



Dropbox Reseller Program Guide

Program overview

At Dropbox, we believe in delivering great products that simplify the way people work together, and we value partners who share our vision. The Dropbox Reseller Program (the “Program”) is designed to provide Resellers with the training, systems and tools necessary to present Dropbox to their customers.

Program Guide

This Dropbox Reseller Program Guide (the “Program Guide”) details how partners are eligible to participate in the Dropbox Reseller Program. The Program Guide terms are in addition to, and incorporated into, the terms of the Reseller Agreement (the “Agreement”) entered into between the parties. In the event that any term of this Program Guide conflicts with any term of the Agreement, the terms of this Program Guide will control to the extent of such conflict unless expressly stated otherwise.

Distributors and countries

Resellers may only market, promote, and resell the Service in those countries where a Distributor is authorized. See the list of [Distributors and countries](#).

Joining the Dropbox Reseller Program

How to join

1. Go to www.dropbox.com/reseller
2. Complete the application and accept the Reseller Agreement
3. Receive confirmation that your application has been accepted
4. Use your Reseller ID to purchase licenses for resale from an authorized [Distributor](#)
5. Resell Dropbox to customers

Program membership

Dropbox determines your company's membership level through your investment in training and sales. Higher levels of engagement and performance qualify you for an advanced level of membership. The Program features three levels of membership: Registered, Select, and Elite.

Qualification criteria

After joining the Program, Resellers are only eligible for the Program Benefits after they satisfy the Program Requirements including those on the next page and any other then-current requirements.

Evaluation period

Dropbox will evaluate Program participants annually to ensure that they continue to meet the requirements for their specific level in the Program. If Dropbox determines that a Reseller does not meet the requirements for their level, then Dropbox may transition that Reseller out of the specific level, or out of the Program entirely. In the latter case, all Program Benefits will immediately cease.

Program requirements	Registered	Select	Elite
Enrollment in Program	Required	Required	Required
Level 1 customer support resolution	>97%	>97%	>97%
Annual employee training	-	5 employees	10 employees
Annual net new customer (unaffiliated entities) accounts with activated licenses	-	5 customers	20 customers
Approved customer references each year*	-	2 references*	5 references*
Annual business plan with quarterly targets	-	-	Required
Documented go-to-market strategy	-	-	Required

*See [customer references submission form](#)

Program benefits	Registered	Select	Elite
Access to Dropbox Partner Portal (when available)	Yes	Yes	Yes
Reseller-led support with customer invitation	Yes	Yes	Yes
Marketing materials	General	General	Custom
Training	Online	Online	Online/In-person
Dropbox Business demo account*	5 licenses*	Up to 25 licenses*	Up to 50 licenses*
Dropbox Business internal use licenses (IULs) free*	-	Up to 10 licenses*	Up to 25 licenses*
Dropbox Business internal use licenses (IULs) discount*	-	40% discount from Dropbox list price; >100 licenses subject to Dropbox approval*	50% discount from Dropbox list price; >200 licenses subject to Dropbox approval*
Partner directory - placement by membership (when available)	-	Select placement	Elite placement
Partner Account Manager (PAM)	-	Support may be available via Distributor	Dropbox PAM
Solutions Architect	-	Reference library access	Available
Sales leads (when available)	-	-	Eligible

*See [demo license and IUL additional terms and conditions](#)

Training and support

Training

Dropbox may require Resellers to complete certain training, and Resellers will cooperate with Dropbox to ensure its personnel do so, at Reseller’s expense. Dropbox will provide reasonable prior notice to Reseller, either through the Partner Portal or email, of training requirements. To qualify for the Select or Elite tiers, training is required annually. Additional training resources may be available from Dropbox or from authorized Distributors.

Support

Resellers will be responsible for providing support to Customers as set forth below. Resellers will provide the support in a professional and thorough manner. Dropbox may, in its sole discretion, provide support directly to Customers or refer Customers to Reseller for resolution. Dropbox may offer to modify certain terms set forth below with respect to support, and any special terms will be agreed upon by Dropbox and Reseller.

If Reseller becomes aware of a Level 2 or Level 3 issue that cannot be resolved with assistance from the Distributor, Reseller will provide notice of the issue to Dropbox within one business day for Level 2 or within four hours for Level 3.

If Customer or Reseller reports an incident requiring Level 2 or Level 3 support, upon reporting the incident (via phone, email, or web), the incident will be assigned a unique Support ID number by Dropbox.

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 Help Center); (3) Payment and billing requests.	Reseller resolves customer issue within one (1) business day .
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.	Reseller exhausts resolution methods with Distributor assistance and Reseller escalates to Dropbox within one (1) business day .
3	The Service is affected by an issue that prevents operation of critical documented functions.	Reseller exhausts resolution methods with Distributor assistance and Reseller escalates to Dropbox within four (4) hours .

Additional terms

Eligible services

The Program, with its associated requirements and benefits, applies to any Dropbox service that Dropbox makes available to Distributors for resale under the Program.

Subscription term

The initial subscription terms will be exactly 12 months (unless a Service with a different subscription term is made available by Dropbox to the Distributors under the Program). The initial term for any additional end user accounts added to a team will be prorated to be consistent with the initial term of the preexisting accounts on that team. Upon renewal, the original additional accounts will renew onto the same renewal term as the initial subscription.

Branding guidelines for Dropbox partners

Please refer to the [Branding guidelines for partners](#) for additional guidelines that apply to the Program.

Partner Portal

The Partner Portal is the online interface that may be made available by Dropbox to Reseller and may include the functionality through which the parties exchange information. Reseller may be given access to use the Partner Portal during the term of the Agreement solely for the purposes of performing under the Agreement, subject to the terms of the Agreement, the Acceptable Use Policy found at dropbox.com/acceptable_use, and other applicable policies, terms, and conditions that Dropbox may publish from time to time.

Program Guide updates

This Program Guide may be updated periodically, and Dropbox will make such updates available for review by Reseller. Resellers should periodically review the Program Guide during their participation in the Program to ensure their compliance with any updates.

Minimum requirements

By participating in the Program, each Reseller acknowledges and agrees that failure to meet the minimum requirements under the Program, and/or using unethical business practices may result in Dropbox's termination of a Reseller's participation in the Program.

Effect of the Program Guide

The terms of this Program Guide are subject to the terms of the Agreement. Except as expressly modified by this Program Guide, the Agreement will remain in full force and effect.

Definitions

Capitalized terms used in this Program Guide but not otherwise defined have the meanings given to them in the Agreement.