

Partner Program 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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Introduction

The foundational layer of our customers' overall IT infrastructure is comprised of the physical data center service layer as well as ubiquitous and secure connectivity to an array of network and cloud service providers. Enterprise organizations we work with increasingly require a range of flexible infrastructure deployment models that include hybrid data center and cloud service options.

Our Partner Program provides the ability to address these broader needs by working with service providers who face similar market situations and want to either integrate or introduce our services into their solutions to deliver a more comprehensive value proposition. This approach deepens our mutual relationships with enterprise customers and creates revenue growth for both organizations.

Digital Realty Differentiators

Enterprise customers of all sizes and complexities trust Digital Realty to deliver valuable and comprehensive data center solutions based on our 16 years of industry experience and our competitive global supply chain. Today we are the 8th largest publicly-listed REIT in the world, with \$22 Billion enterprise value and an investment-grade credit rating.

Our strong financial profile enables us to continue buying and building in key global markets faster than our competitors, driving new revenue-growth opportunities and offering flexible, competitive partnership models to our partners.

Deliver greater value to enterprises by expanding your digital capabilities faster with Service Exchange and Connected Campus, and offer the full interconnection capabilities of our global ecosystem including major CSPs, partners and networks.

5 Key Reasons to Partner with Digital Realty

- Trusted industry leader in the global data center and infrastructure services market and gain the ability to act as a global provider
- Breadth of data center services offered from multi-megawatt to single cabinet solutions enable you to address growth needs
- Flexible partnership models tailored to fit your organization's objectives and optimize partnership opportunities
- Revenue growth opportunities enabled by a broader, comprehensive solution offering and combined customer relationship base
- Our commitment to Partners helps to drive new business growth and support lasting relationships with enterprise customers

Partner Program Overview

Our Partner Program provides customers with services that are complementary to Digital Realty's offerings, while extending or enhancing the overall solution provided. Our partners are typically also our customers and make up a critical component of an overall ecosystem. Together we can create a stronger value proposition that drives the mutual growth of our respective businesses.

Our Partner Programs are structured under three offerings that are designed to address the unique aspects of your business. Mutually agreed upon business objectives are transformed into specific services you can deliver to your customers. Our Digital Realty Partner & Alliances Team executives will work with you to determine the program option that is most optimally positioned to achieve your objectives.

Alliance Partner

Alliance Partners are the core component of our overall Partner Program. The Alliance Partner Program is structured in a way that provides the greatest level of flexibility for partners and streamlines the ability for you to do business with us for data center services. That flexibility starts with providing you optional selling models that align to your business objectives.

The Direct Sales model option is for partners who believe having a direct responsibility for the end-customer for multiple service layer components will increase the value of their solution.

Under this approach you drive and own the customer relationship for Digital Realty services and your own services.



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The Referral Model option is another approach which is best suited for partners who want to leverage Digital Realty's global colocation, wholesale and interconnection services while maintaining primary focus on their own services. In either approach, we provide the full breadth of sales and support capabilities to ensure the highest levels of success for you.

Integrated Solution Partner

Integrated Solution Partners are those organizations who understand the value of bringing together Digital Realty products with their own services to provide a single seamless solution to the end-customer. Integrated Solution Partnerships begin with an extensive and joint analysis of how Digital Realty and the partner's services can best be combined to have the greatest impact in the market and on achieving mutual business objectives.

A key component of an Integrated Solution Partnership is the development of a joint go-to-market plan which establishes the direction, expectations and responsibilities of both parties.

Strategic Partner

Strategic Partners are those organizations who are industry leaders focused on driving overall adoption for cloud and related infrastructure services through greater marketing awareness and leading-edge solutions. Data center services are a critical underpinning of how they deliver their services and can be a significant factor that end-customers consider when assessing the quality of the overall solution.

Digital Realty works with Strategic Partners to define, build and deliver an overall infrastructure platform that can address the evolving needs of enterprise organizations across many market verticals for hybrid cloud and data center solutions. Strategic Partners have the option of deploying a partnership operating model that matches the Alliance Partner and/or Integrated Solution Partner types.

Requirements and Benefits At-a-Glance

Requirement	Alliance Partner	Integrated Solution Partner	Strategic Partner
Execute a Partner Agreement	Option	X	X
Direct Sales model	X	X	X
Register opportunities with Digital Realty	X	X	X
Provide regular status updates on open opportunities	X	X	X
Work with assigned Digital Realty Sales team on messaging and positioning of joint solution		X	X
Ability to support a hybrid colocation / cloud solutions		X	X
Identify an executive sponsor to work with Digital Realty team		X	X
Submit minimum of 2 customer success stories per year		X	X
Conduct joint Go-to-Market planning sessions with Digital Realty		Option	X
Co-own the development of a Go-to-Market plan and other agreed upon marketing initiatives		Option	X

Partner Benefits	Alliance Partner	Integrated Solution Partner	Strategic Partner
Access to special pricing of Digital Realty services to provide budgetary quotes	Option	X	X
Support for RFP responses	X	X	X
Remote or on-sight training on Digital Realty services	X	X	X
Presence on Digital Realty website with links to Partner content	X	X	X
Access to Digital Realty sales enablement tools	X	X	X
Assigned Sales Executive, Sales Engineers and Solution Architects	X	X	X
Access to Digital Realty Data Center Briefing Centers	X	X	X
Invitation to Digital Realty Annual Sales Kick-off Meeting	X	X	X
Assigned Executive Sponsor from Digital Realty		X	X
Assigned Partner Account Manager to facilitate deal and partner-level activities		X	X
Access to Digital Realty Marketing Manager		X	X
Access to preconfigured data center product bundles to support partner's reference architecture		X	X
Support for joint peering with Digital Realty Sales Team members		X	X
Development of joint go-to-market plan and value proposition		X	X
Development of a joint marketing plan		X	X
Attendance at regional and local sales meetings, alignment on targets and pipeline		X	X
Joint presence and presentations at industry conferences		X	X
Mutually agreed upon and jointly executed demand-generation marketing campaigns			X
Creation of joint sales enablement tools			X
Partner sponsored webcast for Digital Realty Sales Team			X
Press release announcements			X