

# DigiCert Certified Partner Program

Delivering Confidence for Customers and Consumers  
by Securing Websites and Applications



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## Introduction

At DigiCert, partners are essential to the success and growth of our business. Our culture supports the development of strong partnerships, executing a shared, focused and purposeful strategy to provide unsurpassed value to our partners.

As a DigiCert partner, you can offer your customers high-assurance certificate options and award-winning customer support. Our commitment to this goal is demonstrated by our comprehensive channel operations which:

- Understand our business partners and leverage their unique strengths
- Offer innovative and profitable channel programs and solutions
- Provide world-class support and tools
- Promote and expand our solutions portfolio for partners

**Our outstanding security products, innovation and strong brand** uniquely positions us to deliver confidence for customers and consumers by securing websites and applications - **together**.

## About this guide

This DigiCert Certified Partner Program Guide supplements the DigiCert Partner Program Agreement and Addendum by providing information regarding the benefits, programs, and other terms related to your membership in the DigiCert Certified Partner Program. The guide is intended to provide current and prospective DigiCert Partners an overview of the benefits and investments required to participate in all levels of the Partner Program. Partners must abide by our branding usage guidelines found on our marketing partner portal.

All partners are encouraged to take full advantage of the benefits available to them at their corresponding level in the program. We are constantly improving our offerings and the Program Guide. Please continue to refer to the DigiCert Partner Marketing portal for the most up to date information on your benefits and special announcements.

DigiCert reserves the right to make adjustments to the program at its discretion.

## Program Structure

The Partner Program features four membership tiers, which provide incremental benefits and financial incentives to reward you as your sales increase with DigiCert.

Partners are eligible for a specific membership tier and benefits based on volume of annual sales (or "Bookings"\*).

A partner's membership tier is reviewed annually based on the DigiCert Fiscal Year (January 1 - December 31) and partners who do not meet their annual minimum purchase levels are subject to be re-adjusted to their qualifying tier.

		FINANCIAL BENEFITS	MARKETING BENEFITS	SUPPORT BENEFITS
PLATINUM ELITE	At the Platinum Elite tier, you are one of DigiCert's most invested partners and have achieved the <b>highest</b> level of performance. This is by invitation only.			
PLATINUM	At the Platinum tier, you are one of DigiCert's most invested partners and have achieved the <b>supreme</b> level of performance in meeting a bookings threshold of \$250K USD annually.			
GOLD	At the Gold tier, you have invested in your DigiCert partnership through the achievement of the next level of bookings threshold requirement of \$75K - \$250K USD annually.			
SILVER	At the Silver tier, you have exceeded the minimum partnership bookings requirements of \$5k - \$75K USD annually.			

\*For the purposes of evaluating Partner Levels, "Bookings" includes sales made to end users through the partners.

## Program Benefits

The Partner Program offers a host of business, marketing and support benefits that are aligned to your business needs and designed to support your growth objectives.

BUSINESS BENEFITS	PLATINUM ELITE	PLATINUM	GOLD	SILVER
Concierge QBR	✓			
Eligible for the Partner Advisory Council (PAC), an elite group of partners who meet regularly with our executive team and provide guidance on our strategy	✓	✓		
Free products to be used on partner's websites and applications	✓	✓	✓	✓
Participation in BETA & pre activation programs on new product releases before general availability	✓	✓	✓	
Invitation to the annual Partner Roundtable events held in each region	✓	✓	By Invitation Only	
Comprehensive product, sales, & technical training programs to enable partners and accelerate business growth	Online & Onsite	Online & Onsite	Online	Online
Access to advance order fulfillment & management system for products - PartnerCenter	✓	✓	✓	✓
Potential access to DigiCert generated leads	✓	✓		

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MARKETING BENEFITS	PLATINUM ELITE	PLATINUM	GOLD	SILVER
Concierge Marketing – eligible for unique workshops and GTM campaigns	✓			
Eligible for the Marketing Development Funds (MDF) program to help grow your sales with DigiCert	✓	✓		
Eligible for listing on the Partner Locator to promote your achievement and build visibility with customers	✓	✓		
Eligible for targeted sales promotions and incentive programs	✓	✓		
Joint marketing support and Go-To-Marketing quarterly planning with the partner marketing team	Dedicated Partner Marketing Manager in Region	Dedicated Partner Marketing Manager in Region	Email/ Phone Support	Email/ Phone Support
Participation in quarterly partner webinars	✓	✓	✓	✓
Partner membership tier logos and certificates to promote your program membership tier and achievements to build visibility with customers	✓	✓	✓	✓
Access to leading sales & marketing tools, product news, and support contacts through to the Partner Marketing Portal	✓	✓	✓	✓
Eligible for annual partner recognition awards	✓	✓		

SUPPORT BENEFITS	PLATINUM ELITE	PLATINUM	GOLD	SILVER
Partner Account Management from our Industry Experts	Dedicated Field Partner Success Manager	Dedicated Partner Success Manager	Inside Sales Account Manager	Inside Sales Account Manager
Partner Technical Support	Eligible for Dedicated Tech Support Rep	Dedicated Support Team Available 24/7	Email/ Phone Support Available 24/5	Email/ Phone Support Available 24/5
Customer to End User	Partner Provides Frontline Support	Partner Provides Frontline Support	Partner Provides Frontline Support	Partner Provides Frontline Support
Partner Support for Customer Authentication Services (CAS)	Eligible for Dedicated Rep	Dedicated Support Team Available 24/7	Email/ Phone Support Available 24/5	Email/ Phone Support Available 24/5
Global Sales Engineering Support	Dedicated Support	Dedicated Support	Case Basis Availability	Case Basis Availability



## Specialization Programs and Certifications

Validate and build your expertise in specific solution areas with the DigiCert Certifications. We offer certifications for Encryption Everywhere, Complete Website Security and for PKI. Our certifications are a blend of self paced learning modules, in person workshops and technical training. Each certification is designed to ensure our Partners are ready to sell our technology and services. Are you qualified to earn one of our certifications? These programs are available to all qualified DigiCert Certified Partners.

### Encryption Everywhere

Learn the basics of merchandizing, solution selling and upselling with this certification training. Learn from our marketing and support experts how to successfully sell Encryption Everywhere.

### Complete Website Security (CWS)

This fast paced program is designed for our Partners who sell to Enterprise accounts. A combination of technical training and self-paced learning, this certification equips your sales and support team to sell our CWS solutions globally.

### PKI

Our PKI certification is designed to provide education and support across three specific use cases - Symantec MPKI 8.x; S-Mime and SAS. The PKI program is unique with multiple benefits and incentives for our certified Partners. The PKI certification is only available for Platinum Partners.

### Technology Alliance Partners

DigiCert collaborates with a wide range the world's leading technology companies to our growing connected world. Learn how to make our strategic integrations work for you.

For more information on how to qualify for our certifications and details on certification, please contact [partnercertifications@digicert.com](mailto:partnercertifications@digicert.com)

# Partner Resources & Guides

Here are some of the key links to help you quickly navigate to the right information:

[Brand Guidelines](#)

[MDF Guidelines](#)

[Partner Best Practices](#)

[Certificate Validation Guide](#)

[Certified Partner Guide](#)

Contact Us: [partners@digicert.com](mailto:partners@digicert.com)

## **DigiCert**

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DigiCert is the world's premier provider of high-assurance digital certificates—providing trusted SSL, private and managed PKI deployments, and device certificates for the emerging IoT market. Since our founding almost fifteen years ago, we've been driven by the idea of finding a better way. A better way to provide authentication on the internet. A better way to tailor solutions to our customer's needs. Now, we've added Symantec's experience and talent to our legacy of innovation to find a better way to lead the industry forward, and build greater trust in identity and digital interactions.