Docker Technology Partner Program Guide
July 2019
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Introduction

Thank you for the interest in the Docker Technology Partner Program! The Docker Technology Partner Program is designed to extend sales opportunity 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 level.

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 the steps described below. Program membership will renew automatically for successive one-year terms, beginning with execution of the Partner 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.

Joining the Program

Partners must complete the online application, available at: https://goto.docker.com/2019-Partner-Program-Technology.html.

After submitting an application, Docker will review and notify partner candidate of approval.

Program Agreement

Once approved, Docker will send the Docker Partner Terms and Conditions, a required click through agreement for entry into our Partner Program. An authorized representative from the Partner organization must complete the Docker Partner Program Agreement. The Partner Agreement, together 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, or reach out directly to your assigned partner manager.

Docker Technology Partner Program (DTP)

Overview

A technology partnership with Docker is for those companies which are integrating or developing products which complement the Docker Enterprise container platform by leveraging the Docker APIs, creating plugins, or distributing commercial software packaged as a container image.

Partners can collaborate with our alliances team to understand the program level which best fits their needs, and to ensure success within our programs.
Member

A Member Partner is the entry point which allows Partners to establish their relationship with Docker. Members are given access to our partner portal. Member Partner is not considered a Docker Technology Partner Program level.

Member Partners receive a discount on DockerCon tickets, with no fee for program membership. Additionally, all Member Partners receive access to the Partner Content Portal. Requirements for participation are completing the Online application, and accepting the Partner Terms and Conditions. There are no fees for Member Partners.

Verified Partners

Becoming a Verified Partner is the first step to becoming recognized as an official Docker Technology Partner.

The Verified designation is a starting point to engaging with 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 Partner Program level is designed for vendors distributing their plugins, agents, or commercial software on the Docker Hub as container images. Verified Partners have engaged with Docker directly, and publish their content on Docker Hub under a Verified Publisher account. No co-marketing opportunities available for Verified partners. Open to all Partner technology types available for distribution on Docker Hub.

Docker’s large and growing customer base are increasingly turning to Docker Hub as the preferred source for high-quality, curated content. Partners who have created a Verified profile on Docker Hub will become eligible for Certifying their content, while also having preferential search treatment. Users of Docker Hub look to the Verified designation to ensure provenance of content, which they may not be certain of when accessing images distributed as Community content.

When publishing content to Docker Hub, Verified partners can choose from two different distribution models. Described below (“Hub Distribution Models” section), these models should be selected depending on which aligns best with business and product requirements.

Professional Partners

Becoming recognized as a Professional Partner is the second level of the DTP Program, distinguished by Certified products.

- Partners promoted to the Professional level have Certified their products under their Verified Publisher account in Docker Hub. This important classification of partners and their technology provides mutual customers the reassurance that the solution is both validated and supported on Docker Enterprise products. There are limited co-marketing opportunities available for Professional partners.

- Open to all Partner technology types capable of being Certified with Docker Enterprise.

Professional level partners have taken a significant step in deepening their engagement with Docker and the extent of their product collaboration. These partners have Certified their product or integration, requiring familiarity with Docker Enterprise and business level support of the interoperability.

The purpose of Docker certified containers and plugins within the Professional Partner level is to promote customer confidence in using Docker Hub content with customer’s installation 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.
Premier Partners
Specific technology category based, solution driven level of DTP Program for deeply integrated partners.

- Partners invited to the Premier level have Certified their product, and also passed additional technical qualifications of the solution itself with Docker Enterprise.
- Additional co-marketing opportunities available for Premier partners.
- Open by invitation only, to specific partner categories.

The Premier level of Docker Technology Partners is specifically tailored toward individual categories of partner technologies. With this partner level, Docker seeks to deliver to our customers highly qualified recommendations on individual products to ensure successful delivery of a complete solution. Premier DTP partners will be required to pass a deeper level of technical vetting, specific to their category. Docker will be assessing solution capabilities, features, platform support, and other vectors aligned with our customer needs.

Categories for Premier Partners

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking</td>
<td>Docker networking partners have the ability to add value to a fundamental portion of the Docker platform in how containers communicate and the policies that dictate the connectivity. Docker networking has always fundamentally been designed with a principle of “batteries included but swappable”. Docker fully supports network driver pluggability for Swarm via Libnetwork and Kubernetes via CNI. Docker also supports partner solutions that integrate external networking components that work in conjunction with the Docker platform such as physical networking hardware. Docker is always eager to find new ways to support the networking ecosystem to further enhance the platform and enable partner success.</td>
</tr>
<tr>
<td>Load Balancing / Ingress</td>
<td>Docker load balancing partners manage client requests and distribute the load across Docker nodes in an efficient manner based on the chosen load balancing algorithm. A primary load balancing value is maximizing uptime of the service delivery while enabling the ability to scale on demand. External reachability to services is referred to as ingress load balancing. Some examples of Ingress include, service delivery through exposing URLs to external to the cluster, SSL termination and the routing of the traffic to the appropriate resources. Load balancing can be delivered through both purpose built hardware or simply software running on commodity hardware.</td>
</tr>
<tr>
<td>Storage</td>
<td>Storage partners are technical partner companies who have a product that integrates with Docker and provides value particularly to storage concerns. This includes, but is not limited to, persistent storage integrations via our supported APIs (Docker Volume Plugins, CSI, FlexVolume, and in-tree Kubernetes integrations). Storage partners should add value to our customers by enriching usability and reliability of deploying applications on the Docker platform.</td>
</tr>
<tr>
<td>Logging</td>
<td>Partners with Log Management software are able to consume, aggregate, and store log data specific to Docker Enterprise products, as well as the applications running within those containers. These partners may interface with Docker products either by an agent, a Plugin, or Engine level Driver.</td>
</tr>
</tbody>
</table>
Please be advised that Docker will continuously seek to proactively add and expand our partner categories to ensure customers have a complete solution available. If your company’s market category isn’t currently listed, engagement at the Verified or Professional level would be recommended to prepare for future expansion of our Premier partnership offering.

## DTP Requirements & Benefits

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>VERIFIED</th>
<th>PROFESSIONAL</th>
<th>PREMIER</th>
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<tbody>
<tr>
<td>Signed Docker Partner Terms and Conditions</td>
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<td>•</td>
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<tr>
<td>Signed Docker Hub Verified Publisher Agreement</td>
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<td>•</td>
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<tr>
<td>Verified Publisher Profile in Docker Hub</td>
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<tr>
<td>Image Manifest material review</td>
<td>•</td>
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<tr>
<td>Application distributed as containers</td>
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<tr>
<td>Adhere to Docker Trademarks</td>
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<tr>
<td>Identify Primary Business and Technical contacts</td>
<td>•</td>
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<tr>
<td>Support and testing on Docker Enterprise</td>
<td>•</td>
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<tr>
<td>Adhere to the Docker Plugin Architecture</td>
<td>Plugins only</td>
<td>Plugins only</td>
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<tr>
<td>Collaborative support via TSAnet</td>
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### DTP Requirements & Benefits

<table>
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<th>VERIFIED</th>
<th>PROFESSIONAL</th>
<th>PREMIER</th>
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<tbody>
<tr>
<td>Vulnerability scanning</td>
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<tr>
<td>Pass best practice and technical review</td>
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<tr>
<td>Adhere to Docker Certified restrictions</td>
<td></td>
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<tr>
<td>DCI Partner Solution Brief</td>
<td></td>
<td>Optional</td>
<td>Required</td>
</tr>
<tr>
<td>Technical Solution Review</td>
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</table>

See the DTP Requirements Details section of this guide for further information about each requirement.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>VERIFIED</th>
<th>PROFESSIONAL</th>
<th>PREMIER</th>
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<tbody>
<tr>
<td>Access to the Partner Portal</td>
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<tr>
<td>Access to Docker Hub Lead Gen</td>
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<tr>
<td>Verified Publisher profile on Docker Hub</td>
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<tr>
<td>DTP Program Badge</td>
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<tr>
<td>Assigned Partner Manager</td>
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<tr>
<td>Usage of Docker Certified logo (in external marketing)</td>
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<tr>
<td>Docker Hub listing receives Certified logo</td>
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</tr>
<tr>
<td>Access to free Not-for-Resale license (NFR)</td>
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<tr>
<td>Docker Certified product blog</td>
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<tr>
<td>DCI Partner Solution Brief</td>
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<tr>
<td>Usage of DCI Solution Brief in field engagements</td>
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<tr>
<td>Joint Customer Case Study</td>
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<tr>
<td>Docker Website Partner Page</td>
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<tr>
<td>Opportunity for Docker Logo usage</td>
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<tr>
<td>Joint Webinar Opportunities</td>
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<tr>
<td>Product Integration Support</td>
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<tr>
<td>Internal Solution Collateral for Docker Field</td>
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<tr>
<td>Opportunity to present product to Docker Field</td>
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See the DTP Benefit Details section of this guide for further information about these Benefit. More Benefits may be added during the course of the program.
DTP Benefit Details

Each DTP will receive the following benefits as applicable to the partnership level as further described in the Benefits table above.

Docker Partner Portal

The Docker Partner Portal is available to all partners. Anyone in the partner company may access free Sales and Technical Presales Docker training via this portal. Additionally, it contains technical briefs and how-to guides. This content will be continually updated to ensure it provides value to Docker partners.

Docker Hub Lead Gen

Regardless of distribution model (see “Hub Distribution Models” section), 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 have access to anonymous data and pull counts. 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.

<table>
<thead>
<tr>
<th>PLAN</th>
<th>COST</th>
<th>LEADS (1 YEAR EXPIRATION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starter</td>
<td>$10,000</td>
<td>Up to 600 Leads</td>
</tr>
<tr>
<td>Medium</td>
<td>$20,000</td>
<td>Up to 1,500 Leads</td>
</tr>
<tr>
<td>Full</td>
<td>$50,000</td>
<td>Up to 5,000 Leads</td>
</tr>
</tbody>
</table>

Access to any subscriber information via Docker Hub requires a completed Order Form for one of the plans listed above. This information is subject to GDPR requirements, Vendor’s selection of non-anonymous download requirements, and are additionally audited to remove internal users.

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, 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.

Verified Publisher profile on Docker Hub

Profiles on DockerHub will specifically show as “Verified Publisher.” This designation publicly distinguishes your Docker Hub account, and associated content, as belonging to an established business entity directly verified and partnered with Docker. Other profiles on Docker Hub, which have not gone through this partnership program and verification show as “Community User.”

Content associated with a Verified Publisher profile receives preferential search treatment on Docker Hub, as compared to content associated with “Community User” profiles.

DTP Program Badge

Docker Technology Partners will receive a partner badge applicable to their relative program level. This badge may be used to publicly show your level of engagement in the DTP program.
Assigned Partner Manager

Partners at the Professional and Premier levels will have access to named 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 requirements described under Professional level, per each individual product to be Certified, 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.

You may then duplicate the Docker Certified logo next to your content name in external marketing, news, and advertising that are produced by you subject to the requirements of the Guide, the Docker Hub Verified Publisher Agreement, and the Docker Trademark Guidelines:

- 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.
- Where 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.

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 Hub Verified Publisher Agreement may be terminated at Docker’s sole discretion.

Each individual product which you have completed Docker certification against will receive this logo affixed to the Docker Hub listing itself. This logo will be kept in place so long as the certification status remains valid and active for your product. Products with this designation receive preferential search treatment on Docker Hub, ranked above content from Verified Publishers which is not also Certified. Additionally, there is a top level filtering option specific to Certified content.

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 Professional and Premier partners are eligible to receive this benefit. These are free licenses intended exclusively for testing, ongoing support, and demonstration purposes.

Docker Certified product blog

On an irregular basis, solely at our discretion, Docker will publish a blog post highlighting recently Certified content. This blog will focus either on specific product categories, or just all recent content. Each partner reference will come with links to the Docker Hub product listing.
DCI Partner Solution Brief
Partner Solution Briefs are manual installation guides for 3rd party products to be installed to a DCI deployment of Docker Enterprise. While Docker will often create these based upon customer demand, Premier partners will be expected to create and maintain their own documentation. Additionally, where automation extension points are available, partners will be required to develop and maintain those as well.

DCI Solution Brief in field engagement
Docker field teams will utilize your products’ DCI Solution Briefs in direct conversations with customers to show product interoperability. Where applicable, our Solutions Architects will leverage this documentation during their installation efforts and services engagements with Docker customers.

Joint Customer Case Study
Opportunities available for partners at this level to collaborate on co-branded case studies with mutual customers. Any such case study will require a joint customer using both Docker and partner commercial products who is willing to be used as a reference. Each case study must be approved by both Docker and partners’ marketing teams and an authorized representative from the joint customer prior to any publication.

Docker Website Partner Page
Docker Technology Partners will be featured in the “Find a Partner” section of the Docker website. Each qualified partner will have the opportunity to submit to Docker a logo, short, and long company descriptions to be featured. Additionally, one URL of your choice, a link to your Hub Verified Publisher profile, and a link related DCI Solution Brief will be included with this listing.

Opportunity for Docker Logo usage
Subject to Docker approval, partners who’ve demonstrated an approved integration to Docker Enterprise may have the opportunity to use Docker marks within your commercial products. Any use of such marks will be subject to the same requirements outlined for the Docker Certified logo above.

Joint Webinar Opportunities
Subject to Docker discretion and resource availability, Docker may collaborate directly with partners in joint webinars. Such webinars would explicitly highlight the integration between partner and Docker commercial products.

Product 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. 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 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.

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

Internal Solution Collateral for Docker Field
Partners may collaborate with their assigned Docker partner manager to create and maintain Docker solution collateral for internal usage. Docker field teams will use and reference this material for better understanding of partner products, and ability to competently advise customers looking for applicable solutions.

Opportunity to present product to Docker Field
Exclusive invitations for partner to present Docker Enterprise related integrations and product capabilities directly to Docker’s technical field team. Audience includes Docker SE’s, SA’s, and TAM’s, all of whom interface directly with our customer base in a technical advisory role.

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. Partners will be eligible to receive advance notifications of key product announcements.
DTP Requirements Details

To become a Partner, you must complete the following steps for the applicable Partnership level as identified in the Requirements table above.

Docker Partner Application
If not already at least a Partner Member, please complete a partner application at this address. The application 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 an authorized representative of your organization. Every partner is required to agree to these base terms to become a Docker Partner.

Docker Hub Verified Publisher Agreement
The Docker Hub Verified Publisher 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 their solution certified.

Verified Publisher Profile in Docker Hub
Let the Docker community know who you are by adding relevant information about your company and products. The minimum required:

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

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.

Partners are responsible for ensuring accuracy of 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-hub/publish/#prepare-your-image-manifest-materials](https://docs.docker.com/docker-hub/publish/#prepare-your-image-manifest-materials).

Application distributed as containers
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 DTP program, or subsequently able to pursue a product Certification.

  - Docker may, at its sole discretion, allow some products to complete the certification process via Docker Hub 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
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](https://www.docker.com/trademark-guidelines) and [https://www.docker.com/brand-guidelines](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. You must adhere to the guidelines wherever applicable.

Primary Business & Technical Contacts
The primary business 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.

The primary technical contact 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.
Support and testing on Docker Enterprise

- Content must be tested by partner on or with current version of Docker Enterprise.

- Partner must provide a minimum of Business Level Support for content (1:1 provider-to-end user support).
  - Product to be explicitly supported when used on or with current version of Docker Enterprise.

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/

Collaborative support via TSAnet

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

- Partner must join the Docker TSAnet private channel (https://docker.tsanet.org/) for the purpose of jointly resolving end-user issues.

- Partner must conduct joint end-user issue resolution in the Docker Certified TSAnet private channel.

- Partner 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 contact identified in TSAnet.

Vulnerability scanning

Docker Security Scanning is used 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. Scan results are made available, 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/

Technical Solution Review

Premier partner solutions will be individually qualified against technical requirements specific to their product category. These requirements will be defined and maintained by the Docker partner teams and serve to ensure Docker Enterprise customer requirements are adequately serviced.

Operational Details

Hub 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://hub.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 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.
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 Distribution Models**

Docker Hub welcomes free and open-source content, as well as software sold directly by publishers. Docker supports a Bring-you-own-License ("BYOL") model for Partner content. 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. You will identify which model of BYOL distribution is to be used with each individual product being submitted to Docker Hub.

- **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.
Hub 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.

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