

Alliance Partner Overview

About Digital Realty

Digital Realty supports the data center, colocation and interconnection strategies of more than 2,300+ firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia. Digital Realty's clients include domestic and international companies of all sizes, ranging from financial services, cloud and information technology services, to manufacturing, energy, gaming, life sciences and consumer products.

For More Information

For a tour of our facility, complementary IT infrastructure consultation or sales information, call or email us at:

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Digital Realty is in a unique market position, having customer relationships with organizations that also share support for the rapidly growing and evolving infrastructure services technology segment. In many circumstances, our data center customers target the same market verticals and provide services that are complementary to ours and address similar business problems.

The Digital Realty Alliance Partnerships seek to capture the value of our existing customer relationships by making our services easier to access. Doing so will enable you to become part of a broader industry conversation and to offer a more comprehensive solution to your end-customers. The program provides support for Alliance Partners' who will lead to mutually beneficial business opportunities, deeper relationships with our customers and greater revenue growth.

Flexible Sales Models to Meet Your Specific Objectives

Alliance Partners are a central component of our overall partner strategy.

The program is structured to provide the greatest level of flexibility for you, leading to the best fit with your existing business model. That flexibility starts with providing sales model options that align with your business objectives, which can include a direct seller or a standard referral go-to-market approach.

In the direct seller model, partners drive value by owning the customer relationship directly. This model allows you to integrate our data center services with your services to provide a one-solution approach for your customers. At Digital Realty, we provide the data center services and sales expertise to support our partners throughout the sales process. The customer relationship for our data center services under this model is between the partner and Digital Realty.

The referral model is another sales model option which is based on a partner's need to focus on delivering their own services, while taking advantage of our unprecedented global colocation and wholesale data center services portfolio. Digital Realty offers financial incentives, for both direct-seller and standard referral sales models that provide attractive revenue and margins for a healthy and sustained partnership.

Digital Realty Differentiators

- Harness the Power of an Industry Trusted Partner: Safest partner for your mission-critical workloads with 1000+ Megawatts of UPS capacity
- Count on a Strong Financial Profile: Enables us to continue buying and building in key, competitive markets faster and more cost-effectively than our competitor
- Gain the Ability to Act as a Global Provider Harnessing our Global Footprint: 205+ Data Centers across 4 continents, 11 countries and 32 distinct global markets
- Leverage our Customer-Dense Ecosystem: Industry leading and blue-chip customer base from digital media, cloud services, financial services, network providers, technology services and infrastructure service providers
- Ensure the Resiliency of Your Markets: Highly diverse Connected Campus strategy offering highest levels of performance and flexible infrastructure platform options to quickly expand your digital capabilities.



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Alliance Program Requirements At-a-Glance

- Execute a Referral Agreement in the case of Alliance Referral Partners
- Execute applicable Digital Realty customer contracts in the case of Alliance Direct Seller Partners
- Organized with a direct sales team
- Utilize Digital Realty pricing provided as part of the partner program exclusively for named customer opportunities
- Register all opportunities with Digital Realty
- Work with assigned Digital Realty Sales team on messaging and positioning of joint solution
- Provide monthly status updates on open opportunities

Alliance Program Benefits At-a-Glance

- Access to special pricing to provide prospective customers with budgetary quotes and support incremental sales margins
- Access to assigned Sales Executive, Sales Engineers and Solution Architects
- Support for RFP's responses
- Eligible for remote or on-sight training of Digital Realty services
- Access to training on new Digital Realty products
- Presence on Digital Realty website with links to Partner content
- Access to standard Digital Realty sales enablement tools
- Access to Digital Realty Data Center Briefing Centers

Frequently Asked Questions

Alliance Partner Program

1. What is the Digital Realty Alliance Partner Program?

The Alliance Partner program offers a way for you to get easier access to Digital Realty services when your customer needs/calls for data center services. It enables you to have a deeper industry conversation with decision makers about supporting their overall IT infrastructure strategies while providing opportunities to growing your business.

2. Do I need to be a customer of Digital Realty to become a partner?

In most cases, yes. Alliance Partners who choose the Sell-To model (direct seller option) and who are not already a customer will need to execute Digital Realty standard customer agreements to provide our services through a direct-customer relationship with us. Alliance partners who choose the Standard Referral option also generally have a pre-existing customer relationship with Digital Realty.

3. Is there a standard partner agreement necessary to become an Alliance partner?

In some cases, yes. If you are an Alliance Partner and have selected the Sell-With sales model (referral model), you will need to execute our standard Referral Agreement which will define and establish the scope and financial agreement for providing referrals. If you are an Alliance Partner and have selected the Sell-To model (direct seller option) you will be required to comply with the terms of the Digital Realty Rate Card, which you will be provided, for quoting our services. However, a separate partner agreement is not required.

4. Once I become a Alliance partner who is my main point of contact at Digital Realty?

Once you become a partner your main point of contact will be your assigned sales executive. Additionally, you will have a relationship with our Alliance Partner team and be provided with the name of a Partner Account Manager (PAM) who will serve as a point of contact and work with you on any partner-related issues or initiatives.

5. As an Alliance partner am I required to register each new opportunity?

Yes. Alliance Partners who select the Sell-To model (direct seller option) will have access to a Rate Card to provide budgetary quoting for Digital Realty products. However, before engaging our sales team the partner must register each individual and named customer opportunity with Digital Realty. Alliance Partners who select the Sell-With sales model (standard referral option) will also need to register their deals, which will establish your ownership of the opportunity, and create the record of the transaction with us. Your PAM will provide you with registration process details and conditions for accepting each registered deal.

6. Can Alliance Partners Establish Bi-lateral Referral?

Bi-lateral referral agreements are possible under the Alliance Partner Program. During the initial discovery phase and prior to the becoming a partner, the Digital Realty Alliances team will work with those organizations who are interest in this model to understand goals and objectives.

Bi-lateral agreements are typically most effective when the partner's services are highly complementary to those that Digital Realty provides. This will ensure our sales team members are in a position to consistently and effectively have the opportunity to introduce your solutions in conversations with their prospective customers and meet your expectations.

7. How can I find out more information about the Integrated Solution Partner Program?

Find out more about the program by talking directly to your assigned Digital Realty sales account representative.