

# DPN Solution Provider Journey: From Registration to Revenue

For resellers, SIs, MSPs, and service-led partners who sell and/or deliver Datadog.



REGISTER	ONBOARD	ENABLE	CO-SELL	GROW
Apply and align to your partner motion	Activate your team and register your first deal	Build capability to independently position, sell, and deliver Datadog solutions	Execute and close opportunities jointly with Datadog	Scale revenue and expand your Datadog footprint
PARTNER DOES				
<ul style="list-style-type: none"> <li>Apply via <a href="#">DPN Portal</a></li> <li>Execute required agreement(s): <b>Datadog Partner Program Agreement (DPPA)</b>: Core agreement required for all partners to engage with Datadog, including consulting and managed services <b>Partner Purchasing Program Addendum (PPA)</b>: Add-on agreement required for partners who want to resell Datadog or offer managed services (MSP)</li> <li>Select your primary partner motion: <b>Reseller   Managed Service Provider   Consultant and System Integrator   Referral</b></li> <li>Review tier requirements including certification, revenue, and deal registration thresholds</li> </ul>	<ul style="list-style-type: none"> <li>Add customer-facing team members to the Portal</li> <li>Complete foundational and required certifications: <b>Datadog Fundamentals Sales Specialist Certification Demo Certification</b></li> <li>Review <a href="#">the Registration and Co-Sell Framework</a></li> <li>Identify and qualify your first target account</li> </ul>	<ul style="list-style-type: none"> <li>Complete advanced and role-based certifications</li> <li>Practice demo delivery and solution positioning in sandbox environments</li> <li>Align technical and sales resources to registered opportunities</li> <li>Review Datadog sales methodology training: <a href="#">FETCH for Partners</a></li> </ul>	<ul style="list-style-type: none"> <li>Register qualified opportunities early</li> <li>Align with Datadog AEs on account strategy</li> <li>Lead or support technical validation and solution design</li> <li>Drive deal progression and close execution</li> </ul>	<ul style="list-style-type: none"> <li>Expand into additional Datadog products and advanced use cases</li> <li>Increase certified sellers and technical practitioners</li> <li>Drive consistent sourced and influenced pipeline, including services revenue</li> <li>Expand partner-led services and managed offerings on Datadog</li> <li>Invest in joint account planning and expansion execution</li> </ul>
DATADOG PROVIDES				
<ul style="list-style-type: none"> <li>Application review and approval</li> <li>Portal access and onboarding guide</li> <li>Defined requirements by partner motion</li> <li>2026 <a href="#">DPN Program Guide</a> and <a href="#">Program Benefits Guide</a> covering how to qualify for tiers and unlock incentives and benefits</li> </ul>	<ul style="list-style-type: none"> <li>Central <a href="#">Partner Enablement hub</a></li> <li>Clear deal registration process</li> <li>Pipeline visibility through the Partner Portal</li> <li>Dedicated Partner Sales Manager to support joint sales, pipeline development, and partnership growth</li> </ul>	<ul style="list-style-type: none"> <li>Structured business and technical learning paths</li> <li>Demo environments and certification discounts</li> <li>Instructor-led sessions by tier</li> <li>Sales enablement and solution positioning assets</li> </ul>	<ul style="list-style-type: none"> <li>Recognition of registered opportunities and sourced pricing eligibility</li> <li>Defined co-sell engagement framework</li> <li>Sales and technical collaboration throughout the deal cycle</li> <li>Joint account planning support by tier</li> </ul>	<ul style="list-style-type: none"> <li>Tier-based incentives and enhanced benefits</li> <li>Co-marketing investment and increased PSA engagement at higher tiers</li> <li>Advanced certifications and specializations</li> <li>Executive visibility and business reviews</li> </ul>
PARTNER OUTCOME				
Approved partner aligned to a motion with clear requirements and tier growth path	First qualified opportunity in motion with Datadog	Confidently demo and position Datadog and partner offerings	Closed-won revenue through repeatable co-sell execution	Multi-product expansion with sustained partner and Datadog services revenue growth