

Integrated Service Partner

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:

Sales

T +1 877 378 3282
E sales@digitalrealty.com
(469) 644 5395

The Digital Realty Integrated Solution Partner Program provides Enterprise IT organizations with a solution-oriented approach to solving the demands of their business through unified set of enabling technologies and infrastructure services. Our global data center and Interconnection services are the base components of this program.

Integrated Solution Partners provide services that are complementary to our offerings, while extending or enhancing the overall solution provided. The types of organizations who are a focus for this program include managed service providers, system integrators, network providers and cloud service providers. You can benefit from our integrated solution approach by having a more effective, single-point-of-ownership of your customer's overall infrastructure needs.

Integrated Solution Partners will work closely with our sales and engineering team to design tailored solutions that will offer value-add to their customers and differentiate them from their competitors.

Harness an Integrated Global Product Platform

Our solution component begins with the very latest in data center technology capabilities offering high levels of redundancy, security, availability and compliance support. Having the flexibility to configure a single colocation rack to multiple megawatt deployments globally sets us apart in the industry.

Our highly dense carrier-neutral and interconnection network hubs will ensure enterprises have options that support their current network architecture needs while enabling connectivity to promote and support the most aggressive business expansion. A cornerstone of our connectivity solutions and critical component to our approach for hybrid infrastructure needs includes our Service Exchange, powered by Megaport, offering secure and global connectivity to industry leading cloud providers.

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.

Program Requirements At-a-Glance

Integrated Solution Partner Requirement

Execute an Integrated Solution Partner Agreement

Utilize Digital Realty pricing provided as part of the partner program exclusively for individual and 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

Identify an Executive Sponsor

Submit minimum of 2 customer success stories per year

Conduct joint semi-annual Go-to-Market planning sessions



DIGITAL REALTY

Program Benefits At-a-Glance

- Access to special pricing to provide prospective customers with budgetary quotes and support incremental sales margins
- Support for RFP responses
- Eligible for remote or on-sight training of Digital Realty services
- Access to training on new Digital Realty products
- Presence on DLR website with links to Partner content
- Access to Digital Realty sales enablement tools
- Access to assigned Sales Executive, Sales Engineers and Solution Architects
- Access to Digital Realty Data Center Briefing Centers
- Assigned Executive Sponsor from Digital Realty
- Assigned Partner Account Manager to facilitate deal and partner level activities
- Access to Digital Realty Marketing Manager
- Invitation to Digital Realty Annual Sales Kick-off Meeting
- Access to preconfigured data center product bundles to support partner's reference architecture
- Support for joint peering with Digital Realty Sales Team members
- Development of joint messaging and value proposition
- Development of a joint go-to-market plan
- Development of a joint marketing plan
- Attendance at regional and local sales meetings, alignment on targets and pipeline
- Eligible for joint presence and presentations at industry conferences

Frequently Asked Questions

Integrated Solution Partner Program

1. What is the Digital Realty Integrated Solution Partner Program?

The Integrated Solution Partner Program seeks to support an increasingly diverse set of infrastructure options required by enterprises to support their unique business needs. This includes solutions that leverage hybrid data center and cloud services based on individual business application sensitivity to performance, security, compliance, control and flexibility. Integrated Solution Partners gain competitive differentiation and additional revenue opportunities by including the global data center services within a single customer solution.

2. What type of companies are good fits for Integrated Solution Partner Program?

IT product and service organizations who seek to deliver integrated solutions that support multiple layers of the application and infrastructure stack are good candidates for our program. This includes managed service providers, cloud providers and network service providers whose solutions are complimentary to ours. Ideal candidates have a geographic and industry/vertical focus that matches closely to Digital Realty's.

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

Yes. Integrated Solutions Partner transact directly with us for our services, while having a direct customer relationship with the end-customer for both Digital Realty and the partner's services. If you are not currently an existing customer of Digital Realty you will need to execute our standard customer contracts after becoming a partner.

4. Is there a standard agreement necessary to become a partner?

If you are an Integrated Solution Partner and have selected the Sell-To model (direct seller option) you will need to comply with the terms of the Digital Realty Rate Card which you will be provided for quoting our services. A separate partner agreement is available for Integrated Solution Partners which establishes the terms and conditions for those partners who choose to work closely with Digital Realty on joint go-to-market plans. If you are an Integrated Solution Partner and have selected the Sell-With sales model (standard referral option) you will need to execute our standard Referral Agreement which will define and establish the scope and financial agreement for providing referrals.

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

Once you become a partner you will be assigned a Partner Account Manager (PAM) who will work with you on new partner-initiation activities and will be your main point of contact for all partner level activities. This will include actions to plan and execution of a joint go-to-market plan. The PAM will also work with you as individual customer opportunities arise and identify the appropriate sales team professionals that will assist you in qualifying and positioning our component of the solution.

6. As a partner am I required to register each new opportunity?

Yes. Partners 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. Your PAM will provide you with registration process details and conditions for accepting each registered deal.

7. What type and level of marketing support is provided?

As part of the initial partner kick-off activities a workshop will be conducted focused on the scoping, planning and joint responsibilities for a joint go-to-market plan. Marketing responsibilities will be shared between our two organizations and, accordingly, we will come to decisions together on the type of marketing activities and deliverables that are most uniquely suited to benefit both organizations and the integrated solution. This includes the potential for joint development of value propositions, co-branded sales collateral, webinars, case studies and industry conference events.

8. 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.