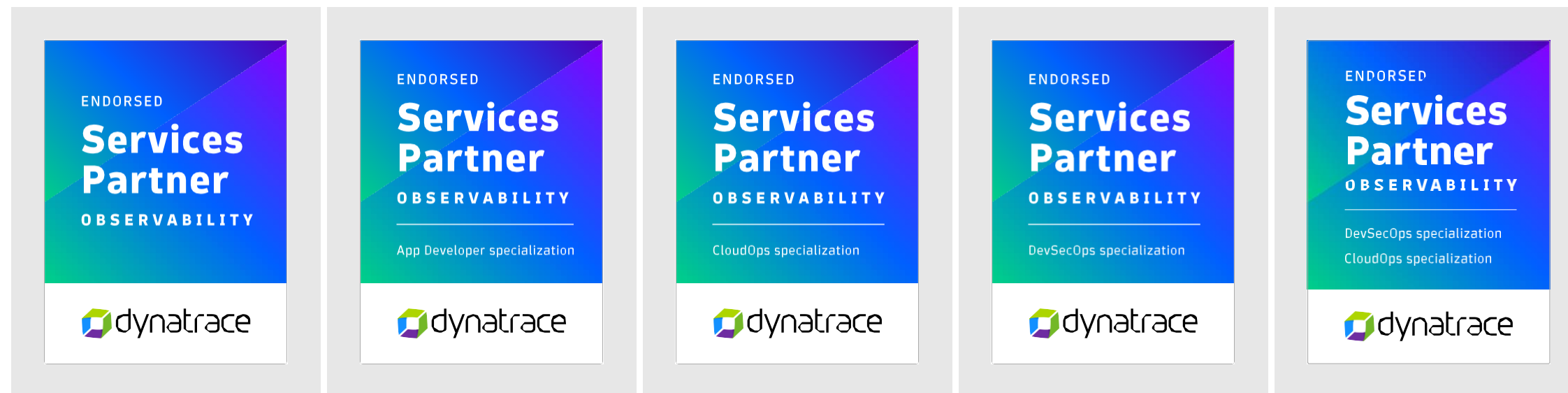


Partner Services Endorsement

The Services Endorsement Program provides Dynatrace Partners access to new training and exams focusing on unified observability and security. The curriculum equips participants with knowledge and skills to architect, implement, and manage Dynatrace solutions that underpin the complex, cloud-native ecosystems the world's leading organizations depend on to drive digital transformation at scale and maximize the customer value of the Dynatrace platform.

Partners who complete the program will become Dynatrace Services Endorsed Partners, a designation that validates their services capabilities and demonstrates their ability to help customers drive cloud modernization and optimization faster and more securely.

Our Partners are an integral extension of our team. By supporting your customers throughout their lifecycle together, and empowering you to manage long-term customer engagements, we are upleveling Partner capabilities to manage services effectively.



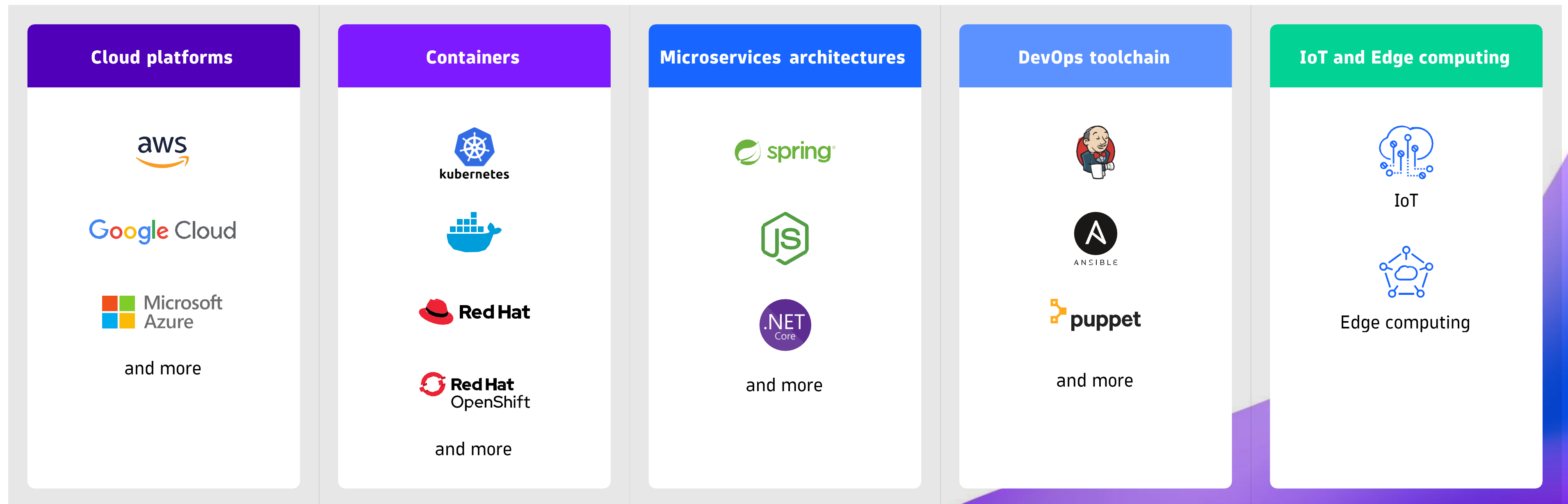
“Becoming Dynatrace Services Endorsed has allowed us to achieve tremendous growth with our customers. Through the delivery of Dynatrace’s observability and security solution, we have driven large-scale seven-figure projects with customers, yielding 7x services revenue for every dollar of Dynatrace consumed.”

— **Martin Doornbusch**, Head of Digital Performance Management Operations at Eviden.



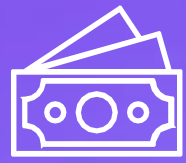
Seamless technology integration and compatibility

Thanks to its advanced AI-powered capabilities, the Dynatrace platform effortlessly integrates with a wide array of tech, ensuring smooth interoperability across a range of on-prem and cloud environments such as:



So, what makes this opportunity so great?

The proof is in the numbers:



\$50Bn

total addressable/available
market (TAM)



3,600+

customers



Relentless innovation

- 25 releases per year
- 650+ technologies supported
- Grail: AI-powered analytics and business data at scale



Market leader

- Named a Leader in the 2024 Gartner® Magic Quadrant™ for Observability Platforms
- Ranked #1 in 3 of 5 Use Cases in the 2024 Gartner® Critical Capabilities for Observability Platforms report

Ready to help your customers supercharge their digital transformation journeys?

Join the Dynatrace Partner Program today to benefit from:

- Innovative monitoring solutions built on unified observability and security
- Unparalleled growth and success
- Real-time insights and proactive issue resolution that empower your customers

Want to learn more? Contact your Partner Sales Manager or the Partner Marketing Team at partnermarketing@dynatrace.com or visit our [website](#).

 | Partner Program

[Dynatrace](#) (NYSE: DT) exists to make the world's software work perfectly. Our end-to-end platform combines broad and deep observability and continuous runtime application security with [Davis® hypermodal AI](#) to provide answers and intelligent automation from data at an enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences.

That's why the world's largest organizations trust the Dynatrace® platform to accelerate digital transformation.

Curious to see how you can simplify your cloud and maximize the impact of your digital teams? Let us show you. Sign up for a [free 15-day Dynatrace trial](#).

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