ACQUIA®

Join Acquia Digital Alliance

Become a Digital Alliance Partner and Revolutionize the Digital Experience

Acquia's success is built on our partnerships. Be a part of that success. Acquia invites leading marketing technology organizations to join our alliance and revolutionize integrated digital experiences.

Leading Open Cloud Platform

Acquia is where great digital experiences begin. Our leading open cloud platform provides organizations with the freedom to create extraordinary experiences for content, community, and commerce.

Acquia Digital Alliance provides a best-of-breed digital marketing solution in partnership with leading technology companies that offer certified integrations and joint go-to-market strategies. This alliance enables organizations to build, manage, and optimize their digital marketing initiatives to drive measurable business results.

The "Open" Advantage

In the rapidly changing and highly competitive marketplace, continuous innovation is crucial. Open-source solutions allow for rapid application development and market agility. They allow for a greater investment of resources in innovation when compared to proprietary systems, which carry higher infrastructure costs. This open-source advantage, paired with powerful partnerships, gives Acquia Digital Alliance a revolutionary advantage in creating the next-generation digital experience.

Program Details: At a Glance

Acquia Digital Alliance consists of a complete set of benefits and resources to help partners grow their business and develop integrated solutions with Acquia.

Why Acquia

Acquia's Digital Alliance enables you to:

→ Build world-class digital marketing campaigns at web speed

→ Accelerate rapid application development based on open architecture

→ Map technology spend to digital marketing priorities

→ Beat competition with strength of best-of-breed solutions

→ Cross sell into partner accounts and increase demand for your product

Membership

By partnering with Acquia you will:

→ Strengthen your position in the digital marketplace

→ Share account insights to generate sales leads, drive revenue

→ Access the Acquia team, global partners, thought leaders

→ Build an integrated story for customers using Acquia sales tools

→ Accelerate your knowledge of Drupal, digital marketing capabilities

DREAM IT. DRUPAL IT.

Program Benefits	
Enablement	
Sales Training: Self-paced Modules	✓
Sales	
Pipeline & Customer Account Mapping	✓
Access to Sales Tools & Resources	✓
Local Support for Account Activities	✓
Free Trials & Downloads	✓
Referral Fee on Subscriptions to Acquia	5%
Product	
Develop Integrated Product Demos	✓
Acquia Network Marketplace Integration	Case by case
Discount on Acquia Subscriptions Procured for Internal Use	20%
Marketing	
Partner Logo Displayed on Acquia Website	✓
Acquia Logo Displayed on Partner Website	✓
Partner Profiles Displayed on Acquia Website	✓
Participate in existing Digital Alliance marketing programs (quarterly webinars, event activities, including DrupalCon)	Event participation, lead generation
Access to Acquia Marketing Tools & Resources	✓
PR/AR Outreach	✓
Joint Case Study Development	✓
Joint Webinars	Case by case
Joint Collateral Development	✓

Application Process

lIf you are interested in becoming part of the Acquia Digital Alliance and would like to discuss in further detail, please contact **digitalalliance@acquia.com** to schedule a meeting. We look forward to speaking with you.

DREAM IT. BUILD IT. TOGETHER. **ACQUIA**