

How We Win Together: Deal Registration, Influence, and Co-Sell Roles



When to Register

Register when all four are true:

- A specific customer account identified
- A defined customer need where Datadog may be a fit
- Active customer engagement
- A clear next step scheduled

Register early once qualified. Early alignment protects your involvement and improves win rates.

Sourced vs Influenced

Partners receive credit in two primary ways.

Sourced

Demand Creation:

You create net new Datadog pipeline.

Approved registrations provide opportunity recognition, preferred sourced pricing eligibility, and are tracked in Salesforce for transparency and protection in accordance with the Datadog Partner Program.

Influenced

Demand Acceleration:

You materially advance an existing opportunity.

FOR INFLUENCED, YOUR ENGAGEMENT MUST FALL INTO AT LEAST ONE CATEGORY BELOW:

Executive Buyer Access: Create access to economic buyers or senior decision makers.

Technical Validation: Lead demos, POCs, architecture discussions, or technical alignment.

Implementation Plan: Scope or deliver services tied to the opportunity.

Strategic Recommendation: Position Datadog as the preferred solution in a broader initiative.

Commercial Acceleration: Support deal structuring or procurement strategy to move toward signature.

Who Does What

Revenue is won together. Roles clarify execution, not ownership.

PARTNER	PARTNER SALES MANAGER	DATADOG AE
Demand Creation and Acceleration	Alignment and Enablement	Customer Sales Execution
<ul style="list-style-type: none">- Identify and qualify opportunities- Lead services strategy and delivery	<ul style="list-style-type: none">- Guide engagement and process- Coordinate internally and escalate blockers	<ul style="list-style-type: none">- Lead account strategy- Own forecast and stage progression- Drive agreement to signature



QUESTIONS? We're here to help. Reach out to partner-support@datadog.com.