

datto



Partnering with Datto



OUR STORY

The Datto story begins and ends with our partners. Our partners are the driving force behind everything we do. From the very beginning, our foundation has been built on strong relationships, trust, and always doing the right thing for our partners.

Partnering with Datto means that we'll always have your back, and we are fully committed to helping you grow your business. Our partner program aims to deliver the best tools and resources necessary to build your brand, generate more leads, and win more deals. It's been designed to keep you engaged, while rewarding you for your performance and loyalty along the way.

We welcome your feedback on the partner program and encourage you to email partners@datto.com to submit your thoughts!

WE'RE HERE TO SUPPORT YOU

The Datto Global Partner Program is designed to help you succeed, keep you engaged, and reward you for your loyalty. We have your back with education, support and the marketing and sales resources required to help drive your business to new heights.

ENABLEMENT

Datto Academy

The Datto Academy is a self-serve learning site designed to provide partners with all the information and training necessary to get the most value out of Datto. The more you know, the better you can serve your customers. All of our courses are available on-demand at no cost.

Knowledge Base

Datto's Knowledge Base is where all of the documentation lives for Datto products and technologies. From how to navigate device interfaces and troubleshooting tips, to hardware and networking requirements, the Knowledge Base gives you everything you need to know about how to keep your Datto appliances running strong. Before you submit a support ticket, search the Knowledge Base, because more than likely, you will easily find your answer here.

Community Forum

Connect directly with Datto employees and fellow partners on Datto's exclusive Community Forums. Discuss technical questions, best practices, Sales and Marketing techniques, and get to know other MSPs just like yourself. This is a place where you can go to discuss product features and learn about new upcoming partner resources such as trainings, webinars, events, and so much more.

MARKETING

MarketNow

Your Personal Marketing Platform



Marketing is a critical component of any long-term business strategy. It takes many forms and can be vastly different from one business to the next. With MarketNow, you have a robust marketing automation platform to communicate with your clients and prospects at the right time, with the right message.

MarketNow is available for all Datto partners globally, at no cost. This is our way of empowering and enabling you to go to market faster and easier, in an effort to grow your business and revenue.

Global Select Vendor Program

Pre-Negotiated Discounted Pricing for Datto Partners Only!

The goal of the Datto Select Vendor Program is to provide a resource center of recommended complementary vendors, specifically identified to improve MSP business operations and productivity in a variety of areas. Save time by allowing us to do the research for you, and save money by taking advantage of the pre-negotiated discounted rates.



Marketing Development Funds

Datto's MDF program has helped participating partners generate over \$2 million in recurring revenue through 500+ events. A properly executed MDF event with Datto can yield a return on investment of over 425%. We've perfected the process in understanding what's needed to pull off a great event, step by step, and we're here to support you.

MDF is available to support your Marketing efforts through events to acquire net new customers. Application required, first come first serve.

Co-Branded End-User Case Studies

Case studies are a great way to attract new business. Datto has created multiple templates for you to leverage in creating your own case studies on successful big wins you've had with your clients. Topics include downtime, ransomware, networking, business continuity, and more.



Custom Video Testimonials

Datto's in-house video production team loves visiting partners and filming partner and end-user video testimonials. We'll head out to your location, facilitate the shoot, and deliver you your very own commercial. There is no better way to advertise your business than a short video highlighting that true value you're delivering your customers. Application required, first come first serve.



Ferrari Challenge



Fargo Parks

SALES

Enablement Team to Help You Sell!

You have a dedicated team behind you. Our goal is to arm you with the tools, knowledge, and resources you'll need to be successful and grow your business. Your Channel Account Manager and their dedicated Solutions Engineer and Partner Success Manager are all resources you can leverage during your sales process.

Sales positioning, presenting, device sizing and on demand technical demos are all things we're here to help you with. Don't hesitate to leverage your Datto Team to assist you in selling!

Referral Program

It Pays to Have Friends... \$1,000 to be Exact!

Our loyal partners are our best advocates. We appreciate you sharing the Datto love so much, that we've launched an official Referral Program where it really pays to have friends, \$1,000 to be exact. For every successful referral you send our way, we'll thank you with cash and a virtual hug! Refer someone today: www.datto.com/partner-referral!



Not for Resale Program

Seeing is believing, and we highly encourage you to perform live demonstrations in front of your customers. Datto's Not for Resale Program supports and empowers you to do so with discounted Datto products from each product family. How the NFR Program benefits you:

- Showcase Datto solutions cost-effectively
- Drive sales and increase revenue
- Increase team familiarity with Datto technologies
- Protect your own internal business data environment

SUPPORT

24/7/365 Direct to Tech

Datto's award-winning Technical Support team actively supports our partners around the clock. Should you experience any issues, our Direct to Tech™ program is our commitment to connect you with an experienced Technical Support Expert who will own your issue until it is resolved.

Datto Support technicians demonstrate a shared commitment to resolving issues and ensuring your success, providing you with the resources necessary to keep your clients' businesses up and running.

What are partners saying?

“Datto's partner program is very flexible and easy to understand. We don't have to fit into a certain mold or market in a certain way. We're enabled to meet the needs of our organization. It's easy to do business with Datto and easy to build relationships with Datto's people. They want your business to be successful.”

Karen O'connor, General Manager, Datapac

“I think the Datto Global Partner Program is HANDS DOWN the best in the industry. The work you did on this over the last year or so has really shown and should be something that every vendor will try to copy. Good work!”

Kevin Damghani, Chief Partner Experience Engineer, ITPartners

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