



# Launch

The Drata Alliance Program  
Guide for Channel Partners

FY 2025

DRATA



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# Drata is on a mission to empower our partners to drive more trust across the Internet.



Drata's partner ecosystem plays a critical role in the growth of our company and our customer-first approach. Both Drata and our customers rely on the industry expertise, value-added services, and solutioning that our world-class partners provide. From fully-managed services to consultative guidance and everything in between, our channel partners ensure customers achieve and maintain their compliance and security posture with utmost integrity and efficiency.

Join Launch to accelerate demand with GTM resources, expand your services, and deliver trust to customers with the fastest-growing and highest-rated compliance automation platform on the market.





# Launch - Program Overview for Channel Partners

At Drata, we make it easy for channel partners to grow their business by generating customer demand and servicing customers' security and compliance needs through Drata's GRC automation platform. Partners can submit deal registrations to:

- Refer
- Resell
- Provide end-user services utilizing the Drata platform as a Managed Security Service Provider (MSSP)

With **Launch**, the Drata Alliance Program, partners are able to thrive and establish trust with customers.

Partners are a vital extension of Drata's GTM organization and we share the same core values and mission to earn and build trust across the cloud.

**Enjoy Top-Tier Training and Sales Tools** - Access enablement content and earn certifications to become an expert on the Drata platform in selling to and servicing customers.

**Broaden Revenue Opportunities** - Grow your revenue with an industry-leading product that is consistently the highest-rated cloud compliance solution on G2, and earn incentives built into our referral, resell, and MSSP offerings.

**Go-to-Market Resources** - Self-serve marketing resources, access to co-branded content, and early access to sponsorship opportunities with Drata allow you to jump start and accelerate your partnership with Drata.

**Generate Brand Awareness** - Established partners are eligible to be listed on Drata's alliance ecosystem directory and collaborate with our partner marketing team to produce joint content that generates brand awareness.



# Launch - Program Requirements for Channel Partners

Launch’s program for channel partners is structured into three tiers, each offering unique benefits and opportunities for growth. Tier achievement is based on business, performance, and certification requirements that increase with each tier level. Upon acceptance into the program, partners start at the Bronze tier. Partners must fulfill tier requirements within the current fiscal year, which begins February 1, before tier advancement.

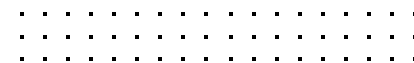
At Drata, we believe that strong partnerships are the cornerstone of long-term success. Partners at the Silver and Gold tiers have the following qualities which contribute to their ability to meet minimum requirements.

- Strong customer profile (ICP) alignment, as well as engagement
- History of effective investment in the partnership through marketing and co-sell activities
- Able to effectively sell to and service customers utilizing the Drata platform.

The following requirements outline the expectations associated with each tier:

| Requirements  | Bronze* | Silver | Gold   |
|---|---------|--------|--------|
| Signed NDA and Alliance Agreement(s)  | ●       | ●      | ●      |
| <b>One of following sets of requirements:</b>   |         |        |        |
| Revenue from closed/won net-new ACV for current FY  |         | \$100K | \$300K |
| Customer success stories  |         | 2      | 5      |
| <b>OR</b>   |         |        |        |
| # of current Customers successfully deployed and fully managed by partner on Drata’s platform |         | 20     | 50+    |
| # Full-time employees with Drata Technical Certification                                      |         | 2      | 5      |

\*To be eligible for inclusion in the Drata partner directory, Bronze tiered partners must generate at least 50K net-new ACV in Closed/Won opportunities from approved deal registrations or successfully deploy 10 or more customers on the Drata platform. In addition, partners must have at least one technically certified resource.





# Launch - Program Benefits for Channel Partners

With Launch, Drata will support alliance members with the right resource investment at each stage of the partner journey.

Each new tier unlocks valuable benefits and opportunities to increase marketing, sales, and engagement. From advanced training opportunities to co-marketing initiatives, these benefits are structured to empower partners to reach their full potential.

| Benefits   | Bronze | Silver | Gold |
|--|--------|--------|------|
| Access to the Drata Alliance Gateway               | ●      | ●      | ●    |
| Alliance tier badge                                | ●      | ●      | ●    |
| Deal registration                                  | ●      | ●      | ●    |
| Go-to-market and sales tool kits                   | ●      | ●      | ●    |
| Certification and training                         | ●      | ●      | ●    |
| Revenue share on partner-sourced opportunities     | ●      | ●      | ●    |
| Discounted pricing                                 | ●      | ●      | ●    |
| Alliance directory listing                         | ●*     | ●      | ●    |
| Monthly payment schedule for MSSP client contracts |        | ●      | ●    |
| Access to Drata partner solution engineering team  |        | ●      | ●    |
| Designated partner manager                         |        | ●      | ●    |
| Joint GTM planning and business reviews            |        | ●      | ●    |

| Benefits  | Bronze | Silver | Gold |
|---|--------|--------|------|
| Partner Marketing support for partner-led activities  |        | ●      | ●    |
| Early access to sponsorship opportunities with Drata and discounted tickets to Drata's annual user conference |        | ●      | ●    |
| Joint account mapping and co-sell via Crossbeam   |        | ●      | ●    |
| Eligible for MDF program  |        | ●      | ●    |
| Increased visibility in partner directories   |        | ●      | ●    |
| Executive sponsor   |        |        | ●    |
| Eligible to participate in Drata's Compliance Accelerator Program   |        |        | ●    |
| Access to Drata's extended product roadmap  |        |        | ●    |
| Invitation to Drata's GTM enablement sessions   |        |        | ●    |
| Joint Slack channel with entire Drata GTM team  |        |        | ●    |
| Joint GTM collaboration in Drata-led marketing events and activities  |        |        | ●    |

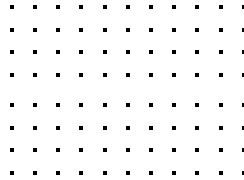
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# Launch - Program Governance

All partners that join Launch, unless exempt, begin their partner journey at the Bronze tier. As partners grow their business with Drata and advance tiers, the program offers additional benefits and resources to ensure partners receive value commensurate with their commitment and achievements.

Tier assessments are conducted annually based on performance in the preceding fiscal year. During this time partners may move up or down tiers. Existing partners are notified of their tier status in the first quarter of the fiscal year, which begins in February.





# Join the Movement

## Not already a member?







Drata's history is unprecedented in speed, growth, and trajectory. Be a part of our mission and story!

### Joining Launch is a simple 3-step process:

1. Submit your application to join Launch. [Start Application.](#)
2. Once approved, agree to program agreement(s) and NDA.
3. Register for the Drata Alliance Gateway to kickstart your partnership with Drata.

## About the Drata Alliance Gateway

The Drata Alliance Gateway is a one-stop destination for information, training, resources, and tools for partners to manage and grow their partnership with Drata. This includes:

|   |  |
|---|--|
| <br>Onboarding and go-to-market kits                       | <br>Simple deal registration  |
| <br>Pipeline data for partner-sourced and influenced deals | <br>Sales resources, such as battlecards and customer-facing product briefs |
| <br>Drata logos and partner marketing guidelines         | <br>And <b>more</b>   |





# Glossary

**Customer Success Stories** - Gold and Silver tiered partners are required to produce a minimum number of joint customer success stories annually with Drata. At least 1 must be publicly referenceable for Silver tiered partners, and at least 2 must be publicly referenceable for Gold tiered partners. These stories serve to showcase how the partnership delivers real value to customers, provide learning experiences that bring about more winning opportunities, and develop a Drata+Alliance better-together story.

**Compliance Accelerator Program** - Gold tier partners can partake in the Compliance Accelerator Program as a preferred partner for providing onboarding & continuous services to new customers. The program accelerates the path to value for Drata customers.

**Deal Registration** - Launch alliance members may submit deal registrations here. Registered deals that do not move to Qualified stage or further within 90 days of the partner submitting the deal registration will expire. Partners have the ability to request an extension at the end of the 90 days or submit a new deal registration when the deal becomes a viable opportunity.

**Drata Alliance Gateway** - The Drata Alliance Gateway is a portal for alliance members to access everything they need to kickstart, build, and manage their partnership with Drata. These include enablement and go-to-market resources, certifications, logos, pipeline data, incentives, and more.

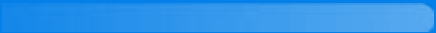
**Drata Certifications** - Drata offers official certifications to all alliance members. Drata's certification program is designed to establish a learning path for partners to become Drata experts. The certifications allow participants to gain the confidence needed to effectively communicate Drata's value proposition, demonstrate the product, and support customers. Certifications badges are provided upon successful completion of certification tracks, which partners can showcase externally.

**Extended Product Roadmap** - Gold tier partners gain visibility into our extended product roadmap. The roadmap is subject to change but provides valuable insight into the Drata vision and capabilities to come.

**Monthly payment schedule for MSSP client contracts** - Silver and Gold tier partners have the flexibility to institute a monthly payment schedule for MSSP client contracts, as opposed to the default quarterly schedule.

**Revenue from closed/won net-new ACV for current FY** - This is revenue based on net-new Annual Contract Value (ACV) attached to closed-won opportunities generated from approved deal registrations. Approved deal registrations are qualified opportunities that are sourced by the partner or meaningfully influenced by the partner to close and win the deal.

**Revenue share on partner-sourced opportunities** - Drata offers competitive referral incentives for qualified partner-sourced opportunities from registered deals. Partners qualify for payment after customer payment. Incentives are paid as a percentage of the first year contracted value, not on outyears of a contract, upsells, or renewals.



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[drata.com](https://drata.com)