

Docker Partner Program Guide

January 2017

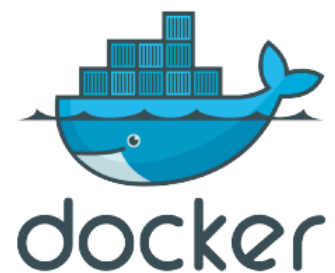


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I. Introduction

Thank you for your interest in the Docker Partner Program! We welcome you into the Docker Partner Program and look forward to working with you and your teams. The Docker Partner Program is designed to create new sources of revenue and differentiation for partners, promote joint solutions to customers, and accelerate our partners' ability to help customers be successful when using Docker technology. Once accepted into the program, you will be entitled to a broad range of benefits that accelerate your business with Docker.

About this Guide

This guide provides details about the Docker Partner Program, including the benefits and requirements of joining and maintaining your membership in each program. Not all programs have the same benefits and requirements. In this guide, you will find:

- An overview of the program structure
- A summary of the benefits and requirements for each partner type

Docker reserves the right to update or modify this guide at any time. The contents of this guide are made available online at <http://www.docker.com/partners>.

Joining the Program

To join the Docker Partner Program, partners must complete the online application, found here: <http://www.docker.com/partners>. After submitting an application, Docker will review and notify you if you are approved. If approved, we will then send you the Docker Partner Terms and Conditions, which is a click thru agreement for you to accept our program terms. Our base program membership is free. Partners can pursue an "Authorized" status in any of our programs to obtain a richer set of benefits. Authorized Partners have requirements that establish a higher level of commitment between you and Docker that sometimes require an incremental program fees, training, and or additional agreement terms that align with our partnership. Authorized status requires approval by the Docker Channel management team, additional agreements to be signed which align to our commercial partnership, and must meet the minimum training requirements as outlined in this guide. Authorized Partners are focused on a commercial relationship with Docker where Docker Enterprise Subscriptions are the focus of our engagements with customers.

Technology Partners who join the Docker Partner Program will want to review the Ecosystem Technology

Partner Program section which specifically addresses the needs of Independent Software Vendors and Independent Hardware Vendors to engage with Docker to integrate, embed, utilize API's or develop optimized plugins that benefit our joint customers

Program Agreement

An authorized representative from the partner organization must complete the Docker Partner Program Agreement as a starting point to become a "Member" in Docker's Partner Program. The Partner Agreement along with the Partner Program Guide defines the relationship between Docker and the "Member". Copies of the Docker Partner Program Agreement will be sent to you when you fill out and submit our partner applications which can be found on our website at <http://www.docker.com/partners>.

Getting Help

Please send any questions for help to partners@docker.com.

II. Docker Partner Program

Overview

The program offers maximum flexibility for partner differentiation and multiple ways for partners to decide where to focus and how to best optimize their investments. Partners can select the type of partner and the path they wish to pursue that best fits their needs. If you meet the requirements, you can choose to pursue any combination of partner types in the Docker Partner Program.

Docker recognizes the need to tailor our benefits to the business model of our partners. All partners begin as "Members" in the Docker Partner Program. New Partners are encouraged to work toward becoming "Authorized" and Technology partners are encouraged to work toward becoming an Ecosystem Technology Partner (ETP).

- **Member:** This is the entry-level membership and is appropriate for partners who are just establishing their relationship with Docker. All partners start as Members. Members receive base benefits that include free training, access to our partner portal, updates through our partner newsletter, customer success stories, access to presentations that will help you to understand and position Docker's Enterprise Solutions.
- **Authorized (pg. 5):** Authorized partners make a strategic commitment to Docker. They invest time and resources in their Docker Go-To-Market. Authorized partners are better positioned to assist customers with Docker. Partners can become Authorized Training, Consulting, Reselling, Global and Federal System integrators. For Reselling, Consulting, Global System Integrators and Federal System Integrators we have tiered the program into Professional and Premier Partner's. The Authorized Level in any one of these areas of focus also requires Docker Channel Management Approval.
- **Ecosystem (pg. 11):** Specific to our Technology Partners, the ETP program will display platform momentum by regularly showcasing partners contributing to the Docker Ecosystem, by category. This involves simultaneous co-marketing for Ecosystem Technology Partners which have met qualifications in time for scheduled releases.

Member

The basic benefits provided to Members include:

Member Benefits:

- Member fee is free
- Access to Free Training on Docker's Partner Portal

- Invitation to DockerCon
- Member receives Partner Newsletter and Special Announcements
- Invitation to Partner Webinar Updates
- Periodic Roadmap Briefings
- Exclusive access to Partner Content Portal

Member Requirements:

- Complete the Online Application
- Accept the terms of the Partner Terms and Conditions

Authorized Partner Types

Authorized Partners include the following:

Type	Description
Value Added Reseller	Partners who have the expertise, can position and sell the Docker enterprise subscriptions to their customers.
Global & Federal System Integrator	Partners who provide application maintenance, application development, application management, reference architecture guidance, and or architectural advisory services to commercial and government customers globally.
Consulting	Partners that provide professional services that help customers design, build, and deploy solutions with the Docker Enterprise Subscriptions for their clients.
Service Provider	Partners who provide Managed Services, IAAS Providers, hosting providers, Container-as-a-Service Providers, and Software-as-a-Service (SaaS) providers to multiple clients.
Training Partner	Partners who are trained and accredited by Docker to deliver public and private training as an Authorized Training Partner of Docker.

III. Docker Value Added Reseller Program

Docker Value Added Reseller's (DVAR) are interested in learning how to sell and provide pre-sales technical support to customers on Docker's Enterprise Subscriptions. There are two tiers of DVAR's. Professional and Premier DVAR's receive benefits that are also tiered to reward them when they build a Docker Practice. A Docker Practice is a core set of trained and focused resources who know Docker's enterprise offerings. Training is required to become authorized at the professional and premier levels.

A core discount is provided to DVAR's either directly or through an Authorized Distributor to the DVAR in your region or territory. This base level of discount is a healthy margin for your business and rewards you when you sell Docker's enterprise subscriptions to your customers. Additional discounts are passed onto DVAR's when a registered and approved deal is closed. See the registration bonus discounts for Professional and Premier partners listed below.

The benefits of being a DVAR:

Benefits	Professional	Premier
Deal Registration bonus for the Professional Level ¹	5% (Additional Discount Points)	15% (Additional Discount Points)
DockerCon Passes (Premier level only)	N/A	1 Free Pass

Leads (When available in your region)	N/A	•
Eligible to participate in regional partner marketing events	•	•
Discounts on Technical Training (20%)	•	•
Access to NFR's	•	•
Access to Partner Portal	•	•
Free Sales and Presales Technical Training	•	•
Access to Whitepapers, Technical Briefs, Special Educational Webinars	•	•

¹This is in addition to your core discount when you have an approved Registration that closes

Requirements	Professional	Premier
Complete Docker Sales Professional Training (DSP)	2 minimum	2 minimum
Complete Docker Technical Sales Training (DTSP)	N/A	2 minimum
Include Docker on Partner website	•	•
Sign DVAR Agreement	•	•
Approved by Docker Channel Management	•	•
Annual Program fee for Authorized Partners	\$2,500 USD	\$2,500 USD

IV. Authorized Global & Federal System Integrators

Docker Global and Federal System Integrator are the trusted advisors to the largest commercial and Government customers in the world. Operating across many countries and divisions within these organizations both GSI's and FSI's have unique challenges and requirements of Docker to support their business. Docker addresses these needs in more detail in the Global and Federal System Integrator Partner guide that is available on our Partner Portal <http://www.docker.com/partners/partner-portal> or by contacting Partners@docker.com for this guide to be sent to you.

Some of the basic program benefits and requirements are below:

Benefits	Authorized Professional & Premier
Access to Deal Registration	•
RFP and Tender Assistance	•
Teaming Agreement Access	•
Leads (When available)	•
Eligible to participate in regional partner marketing events	•
DockerCon Passes	1 Free Pass
Discounts on Technical Training (20%)	•
Access to NFR's	•
Access to Partner Portal	•
Free Sales and Technical Training	•
Discounted Technical Account Manager Support	•
Subcontracting Services Capability	•
Access to Whitepapers, Technical Briefs, Special Educational Webinars,	•
Access to Co-Marketing Materials to promote our joint offering	•
Featured on Docker's Find a Partner Page	•

Requirements	Professional	Premier
Complete Docker Sales Professional Training	10	50
Complete Docker Technical Sales Professional Training	10	50
Complete Docker Accredited Consultant Training	10	50

Include Docker on Partner website	•	•
A Docker Practice and Center of Excellence Defined	•	•
Executive Sponsor and Primary business contact Defined	•	•
Sign Alliance Agreement	•	•
Annual Revenue Commitment for Authorized Partners	\$75,000	\$250,000

V. Authorized Consulting Partners

Docker Authorized Consulting Partners (DACP's) are recognized experts with the skills customers can count on to make them successful when working with Docker's enterprise subscriptions. To become authorized, partners have committed a significant amount of time, resources and have developed expertise on Docker. They are capable of architecting, implementing and delivering additional services customers need to expand their use of Docker solutions. These members provide regional project management, consultants, integration expertise, delivery capabilities, application development expertise, and other value-added services built around the Docker enterprise subscription.

Docker Authorized Consulting Partners get technical, training, sales, marketing and account management support. Docker Channel Management will review and approve qualified candidate to be a Docker Authorized Consulting Partner (DACP's) of Docker. Docker Consulting Partners are focused on and provide services for Docker's Commercial Subscriptions. There are both Professional and Premier Authorized Consulting Partners in our program.

There is a more detailed DACP guide on the benefits and requirements to become an Authorized Consulting Partner at the Professional or Premier level on the Docker's Partner Portal which "Members" in our program have access to <http://www.docker.com/partners/partner-portal>.

Some of the basic program benefits and requirements are below:

Authorized Consulting Partner Benefits	Professional and Premier
Access to Deal Registration	•
Partner Portal Access	•
Right to use Docker Authorized Consulting Partner logo	Professional and Premier
Marketing support	•
DockerCon Passes	1 Free Pass
Not for Resale (NFR) subscriptions	•
Product Roadmap Access	•
Joint go-to-market business plan	•

Authorized Consulting Partner Requirements	Professional	Premier
Complete Docker Sales Professional Training	2	2
Complete Docker Technical Sales Professional Training	2	2
Complete Docker Accredited Consultant Training	2	2
Docker Architect	•	2
Docker Datacenter Engagements	1 Minimum (Every 6 Months)	3 Minimum (Every 6 Months)
Include Docker on Partner website	•	•
A Docker Practice and Center of Excellence Defined	•	•
Business Plan Review	Every 6 Months, Review Commercial Engagements	Every Quarter, Review Commercial Engagements

Published customer success story	Minimum 1 Per Year	Minimum 2 Per Year
Sign Authorized Consulting Partner Agreement	•	•
Channel Management Approval	•	•
Customer Success VP Approval	Not Required	Required
Annual Program Fee	\$0 USD	\$2,500 USD

VI. Authorized Training Partners

Program Overview

Docker Authorized Training Partners (DATP) offer training services to customers and to other partners of Docker. Docker Authorized Training Partners are carefully selected to deliver authorized Docker created training materials. Docker Authorized Training Partners gain increased value and visibility as authorized trainers for Docker products, solutions, and services engagements.

There is a specific Docker Authorized Training Partner Guide posted on the Docker Partner Portal for those interested in this program. <http://www.docker.com/partners/partner-portal>

The Docker Authorized Training Partner Program is by invitation only. Docker's Customer Success Team will review and approve qualified candidate to be a DATP.

Eligible Partners

Docker Members can become Docker Authorized Training Partners by meeting the program requirements. DATP's also must be approved by the Docker Customer Success team to be a DATP partner.

Some of the training partner benefits and requirements are below.

Program Benefits

Authorized Training Partner Requirements	DATP
Sign the DATP Agreement	•
Docker accredited instructors on staff	2
Complete required training to be a Docker instructor	2
Complete Shadowing Requirements	2
DATP Partner Review	Annually
Have the ability to host, administer, bill for, and manage Docker courses	•
Partner designated and named Docker training relationship manager on staff	1

VII. Ecosystem Technology Partner

Introduction

A technology partnership with Docker is for those companies that are integrating, embedding, or developing products that complement the Docker platform and leverage the Docker APIs. The Ecosystem Technology Partner (ETP) Program Guide includes:

- An overview of the ETP Program
- A summary of the benefits and requirements
- Qualification and the process to become an ETP partner

Overview

The Docker Ecosystem Technology Partner program supports a wide range of Docker Partners, interfacing with the Docker Platform in various ways; developing solutions that integrate Docker Engine, using outsourced services which run Docker Engine, building internal tooling around Docker, supporting Docker as a workload on the Partners' platform.

ETP's choose from one of 16 different areas of functional alignment to Docker's platform for both the partner and Docker to focus on. This will guide us through the testing and validation processes specific to our partnership and which your customers need to build, ship, and run applications using our joint solution.

Category	Description
Big Data	Partners whose technical integrations are focused on big data applications.
CI/CD	Partners who integrate Docker into build/test/deployment solutions.
Container Management	Partners who build solutions that provide Container as a Service and/or management of container resources that integrate with the Docker ecosystem.
Configuration Management	Partners who integrate CM solutions into Docker. This can be a system that builds containers for injection into Hub, tools that integrate Docker into a CM workflow, or simply tools to help manage active containers, as an example.
Container Runtimes & Multi-Architecture	Partners who provide integrations and extensions to Docker on various environments. Could be ports to Engine on different hardware (ARM, SPARC, etc.), integrations into different container systems, or core kernel drivers on various OS container systems.
Dev Tools	Any integration into Docker workflows from a developer perspective. E.g., plugins to IDEs, debuggers, api management systems, etc.
Hardware	Partners who provide hardware specific implementations of Docker products. Includes turnkey Docker-on-hardware solutions, certifications of specific equipment, and OEM resellers of prebuilt stacks.
IaaS	Partners who integrate Docker with IaaS solutions, whether integrating Docker into the IaaS system or simply providing reference implementations of Docker running on top of the IaaS.
Logging	Partners who integrate with the Docker logging API.
Monitoring	Partners who integrate with the Docker stats API.
Networking	Partners who provide both low level network integrations and higher level network services integrations. Typically Libnetwork drivers, but can also include network hardware vendors who wish to provide Docker directly on network gear.
OS	Operating System providers who wish to provide integration and support for Docker. Can include official Hub images, packaging & installers for Docker toolchain runtimes in Partner's OS, etc.
SCM	Partners who provide source control management integrations with Docker.
Security	Partners who provide security tools and integrations into the Docker workflow. May include container image scanning, network layer watchdogs and firewalling options, etc.
OS	Operating System providers who wish to provide integration and support for Docker. Can include official Hub images, packaging & installers for Docker toolchain runtimes in Partner's OS, etc.
Storage	Partners who provide storage integrations into Docker products. Typically, but not limited to, storage plugins for Docker Engine.

Benefits

The benefit of ETP status is confirmation from Docker that Partner solutions are correctly integrated with the Docker platform. Once complete, further collaboration can begin.

Partners who have qualified for the ETP program will have their company featured on Docker's Partner page, with a logo, description, and website link, to the ETP's website. This recognition allows visibility into status as a recognized and qualified solution, in a categorized manner (i.e. Monitoring, Logging, etc.).

Benefits	Approval/Review Required Before Publication
Featured on Docker's Partner Page	•
Co-branded Technical Solution Documentation - Reference Architectures, Blogs, White Papers, Datasheets, etc.	•
Marketing support	•
Integration support to ensure customer success	•
Docker Technical Alliance Support	•
Partner Portal Access	•
Product Roadmap Access	•
Podcast Series	•
Benefits	•

Requirements

The below Requirements Matrix documented in this guide can be used as a personal pre-assessment of your company's solution.

Docker ETP Program Qualification Matrix

Requirements	ETP
Docker-Specific Capability	•
Outstanding Solution	•
Marketing Message	•
Continuous Review	•

Following successful qualification, ETP's will be required to submit the following to complete their acceptance into the program:

1. Designation of primary business contact
2. Designation of primary technical contact
3. Company description of 100 words, or less. Link to company website.
4. Company logo

VIII. Store Vendor Partner

Overview

What is the Docker Store?

The Docker Store is the best way for you to distribute and sell your Dockerized content. Publish your software through the Docker Store to experience the benefits below:

- Access to Docker's large and growing customer-base. Docker has experienced rapid adoption, and is wildly popular in dev-ops environments. Docker users have pulled images over eight billion

times, and they are increasingly turning to the Docker Store as the preferred source for high-quality, curated content.

- Customers can try or buy your software, right from your product listing. Your content is accessible for installation, trial, and purchase from the Docker Store and the Docker CLI.
- Use our licensing support. We can limit access to your software to a) logged-in users, b) users who have purchased a license, or c) all Docker users. We will help you manage and control your distribution.
- We will handle checkout. You don't have to set up your own digital e-commerce site when you sell your content through the Docker Store. We will even help you set pricing—and you can forget about the rest.
- Seamless updates and upgrades. We tell customers when your content has upgrades or updates available, right inside their Docker host product.
- It's a win-win for our platform and publishers: great content improves our ecosystem, and our flexible platform helps you bring your content to market.

Listing Fee

To publish content in the Docker Store, Partner must pay an annual fee of \$299.00 USD.

Requirements	Store Vendor
Sign Docker Store Vendor Agreement	•
Listing Fee (Annual)	\$299.00 USD

Distribution Models

The Docker Store welcomes free and open-source content, as well as software sold directly by publishers. We support the following commercial models:

- **Paid-via-Docker Content**
This is content for which customers transact via Docker, as described in the publisher agreement. Paid-via-Docker content includes both software than can be deployed on a host.
- **Free Content**
Free content is provided free-of-charge, and customers may pull it from the Docker Hub either at their discretion or upon license acceptance, at the publisher's discretion. You agree that you will not charge customers for any Free Content by making it available for purchase outside of the Docker Store.

Publishing Content on the Docker Store

Permitted Content and Support Options

- Content that runs on a commercially supported Docker Engine (Certified by Docker) may be published in the Store. Such Content will be certified and supported by Docker. Publisher must also provide support.
- Content that runs on open-source Docker Engine may be published in the Store, but will neither be certified nor supported by Docker. However, Publisher has the option to provide support for such Content.
- Content that requires a modified / forked Docker Engine to run, may not be published in the Store.

If your Content:	Can Publish On Store	Can Be Certified and Supported By Docker	Supported by Publisher
Works on Commercially Supported Docker Engine (Certified by Docker)	YES	YES	Required
Works on Open Source Docker Engine	YES	NO	Optional

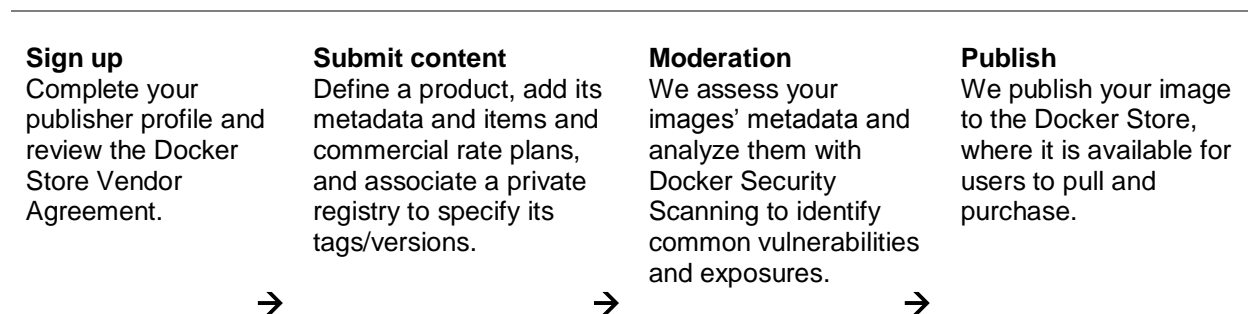
Requires a modified OS Engine	NO	NA	NA
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Onboarding

The publishing process for the Docker Store is straightforward, and can be initiated from the landing page. You can sign in with your Docker ID, and specify a product name and image source from a private repository. We require that your product images are stored in private repositories via Docker Cloud and/or Hub, as they serve as an internal staging area from which you can revise and submit content for review.

Once you specify a private-repository source for your product, you can provide the content-manifest items to populate your product's details page. These items include logos, descriptions, and licensing and support links so that customers can make informed decisions about your image. These items are submitted alongside the image itself for moderation.

The Docker Store team then conducts a comprehensive review of your image and metadata. We use Docker Security Scanning to evaluate your product images' security, and share results with you as the publisher. During the image-moderation phase, we iterate with publishers to address outstanding vulnerabilities and content-manifest issues until the image is ready for publication. Please refer to the diagram below for a high-level summary:



Creating Great Content

Create your content, and follow our best practices to Dockerize it. Keep your images small, your layers few, and your components secure. Please refer to the links and guidelines listed below to build and deliver great content:

- <https://docs.docker.com/engine/userguide/best-practices/>
- https://docs.docker.com/docker-hub/official_repos/
- <https://github.com/docker/docker-bench-security>

Here are some best practices when it comes to building vulnerability-free Docker images:

Choose a secure Base Image (see your Dockerfile's FROM: directive)

Many base images have a strong record of being secure, including:

- [Debian](#) Linux: both small and tightly-controlled, Debian-linux is a good alternative if you're currently using Ubuntu.
- [Alpine](#) Linux: Alpine is a minimal linux distribution with an excellent security record.
- Alpine-based application images: these include python:alpine, ruby:alpine, and golang:alpine. They are secure and minimal, while providing the convenience of their non-Alpine alternatives.

Docker strongly recommends Alpine Linux. The founder of this Linux distribution is leading an initiative at Docker to provide safe, compact base images for all container applications.

Remove Unused Components

Often, vulnerabilities exist in components that aren't actually used in the containerized application. To avoid this, you can:

- Follow best practices when using the apt-get command.
- Make sure to run apt-get-remove to destroy any components required to build but not actually run your application. Usually, this involves creating multi-line Dockerfile directives, as seen below. The following example shows how to remove curl and python-pip after they are used to install the python requests package, all in a single Dockerfile directive:

```
RUN apt-get update && \  
    apt-get install -y --no-install-recommends curl python-  
pip && \  
    pip install requests && \  
    apt-get remove -y python-pip curl && \  
    rm -rf /var/lib/apt/lists/
```

Keep in mind: any file introduced in one directive of your Dockerfile can only be removed in the same directive (and not in subsequent directives in your Dockerfile).

Keep Required Components up-to-date

Your images are comprised of open-source libraries and packages that amass vulnerabilities over time and are consequently patched. To optimize your product's integrity, you must keep your images up-to-date:

- Periodically update your base image's version, especially if you're using a version deemed to be vulnerable.
- Re-build your image periodically. Directives including commands such as apt-get install ... pull the latest versions of dependencies, which may include security fixes.

Scan Your Own Private Repositories

Eliminating vulnerabilities is a trial-and-error process. To speed it up, consider using Docker Security Scanning on your own private Docker repositories in Docker Cloud and Docker Hub. This feature allows you to scan images you create on-demand, without relying on the scans provided by the Docker Publisher Program.

Create and maintain your publisher profile in the Store

Let the Docker community know who you are. Add your details, your company story, and what you do. At the very minimum, we require:

- Legal entity name
- Company website
- Phone number
- Valid company email
- Company icon/logo (square; at least 512x512px)

Prepare your image-manifest materials

You must provide the namespace (including repository and tags) of a private repository on Docker Cloud or Hub that contains the source for your product. This repository path will not be shown to users, but the repositories you choose determine the Product Tiers available for customers to download.

The following content information helps us make your product look great and discoverable:

- Product Name

- Product icon/logo
- Short description: a one-to-two-sentence summary; up to 140 characters
- Category: Database, Networking, Business Software, etc. and any search tags
- Long description: includes product details/pitch
- Screenshot(s)
- Support link
- Product tier name
- Product tier description
- Product tier price
- Installation instructions
- Link to license agreements

Support your users

Docker users who download your content from the Store might need your help later, so be prepared for questions! The information you provide with your submission will save support time in the future.

Support Information

If you provide support along with your content, include that information. Is there a support website? What email address can users contact for help? Are there self-help or troubleshooting resources available?

Support SLA

Include a Service Level Agreement (SLA) for each image you're offering for the Store. An SLA is your commitment to your users about the nature and level of support you provide to them. Make sure your SLA includes support hours and response-time expectations, where applicable.

Security and Audit Policies

Docker Security Scanning

We use Docker Security Scanning to automatically and continuously assess your products' integrity. The tool deconstructs images, conducts a binary scan of the bits to identify the open-source components present in each image layer, and associates those components with known vulnerabilities and exposures. We then share the scan results with you as the publisher, so that you can modify your images' content accordingly. Your scan results are private, and are never shared with end customers or other publishers.

To interpret the results, refer to the documentation.

Classification of Issues

All Scan results will include the CVE numbers and a CVSS (Common Vulnerability Scoring System) Score.

- CVE Identifiers (also referred to by the community as "CVE names," "CVE numbers," "CVE entries," "CVE-IDs," and "CVEs") are unique identifiers for publicly-known, cyber-security vulnerabilities.
- The Common Vulnerability Scoring System (CVSS) provides an open framework for communicating the characteristics and impacts of IT vulnerabilities. Its quantitative model ensures repeatable, accurate measurement while enabling users to see the underlying vulnerability characteristics that were used to generate the scores. As a result, CVSS is well-suited as a standard measurement system for industries, organizations, and governments that need accurate and consistent vulnerability-impact scores. CVSS is commonly used to prioritize vulnerability-remediation activities, and calculate the severity of vulnerabilities discovered on systems. The National Vulnerability Database (NVD) provides CVSS scores for almost all known vulnerabilities.

Docker Classifies the Severity of Issues as:

CVSS Range	Docker Classification	SLA For Fixing the Issues
7.0 to 10.0	Critical	Within 72 hours of notification
4.0 to 6.9	Major	Within 7 days of notification
0.1 to 3.9	Minor	No SLA. Best-effort to fix or address in documentation.

- In addition to CVSS, the Docker Security team can identify or classify vulnerabilities that need to be fixed, and categorize them in the minor-to-critical range.
- The publisher is presented with initial scan results, including all components with their CVEs and their CVSS scores.
- If you use Docker's Scanning Service, you can subscribe to a notification service for new vulnerabilities.
- Failure to meet above SLAs may cause the certification is put on "hold".
- A warning label shows up on the marketplace listing. An email is sent to the users who have downloaded and subscribed for notifications.
- A Repo's Certification can stay in the Hold state for a maximum of 1 month, after which the Certification will be revoked.

Usage Audit and Reporting

Unless otherwise negotiated, an audit of activity on publisher content will be retained for no less than 180 days.

A monthly report of said activity will be provided to the publisher with the following data: (1) report of content download by free and paid customers by date and time; (2) report of purchase, cancellations, refunds, tax payments, where applicable, and subscription length for paid customers of the content; and (3) the consolidated amount to be received by the publisher.

Docker Certification Guidelines

The purpose of the Docker Certification Program is to promote End User confidence in procuring Docker Store Content made available on Docker Store for the mutual benefit of you and Docker. The Docker Certification Logo distinguishes Content by providing quality, provenance, and support assurances. Docker may designate your Content as Docker Certified subject to the requirements in these guidelines. You acknowledge that Docker has the right to change the requirements for obtaining or maintaining Docker Certification at any time.

A. Prerequisite

- You must distribute application as containers.
- Your container must be tested and supported on Docker CS Engine 1.12 or later
- Your plugins require 1.13 plugin framework or later and swarm mode compatibility

B. Application

- You must be a Docker Partner Member and agree to the Docker Store Vendor Agreement and its provision with respect to the Docker Certification Logo
- You must join the Docker TSA net private channel (Docker Certified Custom Group) for the purpose of jointly resolving End User issues. Further information on TSA net and how to join can be found here: <https://www.tsanet.org/>
- Upon completion of the foregoing, you must submit container for certification

C. Requirements

- You must conduct joint End User issues resolution in the Docker Certified TSA net private channel.
- Your Content must be tested and be supported on Docker CS Engine 1.12 or later (Plugins require 1.13+ and swarm mode support).
- Your Content must pass a scan or test to determine eligibility as Docker Certified Content.

- You must agree that Docker will only provide joint technical cooperation for End Users who are using Docker CS Engine 1.12 or later (Plugins require 1.13+ and swarm mode support). Plugins will require additional tests provided by Docker.
- You must provide a minimum of Business Level Support for your content (1:1 provider-to-end user support).

D. Benefits of Docker Certification

- Upon satisfaction of the certification requirements, you will receive a notification email and Docker will list a Certified Docker Logo next to your certified Content and in search listings on the Docker Store.
- Upon satisfaction of the certification requirement, you may duplicate the Docker Certified Logo next to your content name in external marketing, news, and advertising that are produced by you subject to these guidelines and the Docker Trademark Guidelines.
- If Docker receives a support issue from an End User that concerns your Content, Docker will engage your support team.

E. Restrictions and Limitations

- You may not use the Docker Certified Logo to claim or infer any partner relationship beyond what is described under these guidelines.
- Your Content will be considered Certified; not you or your company.
- The Docker Certified Logo is associated only with the specific version of the Docker Certified Content that is listed in the Docker Store. Updates and patches to the Content may require resubmission for certification.
- Docker will only provide joint technical cooperation for End Users who are using Docker CS Engine 1.12 or later.
- If Docker reasonably finds you in violation of the terms of these guidelines, including but not limited to providing false assertions relating to your application for certification, your content certification and Store Vendor Agreement may be terminated at Docker's sole discretion.

F. Use of the Docker Certified Logo

Your use of the Docker Certified Logo must adhere to the Docker Trademark Guidelines as well as the following requirement:

- The color and shape of the logo may not be changed in anyway.
- When resizing, the logo should be kept in proportion, maintaining the same aspect ratio.
- There must be adequate clear space around the logo.
- Do not position the logo on or near other elements, shapes, textures or patterns and avoid backgrounds that are busy or cluttered.
- The logo cannot be skewed or rotated and must be positioned on a 0° horizontal axis.
- Do not place the logo on a background where lack of contrast diminishes legibility.
- The logo must be used in only the colors already assigned.
- Do not place the logo over a gradation of any kind.
- The logo cannot be redrawn using a new font.
- The resolution of the logo must remain consistent with the background in which it is used.

IX. Partner Benefits Description

Below is a summary description of benefits available to partners. Not all benefits are available to all partners. Each partner type has unique benefits which are outlined in the tables above.

Assigned Partner Manager

Premier and Authorized Partners will have access to a Docker Partner Manager who acts as a point of

contact with Docker, conducts business planning with the Partner and assists the partner with making the most of the Docker Partner program.

Accreditations and Authorizations

- Accreditations are for individuals to achieve a higher level of knowledge.
- Authorizations are granted to companies who made a business and training investment in building a Docker Practice for the purpose of selling, consulting, and training on Docker's enterprise subscriptions.

Participation in Docker Beta Groups

Authorized Partners are eligible to get early access to beta versions of some of the Docker products and features before they are generally available. In exchange, we would like to get your feedback to make the products/features better. When we have something in need of beta testing, we will contact you, let you know what we are testing, and how you can participate. If you are interested in testing that particular product or feature you can then opt-in and get access.

Deal Registration

DVAR's, Consultants, Global and Federal System Integrators, all have access to our Deal Registration portal. When a partner registers an opportunity and Docker Approves that Registration, the partner will get an additional 5% in discount added to their core discount at the Professional Tier and they will get 15% in discount added to their core discount at the Premier Tier. A partner's base or core discount is provided to them by an Authorized Distributor of Dockers in your region or territory. In some cases, Docker has contracted with our partners directly and Docker has contractually agreed to a core discount for those partners to buy from Docker Directly.

DockerCon Invitations and Passes

DockerCon is a Docker-centric conference featuring in-depth topics and content about all aspects of Docker. Its suitable for developers, DevOps Professionals, System Administrators and C-level executives. It is a fantastic opportunity to directly interact with peers, collaborate, network and discuss your solutions with a wide audience.

Docker Meet-Ups

Docker supports 50+ meetups a month. Anyone can join or start a Docker Meetup. Simply click on the closest city to join the group and meet developers and ops engineers using Docker. If you want to create a new Docker Meetup in your city, we will be happy to help.
<https://www.docker.com/community/meetups-organize>

Docker supports 200+ Meetup groups with 80,000+ members all over the world. Anyone can join or start a Docker Meetup. Simply click on the closest city to join the group and meet developers and ops engineers using Docker. The main benefit of sponsoring and getting involved with our local groups is visibility.

As a sponsor, you can gain visibility in several ways including being listed as a sponsor on the local groupmeetup.com page, in the event specific details, recognition as a sponsor in event notification emails, verbal thank you in the event opening and/or closing remarks, and recognition in Docker promotional channels.

There are several ways to get involved. Sponsorship opportunities, speaking opportunities, organizing an event, and/ or starting a Docker Meetup group.

There are three sponsorship options available:

- Venue Host Sponsorship

- Food/Beverage Sponsorship
- Venue + Food/Beverage Sponsorship

If you want to create a new Docker Meetup in your city, are interested in speaking, or want more information on sponsoring local groups, we will be happy to help.

<https://www.docker.com/community/meetup-groups>

Events

We have many regularly occurring events, including many live-streamed events.

<https://www.docker.com/community/events>

Docker Sales Engagement

Docker sales team will support our members in our program in joint engagements.

Joint Go-To-Market Business Plan

Authorized Docker Partners will jointly develop a business plan with Docker. This is required and must be approved by Docker Channel Management. The business plan is designed to help us exceed our joint business objectives and to focus on what success means. A joint business plan will be developed upon mutual agreement between the partner and Docker. Docker will work with the partners in the development of these plans.

Logo Usage

Partner Logos have been created specifically for partners in the Docker Partner Program. Those logo's will be provided by your Docker Partner Business Manager as appropriate for you to use. Only Authorized partners have specific logo's that can be used to differentiate their offering or solution from other companies in the industry. These logos can be used on a partner's website or to highlight the type of partnership you have with Docker.

Docker Branding Usage (Events and for Marketing Purposes)

All Members, Ecosystem, and Authorized partners in the program must adhere to Docker's Trademark Guidelines and Brand Guidelines covering the use of Docker trademarks, including the name Docker and Docker's design marks or logos. These guidelines are online at <https://www.docker.com/trademark-guidelines> and <https://www.docker.com/brand-guidelines>. Partners must seek Docker's approval to use Docker trademarks to promote events and activities prior to holding these events or activities or distributing any printed or electronic communications or materials about them. Any use of Docker trademarks in a brand sense for marketing purposes may be undertaken only with express written approval by Docker.

Marketing Support

Authorized and Ecosystem Partners will have access to a channel marketing specialist who can assist with developing demand generation campaigns, events, programs, and marketing initiatives to support the partner's unique business objectives. Social media support for joint solution announcements & new content.

Newsletter

As an open source project, we provide as much information as we possibly can. In addition to the public-facing information on our community, sign up for our newsletter here:

https://www.docker.com/subscribe_newsletter

As a partner of Docker, you will be kept updated on what Docker is doing through a quarterly newsletter targeting the subjects you will be interested in.

Participation in Conferences and Events

Docker participates in a variety of industry events (conferences, meetups) that promote brand awareness and drive new leads. As part of your membership, you will be provided with the opportunity to participate in roles ranging from presenting to hosting Meet-Ups to demonstrate your specific services that compliment Docker solutions.

Partner Advisory Board eligibility (By invitation only)

This is the Partner's chance to heavily influence the Docker Partner Programs and have a voice in our strategy. The Partner Advisory Board meets with Docker senior leadership to have an information exchange that benefits us both.

Product Roadmap Access

Docker publishes a roadmap and will provide access to partners prior to making the roadmap public.

Special-Bid Eligible

In some instances, a large opportunity might require a special-bid price in order to close the opportunity. Both "Members" and Authorized partners are eligible to receive special bid pricing.

Subscriptions Renewal Opportunities

Docker products are sold on a subscription basis. As a Partner, every subscription you sell is eligible for subscription renewal revenue upon expiration. This provides you with an excellent opportunity to engage deeper with customers on a periodic basis and develop an annuity revenue stream.

Not for Resale Subscriptions (NFR)

Not For Resale (NFR) subscriptions are full-version Docker software and available as a benefit of the Docker partner's in the Docker Partner Program. Only some partners are eligible to receive this benefit. See the benefits section for more details on who can request and receive NFR's in the Docker Partner Program.

Training

An important element of the Docker Partner Program is knowledge transfer through training and accreditations. Docker offers structured education programs that accelerates technology adoption. Our program is specifically tailored to minimize Time to Value (TTV) for partners, helping to differentiate your skills and expertise, extend your market reach and align your business with focused Docker services engagements. It's our objective that through structured education, our partners will have a strategic control point, vital to the adoption of Docker by end users.

Training Discounts

Improve the technical knowledge of your staff through discounts off the MSRP price on Docker Training classes. Partners are eligible for discounts of 20% on training.

Find a Partner Page

Partners which have met all requirements and were accepted at the Authorized at the Premier Level or Ecosystem level may elect to have their company and/or solution represented on our Find a Partner page, in the appropriate section based on partnership type. Partners may submit a 100-word description, logo, and company URL for inclusion on this page. Submissions subject to review and approval prior to publication by their partner business manager.

Integration Support

Assistance and assurances from the Technical Alliance team to ensure customer success via quality integration with our Open Source API's. ETP members may receive occasional solution reviews and related integration assistance. These can be respective of current or emerging solutions, from either party. Support may include discussions of best practices, common integration scenarios, and related

technical difficulties. Any guidance or assistance provided is strictly excludes shared IP or co-engineering work.

Docker Technical Alliance Support

Technical support may be provided by our Technical Alliance team, as deemed reasonable at our sole discretion. Our team includes experts in Docker, DevOps, and the ETP Categories. Recognized ETP members are eligible to seek guidance on technical issues, integration strategy, and other concerns related to their solution. Any guidance or assistance provided is strictly excludes shared IP or co-engineering work.

Docker Partner Portal

Partners have access to our exclusive Docker Partner Portal. This provides access to important sales and technical content for all members of your organization. Content includes Docker sales presentations, webinars, events, meetup schedules, and other valuable materials. Also, new contacts who sign up will be eligible to receive targeted announcements, the Docker Partner Newsletter, training invitations, and advance notifications of key product announcements.

Podcast Series

Ecosystem Technology Partners may be invited to participate in a regular Podcast series. Installments of the podcast will be a 30-minute segment hosted by Docker, to be published and promoted via Docker's Blog and social channels. Topic of Podcast is focused on Partner's product and Docker integration, to help promote partner awareness.

X. Requirements Description

Published success story

Customer references are a requirement to maintain your Authorized Consulting Partner Status. Partners can submit as many customer references as desired. A submission can be made for the same customer but they must be for different projects.

With approval and participation from both the partner and the customer, Docker will develop a co-branded customer success story that will be available for public use by Docker and the Partner. Partners are responsible for obtaining the end-customer approval prior to submission of the Docker success story form.

Design Win Targets

Partners work with their Docker partner managers to jointly establish plans and targets for new design wins. A key metric to drive services business to partners is driving new projects. This will be measured by deal registrations and teaming agreements. This will be part of our Annual Business Planning process.

Docker Partner Application

Please contact Docker at www.docker.com/partners to receive a partner application. It must be completed by the primary business contact and submitted to Docker as the first step in establishing a partnership with Docker.

Docker Partner Terms and Conditions

The Docker Partner Terms and Conditions must be accepted and agreed to by the primary business contact. Every partner is required to agree to these base terms to become a Docker Partner.

Partner Published and Support Statement

Given the vibrancy of our ecosystem and our go-to-market strategy as partner-centric, it's important to have many public Partner support-for-Docker statements. This statement should be very clear on the joint

partner-Docker solution and its benefits for prospect. This allows customers to easily and clearly understand which partners are committed to Docker and in what ways. It allows customers to easily understand the joint value props for the partner-Docker solution and as importantly, it allows Docker to easily know which partners to refer opportunities.

Docker-Specific Capability

The embedding, integration, and complementary product development the partner wants to validate by becoming an ETP, must use Docker's unmodified platform components, native tooling, and or open API's.

Continuous Review

Docker reserves the right to continuously review partner's integration, overall solution, and general adherence to current Requirements. Partner is expected to resolve significant integration issues within two months of major Docker releases. At any time Docker may elect to either promote or demote a partner from any given category qualification, at our sole discretion. This will not constitute removal from the overall Partner Program as a Member.

Outstanding Solution

Must have a compelling solution and UX for Docker users.

Marketing Message

Marketing materials should be supportive of Docker solutions.

Primary Business Contact

The primary contact is an authorized legal representative of the member organization. This person submits the application, receives all legal notices and manages the member organization membership level. Name, title, email and phone number of this contact will need to be provided to partner manager.

Primary Technical Contact

This is the individual that is the technical subject matter expert and point of contact for Docker in the organization. Name, title, email and phone number of this contact will need to be provided to partner manager.