



## Partner Program

Sep 2020

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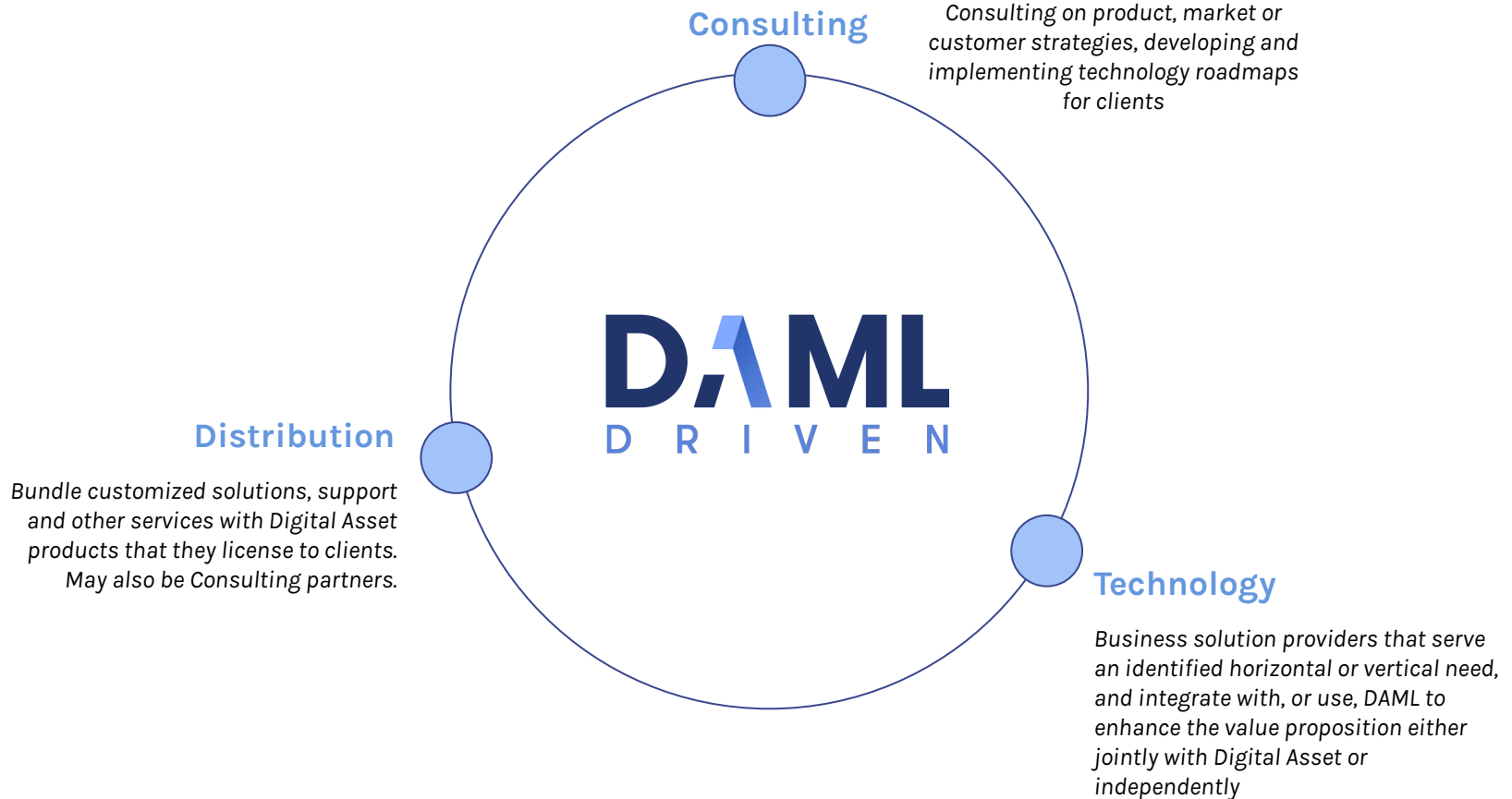


# Why partner with Digital Asset?

Together we deliver cutting edge **innovative solutions** and solve real business problems for clients globally

- Leverage DAML to **rapidly create value for clients**
- Join a **thriving global community** of like minded innovators and professionals
- **Get to market faster** by leveraging Digital Asset's Reference Applications and expertise
- Receive program benefits including training, co-marketing, and **commercial leads**
- **Promote your DAML solutions** through the DAML Marketplace

# Our Partner Ecosystem



# Partnership Journey



## Business Plan



Define goals and **objectives** outlining go to market approach, target sectors, and potential DAML solution concepts

## Competency and Solutions



Train and enable team with self service or customized training opportunities; build competency in development of proprietary DAML solutions

## Marketing



Plan **go-to-market activities** including promoting solutions via the DAML Marketplace, digital marketing, events, innovation workshops and hackathons to generate mindshare and initiate client conversations

## Sales



Engage clients on a **roadmap** to improve their business performance and meet strategic goals using DAML; benefit from joint development pipeline and client introductions

## Delivery & Support



Successfully deliver **implementations** of prototypes and production builds with high quality and reliability, leveraging Enterprise Solution support services as needed

Collaboration and partnership at every stage of your journey using DA's products and services

# DAML Marketplace



- **Get to market faster** by leveraging DA developed, open source libraries and solutions featured on the DAML Marketplace
  - Code available under Apache 2.0 license
  - Technical documentation and user guides provide step by step instructions
- **Promote your DAML solutions** and generate interest from our growing community
  - Contact form directs inbound queries to your team



# Enterprise Solutions Services



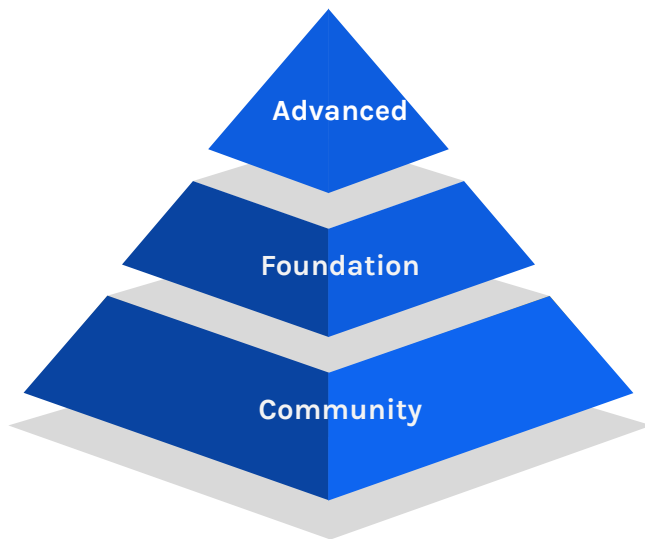
Partners are given the education and tools to deliver unique solutions to clients and can choose to leverage Enterprise Solutions for incremental support as needed

Self Service	DAML Training	Partner Workbench	Structured Engagement	On Demand Resources
Leverage existing collateral, documentation, and open source examples to build DAML knowledge and operate independently	Request a customized, DAML training program to build required skills and solutions	Engage with Digital Asset on an ongoing basis via our tiered Partner Workbench program, gaining access to premier tools and support, a defined level of DAML Services, and discounts on other incremental resources as needed	Utilize DAML Services for a discrete client project where scope of involvement required is understood and overall level of effort can be estimated	Tap into Digital Asset resources on an “as needed” basis with a structured rate card
<i>N/A</i>	<i>Flat Fee</i>	<i>Monthly Subscription</i>	<i>Customized Fee</i>	<i>As Required</i>



# Program Tiers

Tiers represent scale, solutions, business impact, and overall strategic alignment with DA



Formally engaging in go-to-market planning with Digital Asset to define Points of View and / or solutions to meet client objectives. Eligible for co-marketing, financial incentives, in-person trainings, and workshops.

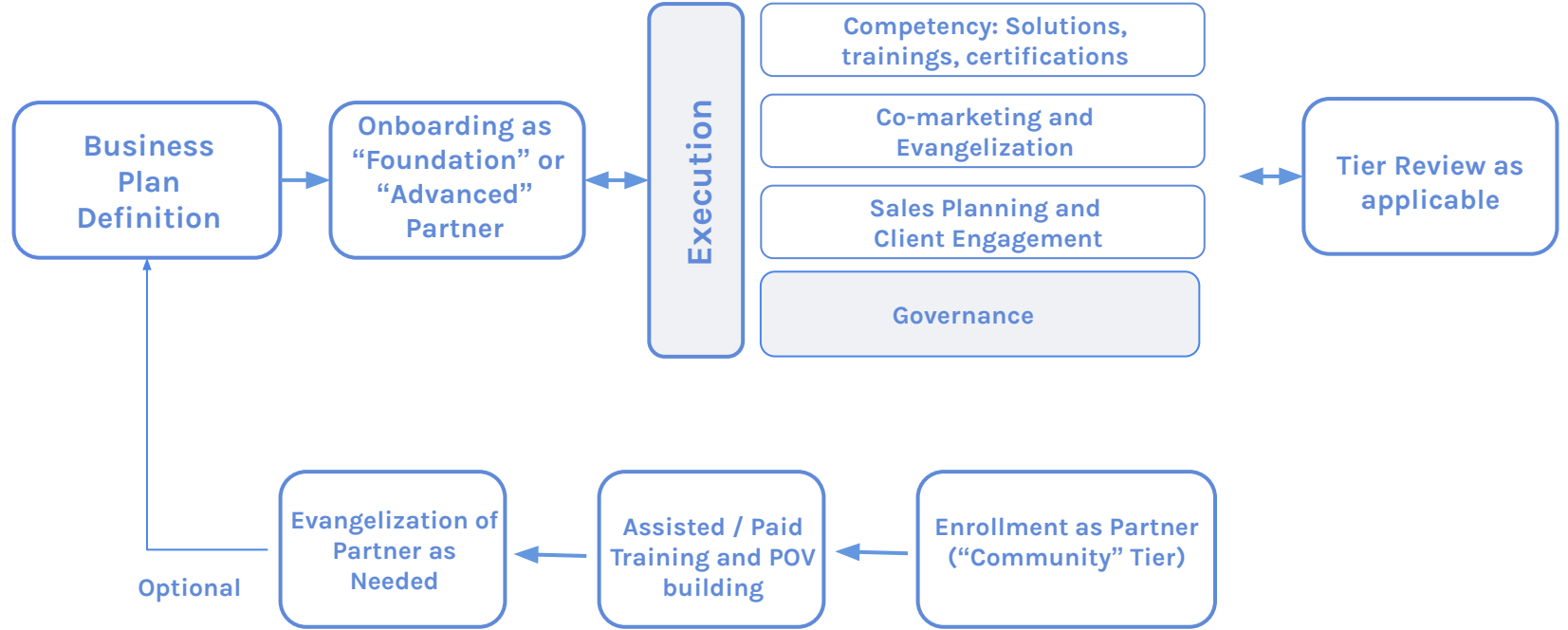


Partners working at their own pace as they define their go to market strategy and approach.

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# Overall Engagement Process



\*A separate teaming agreement, NDA, and / or product license agreement(s) may need to be signed as required at the appropriate stage of the engagement process.





# Tier Criteria

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# Tier Criteria (Consulting Partners)



	Category & Annual Criteria	Community	Foundation	Advanced
Technical Competency	Developer Certifications	NA	2	10 or more
	Sales certifications	NA	1	3 or more
	Architect Certifications	NA	1	3
	Enterprise Certification - DAML	No	No	Yes
	Enterprise Certification - Ledger	No	No	No
Marketing & Brand	DAML presence on partner website	Logo	Logo	Dedicated page
	Dedicated marketing collateral (e.g. brochure, landing page, video, blog)	No	1 or more	3 or more
	Solutions and RefApps on DA Marketplace	Preferred	1 or more	2 or more
	Lead generation and outbound client marketing campaigns / events (webinars, meetups, workshops)	NA	1	3 or more
	Presenting DAML at industry events (annually)	No	1	2
	Sponsor & have booth at DA events (annually)	NA	NA	Y
	Field sales and account teams DAML training sessions / webinars	1 annually	1 per 6 months	1 per quarter
Sales	Qualified Client leads (annually)	NA	1 or more	3 or more
Governance	Governance and review with executive vertical business leaders	NA	1 per year	2 per year
	Industry specialization		Preferred	at least 1 (HC, SC, or FS)

# Tier Criteria (Technology Partners)



	Category & Annual Criteria	Community	Foundation	Advanced
Technical Competency	Developer Certifications	NA	2	10 or more
	Sales certifications	NA	1	3 or more
	Architect Certifications	NA	1	3
	Enterprise Certification - DAML	No	No	Yes
	Enterprise Certification - Ledger	No	No	No
Marketing & Brand	DAML presence on partner website	No	Logo	Dedicated page
	Dedicated marketing collateral (e.g. brochure, landing page, video, blog)	No	1	3
	Solutions and RefApps on DA Marketplace (except own entry)	Preferred	1 or more	2 or more
	Lead generation and outbound client marketing campaigns / events (webinars, meetups, workshops)	NA	1	2 or more
	Presenting DAML at industry events (annually)	No	1	2
	Sponsor & booth at DA events (annually)	NA	NA	Y
	Field sales and account teams DAML training sessions / webinars	1 annually	1 per 6 months	1 per quarter
Sales	Qualified Client leads (annually)	NA	1 or more	3 or more
Governance	Governance and review with executive vertical business leaders	NA	1 per year	2 per year
	Industry specialization	NA	NA	at least 1 (HC, SC, or FS)

# Tier Criteria (Distribution Partners)



	Category & Annual Criteria	Community	Foundation	Advanced
Technical Competency	Developer Certifications	NA	2	10 or more
	Sales certifications	NA	1	3 or more
	Architect Certifications	NA	1	3
	Enterprise Certification - DAML	No	No	Yes
	Enterprise Certification - Ledger	No	No	No
Marketing & Brand	DAML presence on partner website	No	Logo	Dedicated page
	Dedicated marketing collateral (e.g. brochure, landing page, video, blog)	No	1	3
	Solutions and RefApps on DA Marketplace	Preferred	1 or more	2 or more
	Lead generation and outbound client marketing campaigns / events (webinars, meetups, workshops)	NA	1	2 or more
	Presenting DAML at industry events (annually)	No	1	2
	Sponsor & booth at DA events (annually)	NA	NA	Y
	Field sales and account teams DAML training sessions / webinars	1 annually	1 per 6 months	1 per quarter
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	Governance and review with executive vertical business leaders	NA	1 per year	2 per year
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# Tier Benefits

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# Tier Based Benefits



Benefits	Community	Foundation	Advanced
Presence on DA website	Logo	Eligible for Dedicated Page	Dedicated Page
Use of DAML logo on partner website	X	X	X
Invitation to DA events with special discount code	X	X	X
Use of DA logo on collateral	X	X	X
Blogs on DA forums	X	X	X
Solutions listing on DAML marketplace			
Speaking on joint webinars hosted by DA	X	X	X
Eligible for DA Partner Awards and Recognition (i.e., innovation, customer satisfaction, etc.)		X	X
Joint Marketing and Promotion to Clients		X	X
DA quote in your press release		X	X
Discounted event passes to DA events		Eligible	X
Co-marketing execution with DA		X	X
Field connects to sales		X	X
Inclusion in RFP shortlist of potential Impl Partner to Clients		X	X
Discounted booth space at DA sponsored events		Eligible	X
Leads routing from DA to partners		Eligible	Eligible
Joint proposal to client on DA Opportunities		Eligible	X
Discounts for DAML trainings and certifications		Eligible	X
Named account manager			X



Made for  
Moonshots

That's the DAML Difference.

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