



# Docker Mariner Channel Partner Program

2023 How to Get Started Guidelines for  
Authorized and Preferred Partners

September 2023

# Docker Mariner Channel Partner Program

The Docker Mariner Channel Partner Program was developed to support and reward Docker's network of partners. Docker works together with our channels to build, consult, and advise customers on creating more efficient Developer organizations.



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# Program Overview

Docker is consistently ranked among the top tools by developers\*. Share our success by applying to become a Docker Authorized Partner and receive access to exclusive resources, such as training and accreditation, marketing resources, deal registration, and more.

Our Partner Program is based on **four pillars of engagement**.

\*According to Stack Overflow's Developer survey: [2021](#) [2022](#) [2023](#)



# What the Program Offers?

## Share our success

Docker is used by millions of developers and thousands of organizations around the world. As a Docker channel partner, your customers can access Docker's trusted and widely recognized products and community.

## Access exclusive benefits

Docker is committed to your success, supplying you and your team with valuable sales and marketing resources. Our team is ready to help you unlock new revenue and find new customers.

## Complement your offering

Leverage Docker as a foundation for new opportunities in the software supply chain. Deliver additional value by providing training, integrations, new products, services, and more.

## Quickly ramp up

Docker provides access to product training and learning tracks, giving you and your team the much-needed tools to offer customers the best value.

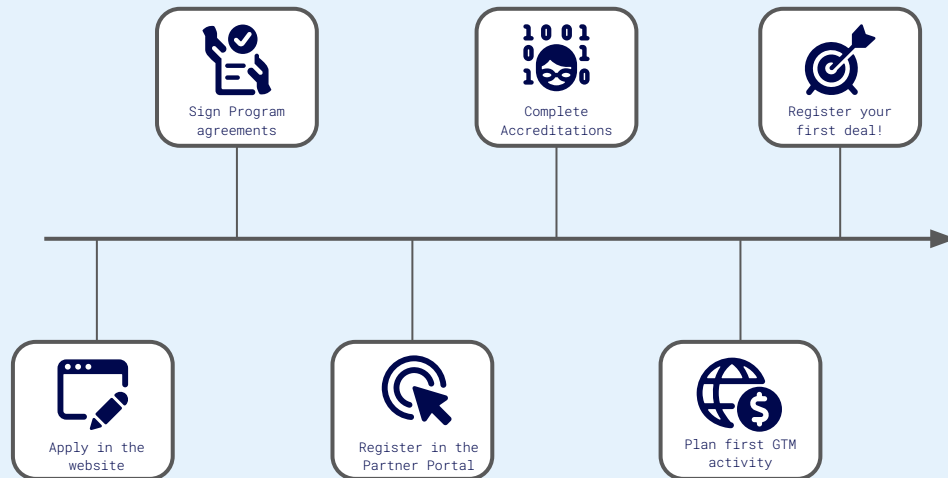
# Getting Started

The Docker Mariner Channel Partner Program is designed for fast and effective onboarding.

Once accepted into the program, partners can register in the Docker Mariner Partner Portal and complete self-paced training. After completing the training, resources and deal registration become automatically [available](#).



## Docker Partner Program Onboarding Step-by-Step



# Partner Tiers

Partners are divided across territories and tiers. All partners onboard in the *Authorized* tier, and those who excel in selling Docker become eligible for the *Preferred* tier.

Preferred Partners are **invitation only** and gain access to more resources such as Market Development Funds, differentiated margins, and the support of a Partner Manager.



	Authorized Partner	Preferred Partner
Benefits		
Access to partner portal	✓	✓
Online enablement & resources	✓	✓
Partner Directory Listing	✓	✓
Use of Mariner badge and images according to branding guidelines	Authorized Partner	Preferred Partner
Authorized distributor support	✓	✓
Product discount and competitive margins	Base %	Higher %
Dedicated Docker Partner Manager		✓
Marketing support	Base	Premium
Access to lead-generation activities and market development funds		✓
Eligible for Partner Advisory Board		✓
Deal Registration in the Partner Portal		✓
Free Docker Business Licenses (up to 5)		✓

# Application Process

In order to be considered for the Partner Program, Candidates need to submit an application at the [Docker Mariner Channel Partner Program Page](#).

Preferred Partners are **invitation only**. Preferred Partners that do not comply with the requirements listed here will be enrolled as Authorized Partners.

	Authorized Partner	Preferred Partner
Requirements		
Apply online	✓	✓
Sign Docker Reseller Agreement	✓	✓
Agree with Partner Code of Conduct	✓	✓
Agree with Docker Privacy Policy	✓	✓
Actively Promote Docker	✓	✓
Joint business planning		✓
Minimum sales commitment		✓
Sign Docker Preferred Reseller Agreement		✓
Sales accreditation	Two people in 30 days	Four people in 30 days



# Program Requirements

## Docker Reseller Agreement

All partners must have accepted the *Docker Reseller Agreement (Web Version)* and qualify to be a *Docker Authorized Reseller*.

## Docker Partner Code of Conduct

All partners must have accepted to comply with the Partner Code of Conduct and act according to Docker Values.

## Docker Privacy Policy

All partners must have accepted to comply with the Docker Privacy Policy.

## **Training and Accreditation**

Partners at both the Authorized and Preferred tiers must ensure that the required number of sales and technical resources stay current with Docker's products.

## **Regional Requirements**

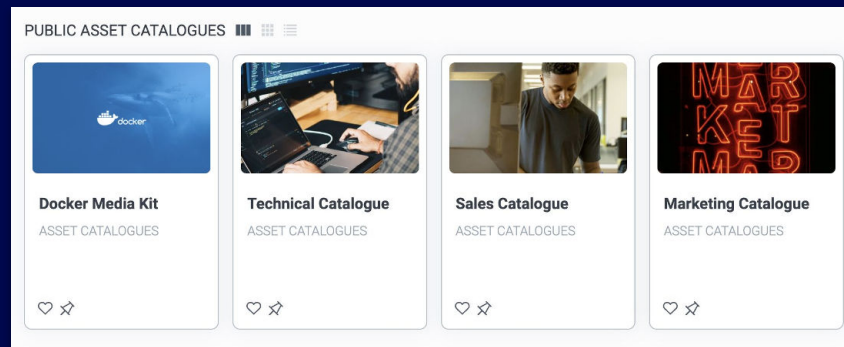
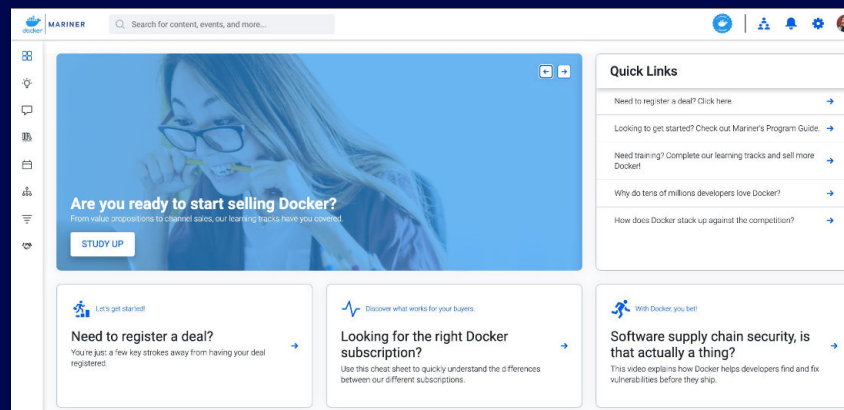
Partners are required to specify the regions in which they plan to resell Docker.



# Partner Portal

The Docker Mariner Partner Portal is the main point where Partners can go to get training.

Once accepted into the program, partners can register in the Docker Mariner Partner Portal and complete self-paced training. After completing the training, resources and deal registration become automatically available.

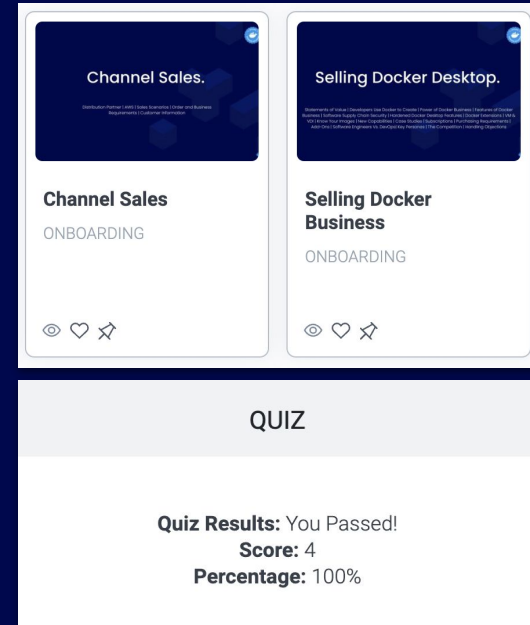
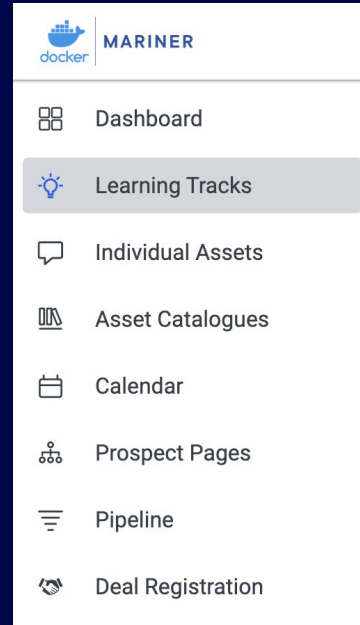




# Accreditation

Docker Accreditation is needed in order to access certain resources in the Partner Portal. Team members must pass the sales accreditation in order to be a Docker Authorized Partner.

To access the Accreditations, navigate to the Partner Portal and press "Learning Tracks" in the Sidebar. Select your training, and when ready, click on the "Take The Quiz" button.



# Go-to-Market Activity Checklist

The list below covers the activities supported by the Docker Channel Partnership team for both Authorized and Preferred Partners. Special requests will be processed on a case-by-case basis.

Activities & Assets	Requirements	Observation	Authorized Partner	Preferred Partner
Register an Opportunity	-	Available via Partner Portal or Authorized Distributor	•	•
Docker Mariner Badges	-	Authorized and Preferred Badges available	•	•
Pre-Approved Campaigns ("Mariner Kits")	-	Available via Partner Portal	•	•
Social Media Pre-Approved Posts & Images	-	Template available in the Partner Portal	•	•
Blogging about Docker	-	Requires Approval from the Docker team	•	•
Submit a Joint Marketing Plan	Preferred Partner	Template available in the Partner Portal		•
Joint Webinars	Approved Joint Business Plan	Activity partially covered by MDF		•
Co-Branded Swag	Approved Joint Business Plan	Requires approval from the Docker team		•
Joint Events	Approved Joint Business Plan	Activity partially covered by MDF		•



# Docker Virtues

Docker Virtues are the pillars that makes Docker succeed. They describe important traits and behaviors that are expected from collaborators working in and with Docker. Partners are expected to abide by these values when interacting with Docker and customers.



## **Humbly Confident**

*Welcoming change of opinions and feedback when presented with new facts and data and engaging openly in discussions, always welcoming feedback.*



## **Developer Obsessed**

*Prioritizing understanding developers by gathering data and seeking their opinions, valuing all personas and their role in the building process.*



## **Openly Collaborative**

*Working together to do what's best for the team, and not for individuals. Supporting colleagues and partners and be supported by them.*



## **Outcome Driven**

*Focus on the goals we want to achieve, always taking ownership and action to achieve those goals. Our work and actions directly impact users and we act as owners.*



## **Bias for Considered Action**

*We strive to achieve a balance of action and consideration to foster innovation and growth. We seek understanding of the correct answer rather than unanimous consent.*



# Resources & QA

**In order to access additional resources** please follow the links below. If you have any questions, please reach out to your partner manager or reach out to [channelpartners@docker.com](mailto:channelpartners@docker.com).

## Resources:

- [Docker Partner Program Website](#)
- [Docker Mariner Channel Partner Portal](#)
- [Docker Partner Code of Conduct](#)
- [Docker Web Reseller Agreement](#)
- [Docker Privacy](#)

