



Dropbox Partner Program Guide: Solution Provider

May, 2020

About Dropbox

Dropbox is the world's first smart workspace, a digital environment that brings all of a team's content together with tools they love, helping to cut through the clutter and focus on what matters most.



With more than 600 million registered users across 180 countries, we're on a mission to design a more enlightened way of working. Partners play a vital role in this mission and share in our success.

Partnering with Dropbox

The Dropbox Partner Program encompasses all Dropbox products, including HelloSign, our eSignature solution.

It provides a tiered framework for our business relationship with value added resellers, solution providers and service providers offering an increasing path to profitability, based on mutual investment. The program is designed to deliver the financial, technical, business, and go-to-market support you need to enable your success helping customers realize the benefits of Dropbox.



Program guide

This guide outlines the opportunity for you to grow your business with Dropbox to the level that aligns with both your needs and those of your customers.

The program features three tiers of membership:

- Registered
- Select
- Elite

With higher levels of engagement and performance, you'll qualify for greater financial investment, and support from Dropbox.



Becoming a Dropbox Partner

1

Go to the **Dropbox Partners Registration Portal**

2

Complete the online registration process by accepting the Dropbox Reseller Agreement and FCPA Certification.

Verification email with instructions for setting up two-factor authentication will be sent upon submission of the agreement.

3

Login to the **Dropbox Partner Portal** to see your personalized onboarding path by clicking “View Tasks”.

Program membership



















Your membership level is determined through your investment in sales, marketing, training, engagement and overall performance. This includes any investment in our HelloSign eSignature solution in addition to our traditional Dropbox solutions.

Dropbox Partner Program benefits




	 Registered	 Select	 Elite
	General		
Partner Portal access	✓	✓	✓
Eligible for partner advisory council	N/A	✓ By invitation	✓ By invitation
Executive sponsorship	N/A	N/A	✓
	Financial		
Eligible for marketing development funds	✓ Access with approval	✓ Priority access	✓ Priority access
Rebate for registered deals	N/A	✓ Up to 10%	✓ Up to 15%
Deal protection for Registered deals	✓	✓	✓
Dropbox Business internal use licenses	✓ Up to 5 Licenses*	✓ Up to 50 Licenses	✓ Up to 75 Licenses
HelloSign Business internal use licenses	✓ Up to 5 Licenses*	✓ Up to 5 Licenses	✓ Up to 5 Licenses

*Access to licenses subject to Certified Personnel and transaction requirements specified below

Dropbox Partner Program benefits (cont.)

	 Registered	 Select	 Elite
	Sales		
Sales support — Partner Account Manager	Access	 Assigned	 Assigned
Joint account planning	N/A		
Sales resources and tools			
	Marketing		
Marketing support	Self-serve materials		
Marketing resources and tools			
Dropbox Partner logos			

Dropbox Partner Program benefits (cont.)

	 Registered	 Select	 Elite
	Technology		
Data-driven sales and Insight tools	N/A	✓	✓
	Training		
Sales and technical certifications	✓	✓	✓
	Technical solutions		
Technical guidance — Solutions architect	Self-serve materials	Access to solutions architect support	Access to solutions architect support

Dropbox Partner Program requirements

	 Registered	 Select	 Elite
	General		
Accepted reseller agreement	✓	✓	✓
Provide Level 1 support	✓	✓	✓
Annual joint business plan and review	Recommended	✓	✓
	Financial		
Minimum number of licenses under management	N/A	400*	1000*
Minimum number of teams under management	N/A	10*	20*
	Marketing		
Marketing commitment	N/A	 Designated partner marketing contact 1 Marketing activity	 Designated partner marketing contact 2 Marketing activities

*See below for additional details

Dropbox Partner Program requirements (cont.)

	 Registered	 Select	 Elite
	Training		
Certified personnel	1+ Employee Certified on Dropbox Certified Seller (DCS) training*	 2 Employees Certified	 4 Employees Certified
	or 1+ Employee Certified on HelloSign Certified Professional (HCP) training*	Minimum 1 Dropbox Certified Administrator (DCA) training	Minimum 2 Dropbox Certified Administrator (DCA) training
		 Recommended 2 Employees Certified HelloSign Certified Professional (HCP) training	 Recommended 4 Employees Certified HelloSign Certified Professional (HCP) training

*Required for renewal of Internal Use Licenses

Compliance criteria



Dropbox will evaluate Partner Program participants periodically to ensure they continue to meet the requirements for their specific level in the Program.

If Dropbox determines that a Partner does not meet the requirements for their level, Dropbox may transition that partner out of the specific level, or out of the Program entirely. In addition, Dropbox may terminate a Partner's participation in the Program if the Reseller Agreement is terminated. If Partner is removed from the Program, all Program Benefits will immediately cease.

Authorized territories

Partners may only market, promote, and resell the Service in those countries where Dropbox has an authorized Distributor. The list of Dropbox's current authorized Distributors and the applicable countries is available [here](#).

Benefit descriptions

Partner Portal access

The Dropbox Partner Portal is your personalized gateway to Dropbox Partner information and resources. The Partner Portal provides access to deal registration, news, sales/marketing tools, training, access to free Individual Use Licenses (IULs) and more. We recommend that Partners bookmark the Partner Portal and make it a regular destination to manage your Dropbox business — www.dropboxpartners.com.

Partner Advisory Council (PAC)

Dropbox Partner Advisory Council is designed to share and jointly develop new ways to drive growth and increase profitability. Partner participation on the advisory council is by invitation only.

Executive sponsorship

Exclusive access to senior Dropbox channel leadership members to provide business insight and support.

Benefit descriptions (cont.)

Marketing Development Funds (MDF)

Marketing Development Funds (MDF) are allocated for qualifying activities that are aligned to the Partner's annual Dropbox business plan. Depending on your partner tier, MDF requests may require a proposal that includes marketing activity's details and projected ROI. Select and Elite partners will receive priority access for MDF allocation.

MDF approval for marketing activities is determined at Dropbox's discretion and Partners are not guaranteed funding approvals or specific funding amounts. A designated marketing contact is required for MDF eligibility. Access to MDF funds is subject to execution of a written agreement.

Deal registration rebate and deal protection

Dropbox recognizes that new opportunities take additional time and resources to develop and therefore deal registration is designed to reward Partners focused on new business. Partners that submit an eligible deal for registration that is approved by Dropbox may be eligible for deal registration benefits including a deal registration rebate (for Select and Elite partners located outside of Japan and Korea only) of up to \$3,000 (Select), \$5,000 (Elite) on qualifying deals that are closed during the registration period and deal protection.

Additional terms and conditions for deal registration, including eligibility criteria, registration requirements, and payment terms, are set forth in the Deal Registration Appendix attached to this Program Guide. Please review the Deal Registration Appendix before registering any deals.

Benefit descriptions (cont.)

Visit the [Partner Portal](#) to request your IULs. IULs are subject to additional terms.

Internal Use Licenses (IUL)

As a Dropbox Partner, your company has access to the latest Dropbox/HelloSign technology and as a result we provide access to free Dropbox Business and HelloSign Business Individual Use Licenses (IULs). The number of IULs available to a Partner depends on the Partner's applicable tier and is set forth above. IULs are offered free of charge for the first year and will renew as long as you meet the requirements below.

After the first year, Partners that meet the requirements for the Select and Elite tiers will receive the number of IULs for the applicable tier specified above. Partners in the Registered tier must meet the following requirements in order to continue to receive the IULs for the Registered tier specified above:

1. At least 1 employee must complete the Dropbox Certified Seller (DCS) Training or HelloSign Certified Professional (HCP) training each year.
2. Partner must complete at least 1 transaction (either a new or renewal customer) each year.

For HelloSign-only partners, who are solely focused on selling the e-signature solution, we strongly recommend completing the HCP training.

If you are no longer eligible to receive the same number of IULs as you previously received or need additional licenses, Dropbox will offer you the option to purchase additional licenses at its then-current list rate. If you do not wish to purchase additional licenses, you are responsible for reducing your number of provisioned IULs to meet the available number of IULs for your applicable tier.

Benefit descriptions (cont.)

Sales support — Partner Account Manager (PAM)

Dropbox Partners have access to a Partner Account Manager (PAM). PAMs are your main points of contacts with Dropbox and are focused to help you grow your business. All Select and Elite Partners have a dedicated PAM assigned to them. If you need the contact information for your dedicated PAM, you can find this information on the **Partner Portal** home page.

Joint account planning

A collaborative Dropbox planning process with your Partner Account Manager (PAM) to align on mutually beneficial objectives including how both parties can deliver maximum customer value and business growth. Key outputs include quarterly sales and marketing goals, growth targets, identified support needed etc. Quarterly results and progress check-in meetings recommended.

Contact your Partner Account Manager (PAM) for more details.

Sales resources and tools

Sales tools and assets are available to all Partners on the **Partner Portal**. This includes white papers, pitch decks, product overviews, competitive information, case studies, reasons to call, product one-pagers and more.

Contact your Partner Account Manager (PAM) for more details.

Benefit descriptions (cont.)

Marketing support

Marketing support is available to Select and Elite Partners in the form of consultative services. Dropbox will provide guidance and recommendations for messaging, content and resources related to marketing activities such as events and campaigns. In many instances, these activities may be eligible for MDF to further support the partner in generating awareness and demand for Dropbox.

Contact your Partner Account Manager (PAM) for more details.

Marketing resources and tools

Marketing resources and tools are available on the **Partner Portal**. This includes content to help you create demand and build pipeline for Dropbox, such as messaging/copy blocks, email templates, graphics, and campaign assets.

Contact your Partner Account Manager (PAM) for more details.

Dropbox Partner logos

Dropbox personalized logos for each partner tier, designed to be showcased on Partner website landing pages and email signatures, etc.

Contact your Partner Account Manager (PAM) for more details.

Benefit descriptions (cont.)

Data-driven sales and insights tools

The Dropbox Customer Intelligence team develops Data-Driven Sales and Insights Tools available to Select and Elite Partners. This team is focused on delivering enhanced data access (including proactive notifications and the ability to do territory planning and lead generation), early access to new features, and the chance for Partners to be part of the feedback loop to build the next generation of Partner-focused tooling.

Contact your Partner Account Manager (PAM) for more details.

Sales and technical certifications

Access to exclusive Dropbox and HelloSign sales and technical certifications available online through the **Partner Portal** or at one of our in-person regional trainings if offered locally (see Training section below for more details).

Contact your Partner Account Manager (PAM) for more details.

Technical guidance — Solutions Architect (SA)

Specialized technical sales support for Dropbox Partners. Select and Elite Partners have access to Solution Architects (SAs) to provide tailored integrations and systems processes to enable clients to successfully adopt the Dropbox Business product. Access to SAs is subject to their availability and all SA-related commitments (including timing and scope) will be made available in Dropbox's sole discretion.

Contact your Partner Account Manager (PAM) for more details.

Requirements descriptions

Accepted reseller agreement

In order to participate in the Partner Program, a Partner must sign up for access to the **Partner Portal**, and agree to the Dropbox Reseller Agreement and the Dropbox FCPA Certification. Your participation in the Partner Program is governed by and subject to the Reseller Agreement.

Provide Level 1 support




Partners will be responsible for providing basic Level 1 support for questions that come from their respective customers. At minimum, Partners should be able to address any support question that can be covered by providing an article from the Dropbox help center and any topics related to trainings covered in the Dropbox Certified Administrator or Dropbox Certified Seller training.

If the Partner becomes aware of a Level 2 or Level 3 issue that cannot be resolved with assistance from the distributor, the Partner will provide notice of the issue to Dropbox in the timeframes set forth below.

Contact your Partner Account Manager (PAM) for more details.

Requirements descriptions (cont.)

Support level descriptions

 Level	 Description	 Responsibility
1	The Service is unaffected. Level 1 support requests by customers include: (1) Requests related to delivery or activation of end user accounts; (2) Requests for general information related to the Service (e.g., basic how-to guidance, troubleshooting through the Dropbox Help center); (3) Payment and billing requests.	Partner resolves Dropbox customer issue within one (1) business day (Standard and Advanced) or escalates to Dropbox within one (1) hour (Enterprise) .
2	The Service is affected by an issue that impacts administration, a non-critical operation, or secondary functions, or a Level 3 issue for which a temporary workaround has been provided by Dropbox.	Partner exhausts resolution methods with Distributor assistance and partner escalates to Dropbox within one (1) business day (Standard and Advanced) or escalates to Dropbox within one (1) hour (Enterprise) .
3	The Service is affected by an issue that prevents operation of critical documented functions.	Partner exhausts resolution methods with Distributor assistance and partner escalates to Dropbox within four (4) hours (Standard and Advanced) or escalates to Dropbox within one (1) hour (Enterprise) .

Requirements descriptions (cont.)

Annual joint business plan and review

Select and Elite Partners will participate in a collaborative planning process to align on mutually beneficial objectives, including how both parties can deliver maximum customer value and business growth. Key outputs include quarterly sales and marketing goals, business objectives, pipeline, growth targets, marketing activity, identified support needed etc. Quarterly results and progress check-in meetings recommended.

Contact your Partner Account Manager (PAM) for more details.

Minimum number of licenses under management

Partner will ensure that the total number of Dropbox/HelloSign licenses currently managed by Partner meet the minimum requirements set forth above in the Tier Requirements-at-a-Glance for the applicable tier. Both Dropbox and HelloSign licenses count towards the “Licenses Under Management” goal. Variations may apply to identified emerging markets.

Contact your Partner Account Manager (PAM) for more details.

Requirements descriptions (cont.)

Minimum number of teams under management

Partner will ensure that the total number of Dropbox/HelloSign teams currently managed by Partner meet the minimum requirements set forth above in the Tier Requirements-at-a-Glance for the applicable tier. Both Dropbox and HelloSign licenses count towards the “Teams Under Management” goal. Variations may apply to identified emerging markets.

Contact your Partner Account Manager (PAM) for more details.

Marketing commitment

Select and Elite Partners are required to provide a Designated marketing contact to engage in marketing activity discussions and information share. In addition, Select Partners will complete at least one marketing activity per year, and Elite Partners will complete at least two marketing activities per year. Eligible Partner led marketing activities include webinars, lunch and learns, conferences, corporate events/trainings etc. Designated marketing contact required for MDF Eligibility.

Contact your Partner Account Manager (PAM) for more details.

Requirements descriptions (cont.)

Certified personnel

Partners will be required to have a minimum number of certified personnel on staff, as set forth above in the Tier Requirements at a Glance. Certifications are valid for one year.

There are 3 different technical and sales certifications available, including:

- Dropbox Certified Administrator (DCA)
- Dropbox Certified Seller (DCS)
- HelloSign Certified Professional (HCP)

Certification Requirements for Registered Partners are not mandatory to maintain tier status, but are required to maintain your IUL benefits, as highlighted in the IUL Renewals section. We do however have certification recommendations in the Tier Requirements at a Glance but are not required.

Contact your Partner Account Manager (PAM) for more details.

Training

Dropbox requires partners to complete certification on an annual basis. To qualify/maintain the Select or Elite tiers, certification on Dropbox is required, and for Registered Partners it is required to maintain your IUL benefits.

Additional certification resources may be available from Dropbox or from authorized Distributors.

A Partner can fulfill the annual training requirement (see Tier Requirements at Glance) by having the required number of employees complete the training and receive a passing score of 80% or higher on the certification exams.

Training can be completed online through the [Partner Portal](#) or at one of our in-person regional trainings if offered locally.



Dropbox Certified Seller (DCS)

Teaches partners the fundamentals of selling Dropbox Business. Learn how Dropbox stacks up against the competition, why businesses are choosing Dropbox Business, and how to effectively create your own Dropbox pitch based on the power of storytelling.



Dropbox Certified Administrator (DCA)

Teaches technical partners how to efficiently deploy, administer, and support Dropbox Business. By learning the technical underpinnings of Dropbox Business, you'll be able to ensure users are using Dropbox safely and securely.



HelloSign Certified Professional (HCP)

Equips partners with the information needed to effectively sell and deploy HelloSign, HelloSign API, and HelloSign SFDC. The class provides a wholistic overview of the entire product line, and is suitable for salespeople, as well as technical architects.

What's next



Add the **Partner Portal** to your list of favorite websites and make it a regular destination for you and your team to manage your Dropbox business.



Get to know the Program Benefits and Requirements and start taking advantage of the benefits and support available.



Connect with your Distribution Partner and Dropbox Partner Account Manager (PAM) and work together to identify new ways to grow your Dropbox and HelloSign business. If you need the contact information for your dedicated PAM, you can find this information on the **Partner Portal** home page.

Deal registration appendix

Partners may register a potential deal with a prospective customer and qualify for deal protection and an incremental rebate (for Select and Elite Partners located outside of Korea and Japan only), subject to the criteria, terms, and conditions set forth in this Deal Registration Appendix.

Deal registration eligibility criteria

In order to register a deal, the expected deal must meet the following criteria (“Eligibility Criteria”):

- Customer is not part of an active Dropbox Business team (paid or trial), whether purchased through Dropbox or any third party (e.g., upselling licenses or renewing licenses for existing customers is not an eligible deal)
- Customer is not actively engaged by Dropbox’s sales team or part of a deal registration submitted by a third party that has not expired
- Customer is located in a territory in which Partner is authorized to sell
- Annual contract
- Manual purchase order processing
- Minimum deal size of 20 Dropbox/HelloSign ENT licenses or 150 HelloSign API calls per month

Dropbox may update the Eligibility Criteria from time to time by providing notice or updating this Deal Registration Appendix

Registering deals

A Partner can submit a potential deal that meets the Eligibility Criteria for registration via the [Partner Portal](#) or any other deal submission process provided by Dropbox. The Partner is responsible for providing any requested information regarding the deal and the potential customer, and certifies that it has the right to provide such information to Dropbox. Dropbox Partner Account Managers (PAMs) will review each submitted deal and may approve it for registration based on the eligibility criteria.

Registration period

Once approved, a deal will remain registered for 60 days from the approval date. This period can be extended up to 90 days from the approval date with Dropbox’s written consent. Upon expiration of the registration period, a registered deal will no longer be eligible for Deal Protection and any deal closed after the registration period will not earn any Incremental Rebate.

Deal protection

If a Partner’s deal is approved for registration, Dropbox will exclude the applicable customer from proactive sales efforts by account executives on Dropbox’s direct sales team during the registration period. Please note that Dropbox may still send general marketing communications and information about self-serve purchasing from Dropbox’s website to registered Dropbox users.

Deal registration appendix (cont.)

Incremental rebate

Requirements

Select and Elite Partners (excluding those located in Korea and Japan) are eligible to receive a rebate for any registered deal that is completed during its registration period. A deal is considered completed if a potential customer:

- Enters into an order form meeting the Eligibility Criteria before the registration period expires; and
- Remains a paid account in good standing for at least thirty days after the start date of the paid services.

Amount

If a Select or Elite Partner completes a deal in accordance with requirements above, the Partner will be paid an incremental rebate (up to a cap of USD \$3,000 per deal for Select and up to a cap of USD \$5,000 per deal for Elite) of the percentage listed below of the total price for the licenses and/or API calls purchased by the customer at Dropbox's current list price on its website.

Partner Tier	Rebate Percentage
Select	10%
Elite	15%

Please note that Registered Partners are not eligible to receive an incremental rebate.

Payments

Dropbox will aggregate all incremental rebates earned by a Select or Elite Partner on a monthly basis. Payments will be made within 45 days following the end of each applicable month in which the Partner has earned the rebates. Any payment which falls due on a weekend or public holiday will be due on the business day immediately preceding the weekend day or public holiday.

All payments will be in the currency for the jurisdiction in which the Partner is located, and Dropbox will make payments by ACH or wire transfer. Partner is responsible for any fees, such as wire transfer fees, charged by any intermediary banks involved in a funds transfer.

Partner is responsible for providing Dropbox with all banking information required to make payments and ensuring such information remains accurate and current. Dropbox will not be responsible for any payments not received due to Partner failing to provide complete and accurate banking information.

Taxes

Partner will be responsible for paying all Taxes (as defined in the Reseller Agreement), if any, on the incremental rebates. If Dropbox is required to pay or collect any Taxes, then Reseller will, upon Dropbox's invoice or written request, reimburse Dropbox for these Taxes.

Offset

If, for any reason, Dropbox subsequently must refund any fees attributable to a customer for which a Partner received an incremental rebate, then Dropbox will have the right to offset the amount of such incremental rebate against any future payment owed to Partner. If no additional amounts are payable by Dropbox to the Partner in the next calendar quarter, then Partner will refund the applicable incremental rebate amounts to Dropbox within thirty (30) days following receipt of Dropbox's invoice for the amount.