



Docker Technology Partner Program Guide

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Introduction

Thank you for your interest in the Docker Technology Partner Program! We welcome you into the Docker Technology Partner Program, and look forward to working with you. The Docker Technology 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 the Docker platform. Once accepted into the program, you will be entitled to a broad range of benefits design accelerate your business with Docker.

About this Guide

This guide provides details about the Docker Technology 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 <https://www.docker.com/partners>, under the Technology Partners section. In the event that your partnering goals are not specifically covered by our existing programs:

- Please take the first step to become a Partner Member
- Our alliances team will engage to discuss potential opportunities

Docker Program Policies

Program Enrollment and Compliance

To join the Docker Partner Program, a Partner must complete an application and execute a Docker Partner Program enrollment agreement. Benefits and requirements vary by program and, for multi-level programs, by membership level. Program membership will renew automatically for successive one-year terms provided the Partner remains in compliance with all program requirements. Docker reviews program compliance at least once a year, and reserves the right to re-level Partners that exceed or no longer meet the requirements of their membership level.

Partners that wish to establish a purchasing relationship with an authorized Docker Distributor in order to resell Docker products and who wish to become eligible to receive various Docker Partner commercial benefits, must qualify for and join the applicable reselling program.

Partners enrolled in a Docker reselling program may also be eligible to join other additional programs, based on applicable program criteria.

Joining the Program

To join the Docker Partner Program, Partners must complete the online application, available at: <https://www.docker.com/partners/partner-program>.

After submitting an application, Docker will review and notify partner candidate of approval. Once approved, Docker will send the Docker Partner Terms and Conditions, a required click through agreement for entry into our Partner Program. Our base program membership is free.

Program Agreement

An authorized representative from the Partner organization must complete the Docker Partner Program Agreement as a starting point to become to the Docker Partner Program. The Partner Agreement along with the Partner Program Guide defines the relationship between Docker and the "Member".

Getting Help

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

Docker Technology 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. Our alliances team can engage with partners to ensure their success within our programs, while

- **Member:** Member is the Docker Partnership entry point that allows interested Partners to establish their relationship with Docker. Members are given access to our partner portal, updates through our partner newsletter and free, online training available to advance their Docker Enterprise Solutions knowledge. Member Partner is not considered a Docker Technology Partner Program level.
- **Hub Verified Publisher:** This program is designed for vendors distributing their plugins, agents, or commercial software on the Docker Hub as container images. Program includes multiple distribution models and opportunities to certify your products.

Member

The basic benefits provided to Members include:

Member Benefits:

- Member fee is free
- Access to Free Training on Docker's Partner Portal
- Discount for DockerCon tickets
- Member receives Partner Newsletter and Special Announcements
- Exclusive access to Partner Content Portal

Member Requirements:

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

Hub Verified Publisher

Introduction

The Hub Verified Publisher ("HVP") program services several specific segments of the Docker ecosystem, through distribution of commercial software as images on Docker Hub. Independent software Vendors ("ISV") may create and distribute images of their software for on-premises solutions, or agents for their SaaS solutions. Independent Hardware Vendors ("IHV") may create and distribute plugin images for their customers to integrate with Docker Enterprise deployments. This section of the Technology Partner Program guide includes:

- An overview of the HVP program
 - Certified containers and plugins
- Distribution models
- Benefits and requirements
- Process to become an HVP
- Process to certify products

Overview

Although you may have already obtained public and private image repositories on Docker Hub, the Hub Verified Publisher program differs by conferring additional benefits that are specifically useful to commercial and open source software publishers. The HVP program allow a wide range of companies to distribute commercial container images via Docker Hub. Through Docker Hub, if you are an ISV, you can leverage the massive Docker adoption directly to increase their revenue streams. If you are an IHV, you can provide your customers with easily accessible plugins.

Docker's large and growing customer base are increasingly turning to Docker Hub as the preferred source for high-quality, curated content.

An HVP can choose from two different distribution models, described below, depending on which aligns best with their business and product needs. Once an image is published to Docker Hub, additional opportunities are available to pursue Certification, a key differentiator in the enterprise market.

Certified Containers and Plugins

The purpose of the Docker Certified program is to promote customer confidence in using Docker Hub content within the customer's implementation of Docker Enterprise. The Docker Certified logo distinguishes content by providing quality, provenance, and support assurances. Docker may designate your content as a Docker Certified container or Docker Certified plugin, subject to the requirements in these guidelines. Docker has the right to change the requirements for obtaining or maintaining Docker Certification at any time.

Distribution Models

The Hub Verified Publisher program welcomes free and open-source content, as well as software sold directly by publishers. You will identify which model of distribution is to be used with each individual product being submitted to Docker Hub.

We support the following distribution models, each of which are free to use.

- **Bring-your-own-License**

"Bring your own License" or BYOL is content for which a customer obtains the license or right to use directly from you, rather than from Docker. This allows you to maintain your existing license, sales, and governance models with your customers, while also ensuring easy transition of existing customers to the containerized versions of your software. Docker does not charge the customer for BYOL content, though we do provide and maintain the Content distribution and update service.

There are two different BYOL models, depending on the software distribution requirements.

- **Ungated**

The Ungated model is for supported products where there is no difference between the paid version and the free version of the product. One example of the Ungated model is an Open Source product for which support can be purchased, or which requires a purchased license for production use. The product in either case is the same, and we recommend this model for products that are freely distributed.

- **Gated**

The Gated model is for supported products where there may be a trial version or development version, in addition to a separate commercial version of the software. In this case, the customer will only have access to the commercial version in Docker Hub, after entering a valid license key. Docker Hub has an API set which you may use to generate the license key for your customers. We recommend this model for products for which you wish to impose restricted access.

Docker Hub Lead Gen

Regardless of distribution model, Docker Hub has opportunities available for partners to access high quality lead information. These options are available for all product distribution models, are compliant with GDPR requirements, and expose Docker's massive user base directly to our partners. Once you have published a product, regardless of distribution type, you will only have access to anonymous data and pull counts. However, any of the following plans can be purchased individually at any time using an Order Form delivered by your partner manager. Docker Hub Lead Gen allows you to receive the information of subscribers to your software, as qualified leads.

PLAN	COST	LEADS (1 YEAR EXPIRATION)
Starter	\$10,000	Up to 600 Leads
Medium	\$20,000	Up to 1,500 Leads
Full	\$50,000	Up to 5,000 Leads

Access to any subscriber information via Docker Hub requires a completed Order Form for one of the plans listed above. These plans require that the customer information is subject to GDPR requirements, as well your selection of non-anonymous download requirements (e.g. EUSA acceptance). Additionally, Docker will not count your internal users towards the lead count.

Each individual lead is defined as a unique subscription to the Content in Docker Hub. A subscription is the right, by a user with a unique Docker ID, to download an unlimited number of copies of a unique Content item, including new versions, renewable on an annual basis from the time of initial subscription. Leads are presented as unique subscriptions per year and can be refreshed in following years as desired by completion of additional order forms.

Requirements & Benefits of Docker Hub Verified Publisher

REQUIREMENTS	HVP	HVP WITH DOCKER CERTIFIED CONTENT
Signed Docker Partner Terms and Conditions	•	•
Signed Docker Verified Publisher Agreement	•	•
Verified Publisher Profile in Docker Hub	•	•
Image Manifest material review	•	•
Application distributed as containers	•	•
Adhere to Docker Trademarks	•	•
Support and testing on Docker EE		•
Adhere to the Docker Plugin Architecture		Plugins only
Collaborative support via TSAnet		•
Vulnerability scanning		•
Pass best practice and technical review		•

See the Benefits section of this guide for further details about restrictions and limitations for certified designation.

Permitted Content and Support Options

- Content that runs on a current version of Docker Enterprise may be published in the Docker Hub and is eligible to become a Docker Certified container or plugin. The publisher must agree to provide at least a Business Level of support (1:1 provider-to-end user support, business hours). In case of Certified content, Docker and the publisher will offer collaborative support.
- Content that requires the Docker Community may be published in Docker Hub, but can neither be certified nor supported by Docker. However, the vendor, in this case, has the option to provide support for such content.
- Content that requires a non-Docker container platform may not be published in Docker Hub

IF YOUR CONTENT IS:	CAN PUBLISH ON DOCKER STORE?	ELIGIBLE TO BE DOCKER CERTIFIED?	SUPPORT BY VENDOR
Supported by the publisher on a current version of Docker Enterprise.	YES	YES	Required
Requires Docker Community	YES	NO	Optional
Requires a non-Docker container platform	NO	N/A	N/A

Onboarding

The publishing process for the Docker Hub is straightforward, and can be initiated from the landing page. After completing required agreements, you can sign in with your company generated Docker ID at <https://store.docker.com> 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 product description 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 along with the image itself for moderation.

The Docker Hub team then conducts a comprehensive review of your image and metadata. We use Docker Security Scanning to evaluate the security of your product images, and share results with you as the vendor. Please refer to the diagram below for a high-level summary:



Hub Verified Publisher Benefits Details

Below is a summary description of benefits available to partners.

Assigned Partner Manager

The HVP 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.

Use of the Docker Certified logo

Upon satisfaction of the Docker Certified 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 Docker Hub.

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 this guide, the Docker Store Vendor Agreement, and the Docker Trademark Guidelines.

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.

Docker Branding Usage (Events and for Marketing Purposes)

All 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 advance written approval by Docker.

Newsletter

You may sign up for our newsletter here: https://www.docker.com/subscribe_newsletter

Participation in Conferences and Events

Docker participates in a variety of industry events, conferences, and meet-ups, 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 complement the Docker solutions.

Not for Resale license (NFR)

Not For Resale (NFR) licenses are limited licenses to the full-version of Docker software and are available as a benefit to the Docker partner. Only some partners are eligible to receive this benefit. These are free licenses intended exclusively for testing, on going support, and demonstration purposes. They are specifically made available to partners pursuing or maintaining Certified products.

Integration Support

Guidance from Docker's Technical Alliance team to ensure customer success via quality integration with our open source API's. Partners 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 shall not include any engineering work.

In scenarios where significant engineering work is required to support a partner's goals, a direct referral to qualified consulting partners may be made.

Docker Technical Alliance Support

Technical support may be provided by our Technical Alliance team, as deemed reasonable at our sole discretion. Partners are eligible to seek guidance on technical issues, integration strategy, and other concerns related to their solution. Updates to API's, integration opportunities, or plugins will be communicated with relevant documentation. Any guidance or assistance provided shall not include any engineering work and strictly excludes any rights to intellectual property. In scenarios where significant engineering work is required to support a partner's goals, a direct referral to qualified consulting partners may be made.

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 of the Docker Partner Portal includes Docker sales presentations, webinars, events, meet-up schedules, and other valuable materials. Also, new Partners will be eligible to receive targeted announcements, the Docker Partner Newsletter, training invitations, and advance notifications of key product announcements.

Requirements Details

Docker Partner Application

Please visit <https://goto.docker.com/Partner-Program-Technology.html> to complete 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 an authorized representative of your organization. Every partner is required to agree to these base terms to become a Docker Partner.

Docker Store Vendor Agreement

The Docker Store Vendor Agreement must be accepted and agreed to by an authorized representative of your organization. Every verified publisher in Docker Hub is required to execute this agreement in order to participate in the program, as well as be a candidate to have a solution certified.

Verified Publisher Profile in Docker Hub

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)
- Adhere to Docker Trademark Guidelines, as applicable (<https://www.docker.com/trademark-guidelines>)

Image Manifest material review

You must provide the namespace (including repository and tags) of a private repository on Docker 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.

An HVP is responsible for ensuring accuracy of its instructions, and adherence to the Docker branding usage, as defined in this guide. Docker reserves the right to remove content which is not in compliance.

Best practice guidelines for ensuring successful material can be found at <https://docs.docker.com/docker-store/publish/#prepare-your-image-manifest-materials>.

Application distributed as containers

The Docker Hub only supports distribution of applications as containers. Due to this, only vendors with software distributed as such is eligible to participate in the HVP program, or subsequently able to pursue a certification. Note – Docker, at our own discretion, may allow some products to complete the certification process via Docker Store workflows, without requiring public distribution of the product. This option is only available by invitation and at Docker's sole discretion.

Adhere to Docker Trademark Guidelines

See the Docker Branding Usage section in this guide. You must adhere to the guidelines wherever applicable.

Support and testing on Docker Enterprise

- Container must be tested, by HVP, on current version of Docker Enterprise
- HVP must provide a minimum of Business Level Support for content (1:1 provider-to-end user support)

Adhere to the Docker plugin architecture

Certified plugins must adhere to the latest published plugin architecture. This can be found here: https://docs.docker.com/engine/extend/plugin_api/

Joint end-user support

Collaborative support for end-users is a critical requirement for vendors to have a certified product.

- HVP must join the Docker TSA net private channel (<https://docker.tsanet.org/>) for the purpose of jointly resolving end-user issues.
- Further information on TSA net and how to join can be found at <https://docker.tsanet.org>
- HVP must conduct joint end-user issue resolution in the Docker Certified TSA net private channel
- HVP must agree that Docker will only provide joint technical cooperation for end-users who are using a current version of Docker Enterprise.
- See Maintenance Lifecycle documentation for Docker Enterprise version compatibility here: https://success.docker.com/Policies/Maintenance_Lifecycle
- If Docker receives a support issue from an end user that concerns your content, Docker will engage your support team through TSA net.

Vulnerability scanning

We use Docker Security Scanning to automatically and continuously assess the integrity of your product. 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 vendor, so that you can modify your image 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 available here: <https://docs.docker.com/docker-cloud/builds/image-scan/#/view-docker-security-scanning-results>

Pass best practice and technical review

- Content must pass best practice review to determine eligibility as a Docker Certified container.
- Certified plugins require additional API level testing that can be provided by Docker at time of submission
- Docker may require that you run these tests and provide results
- Refer to our documentation for Self Certification process here: <https://docs.docker.com/docker-store/certify-images/>

Restrictions and limitations for Docker Certified designation

- 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 Hub Updates and patches to the content may require resubmission for certification. Updates and new versions of Docker Enterprise may also trigger a re-certification. This is especially true for Docker Certified plugins.
- Docker will only provide joint technical cooperation for end users who are using a current supported version of Docker Enterprise.
- 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 status and your Docker Store Vendor Agreement may be terminated at Docker's sole discretion.

Primary Business Contact

The primary contact is an authorized legal representative of your 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 must 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 must be provided to partner manager.

