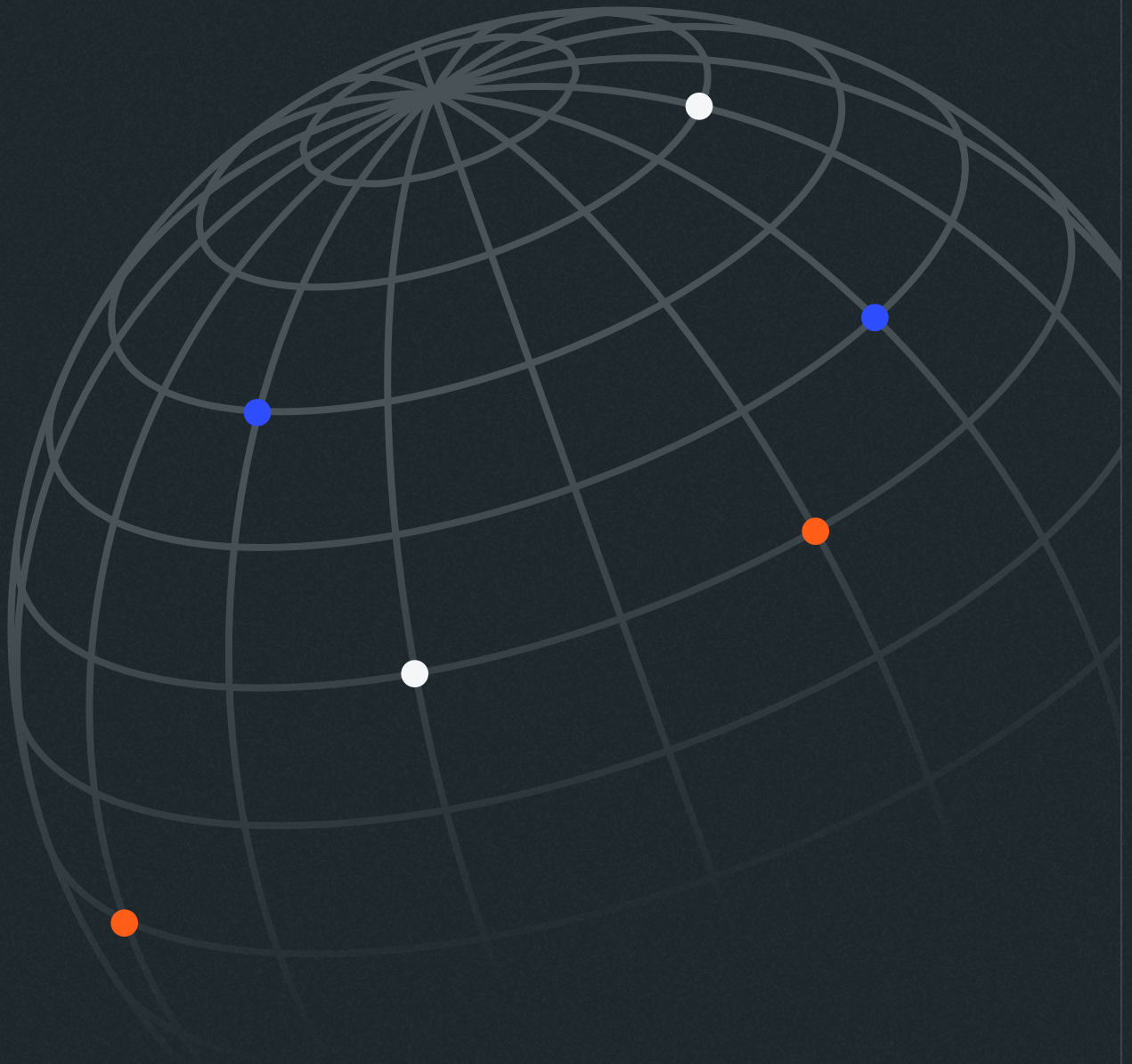


DRATA

Channel Partners

LAUNCH: The Drata Alliance Program Guide

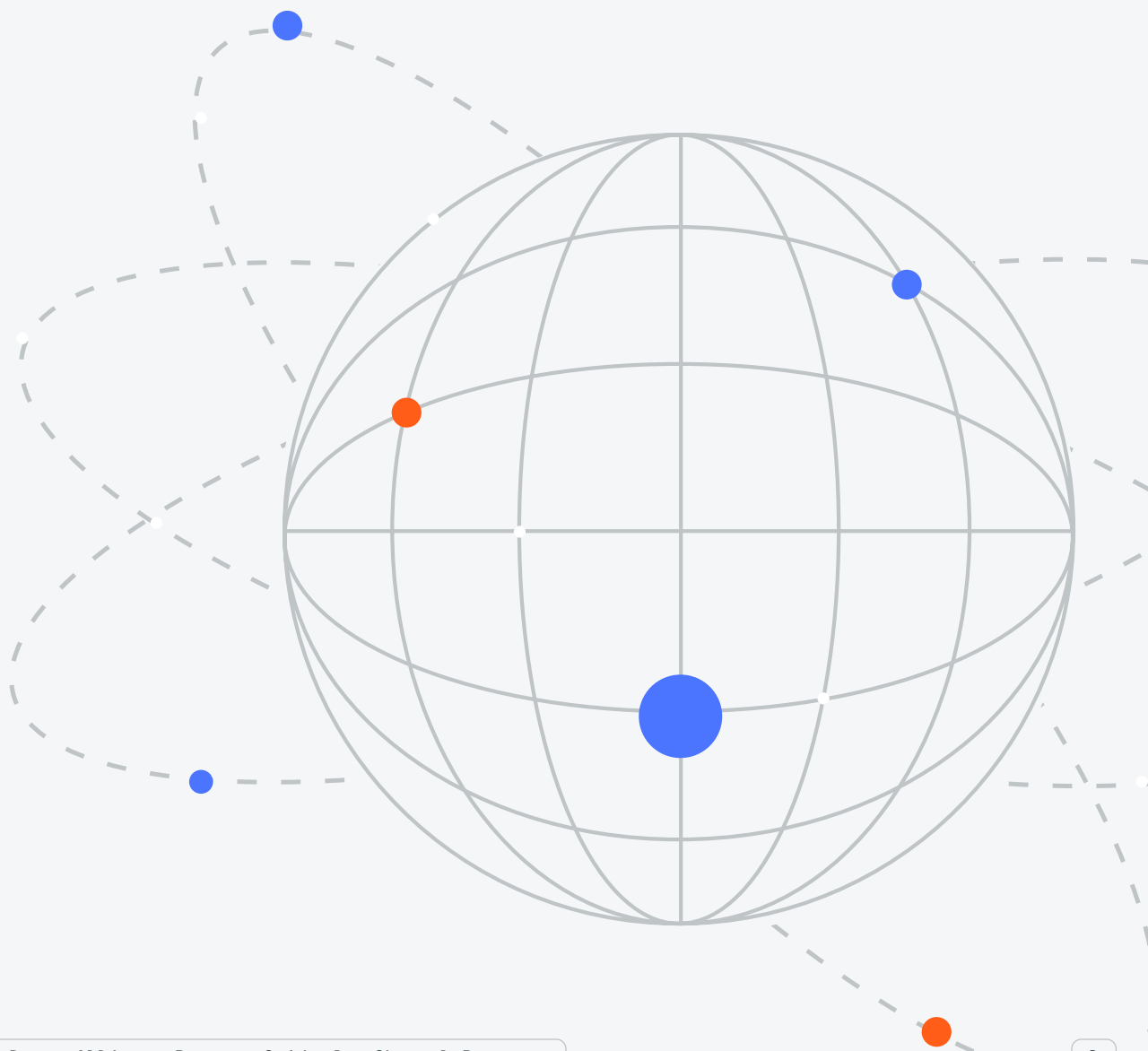


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Drata is on a mission to empower our partners to drive more trust across the Internet.

Drata's partner ecosystem plays a critical role in our growth and our customer-first approach. Both Drata and our customers rely on the industry expertise, value-added services, and solutions that our world-class partners provide. From fully-managed services to consultative guidance and everything in between, our channel partners ensure customers achieve and maintain their compliance and security posture with efficiency and utmost integrity.

Join Launch to accelerate demand with proven GTM resources, expand your services, and deliver trust to customers with the fastest-growing and highest-rated trust management platform on the market.



Program Overview for Channel Partners

At Drata, we make it easy for channel partners to grow their business by generating customer demand and servicing customers' security and compliance needs through Drata's agentic trust management platform.

Channel partners may register deals to:

- **Refer** qualified opportunities
- **Resell** the Drata trust management platform
- **Deliver end-user services** as a Managed Security Service Provider (MSSP) using Drata

With **Launch**, the Drata Alliance Program, we enable partners to scale with confidence and deliver credibility at every stage of the customer journey.

Partners are a vital extension of Drata's go-to-market organization. Together, we share a common mission to raise the standard for security and compliance across the cloud.

On-demand Enablement and Sales Tools - Access comprehensive enablement resources and earn certifications to become experts in positioning, selling, and servicing customers on the Drata platform.

Incremental Revenue Opportunities - Grow your revenue with an industry-leading product that is consistently the highest-rated cloud compliance solution on G2, and earn incentives built into our referral, resell, and MSSP offerings.

Go-to-Market Resources - Self-serve marketing resources, access to co-branded content, and early access to sponsorship opportunities with Drata allow you to jump start and accelerate your partnership with Drata.

Increased Brand Visibility - Established partners are featured in Drata's [service partner directory](#) and collaborate with Drata's marketing team on joint content to expand brand awareness and demand generation.

Program Requirements for Channel Partners

Launch is structured across three tiers, each offering increasing benefits and opportunities for growth. Tier placement and advancement are determined by a combination of business impact and performance, which scale with each level. Upon acceptance into the program, partners start at the Registered tier. To advance, partners must meet the applicable tier requirements within the fiscal year, which begins on **February 1**.

At Drata, we believe that strong partnerships are the cornerstone of long-term success. Partners in the Advanced and Elite tiers consistently demonstrate the following attributes, enabling them to meet and exceed tier requirements:

- Strong customer profile (ICP) alignment and strong customer engagement
- Proven investment in the partnership through marketing and co-selling activities
- Demonstrated ability to effectively source, sell, and service customers using the Drata platform

The following requirements define the expectations for each tier and must be met annually:

Requirements	Registered	Advanced	Elite
Signed NDA and Alliance Agreement(s)	●	●	●
One of the following sets of requirements:			
ACV from partner-sourced closed won opportunities		\$50K	\$150K
Minimum Number of Opportunities Closed		2	4
Customer success stories		1	1
OR			
# of new customers successfully deployed and managed by partner on Drata's platform*		10	20
Customer success stories		1	1

* Deployed customers must be sourced by the partner and fully managed on the Drata platform.

Program Benefits for Channel Partners

With Launch, Drata supports alliance members with the right resource investment at each stage of the partner journey.

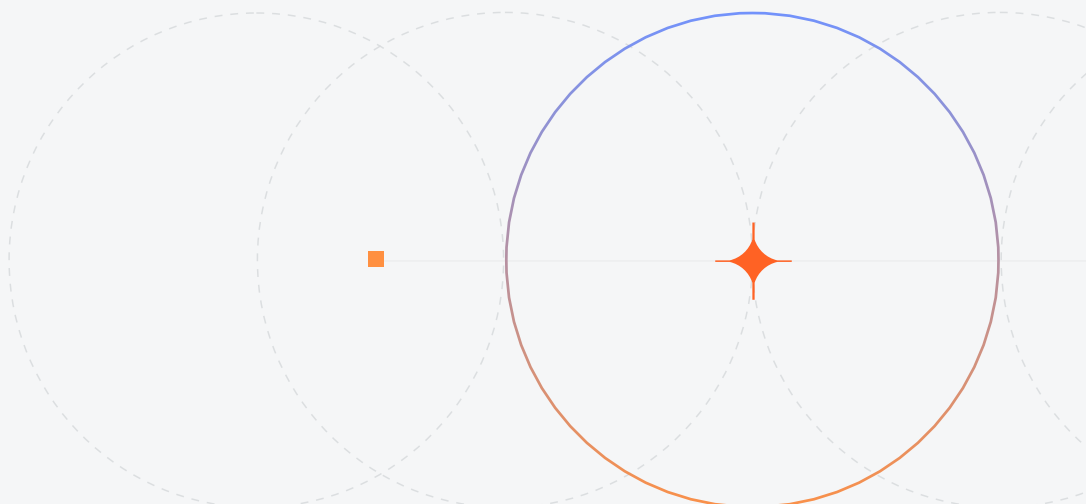
Each new tier unlocks valuable benefits and opportunities to increase marketing, sales, and engagement. From advanced training opportunities to co-marketing initiatives, these benefits are structured to empower partners to reach their full potential.

Benefits	Registered	Advanced	Elite
Foundational			
Access to the Drata Alliance Gateway	●	●	●
Alliance tier badge	●	●	●
Deal registration	●	●	●
Go-to-market and sales tool kits	●	●	●
Certification and training	●	●	●
Revenue share on partner-sourced opportunities	●	●	●
Discounted pricing	●	●	●
Alliance directory listing*	●*	●	●
Market Development Funds (MDF) Program	●†	●	●
GTM Growth			
Monthly payment schedule for MSSP client contracts		●	●
Access to Drata partner solution engineering team		●	●
GTM alignment and business reviews		●	●
Not-for-Resell Tenant		●	●
Partner Marketing support for partner-led activities		●	●
Priority access to sponsorship opportunities for Drata-hosted events		●	●
Joint account mapping and co-sell		●	●

Increased visibility in partner directories		●	●
Access to Marketing Campaign Framework and Roadmap		●	●
Implementation in Drata-led marketing events and campaigns		Invite only	Invite only
Invitation to Drata GTM Enablement sessions		Invite only	●
Strategic Partnership			
Participation in Drata's Compliance Accelerator Program		Invite only	Invite only
Case study co-promotion & website visibility		Invite only	●
Access to Drata's extended product roadmap			●
Executive sponsor			●
Seat on Partner Advisory Board			●
Product Early Access Program			●
Thought leadership content			●
Full-funnel planning with Drata Marketing			Invite only

* To be eligible for inclusion in the Drata partner directory, partners in the Registered tier must generate at least 50K net-new ACV in Closed-Won opportunities from approved deal registrations or successfully source and manage 5 or more customers on the Drata platform each new fiscal year.

† MDF credit is allocated to partners in \$2,500 increments for every \$50,000 in first-year ACV closed from partner-sourced opportunities in the current fiscal year.



Program Governance

All partners that join Launch, unless otherwise exempt, begin their partner journey at the Registered tier. As partners grow their business with Drata and advance tiers, the program offers additional benefits and resources to ensure partners receive value commensurate with their commitment and achievements.

Tier assessments are conducted annually based on performance during the preceding fiscal year. During this time partners may move up or down tiers. Existing partners are notified of their tier status in the first quarter of the fiscal year, which begins in February.

Tier advancement can occur at any time if the requirements for a higher tier are met before the end of the current fiscal year.

Join the Movement

Not already a member? Drata's history is unprecedented in speed, growth, and trajectory. Be a part of our mission and story.

Joining Launch is simple!

1. Submit your application to join Launch. [Start Application](#)
2. Complete Auditor Questionnaire.
3. Once approved, agree to alliance agreement(s).
4. Register for and access the [Drata Alliance Gateway](#) to kickstart your alliance with Drata.

About the Drata Alliance Gateway

The Drata Alliance Gateway is a one-stop destination for information, training, resources, and tools for partners to manage and grow their partnership with Drata. This includes:

- Onboarding and go-to-market kits
- Certifications
- Simple deal registration
- Pipeline data for partner-sourced and influenced deals
- Sales resources, such as battlecards and customer-facing product briefs
- Drata logos and partner marketing guidelines
- And **more**

Glossary

ACV from partner-sourced closed-won opportunities

Revenue based on net-new Annual Contract Value (ACV) attached to closed-won partner-sourced opportunities generated from approved deal registrations.

Partner Advisory Board

A collaborative forum of partner executive leaders and Drata stakeholders that share industry insights, provide feedback on product roadmap, and drive continuous improvement in customer experience and platform development.

Customer Success Stories

Elite and Advanced tiered partners are required to produce at least one (1) joint customer success story annually with Drata. These stories serve to showcase how the partnership delivers real value to customers, provide learning experiences that bring about more winning opportunities, and develop a Drata+Alliance better-together story.

Compliance Accelerator Program

Elite tier partners can partake in the Compliance Accelerator Program as a preferred partner for providing onboarding and continuous services to new customers. The program accelerates the path to value for Drata customers.

Deal Registration

Launch alliance members may submit deal registrations [here](#) for all partner-sourced opportunities. Deal registration submissions will not be approved until the customer meeting has taken place and the opportunity is deemed qualified. Any deal registration that is not approved within **90 days** of submission will automatically expire. Partners may request an extension at the end of the 90-day period or submit a new deal registration once the opportunity becomes viable again. If there is no activity or mutually agreed-upon next steps within **30 days** of submission, Drata reserves the right to decline the deal registration.

Drata Alliance Gateway

The Drata Alliance Gateway is a portal for alliance members to access everything they need to kickstart, build, and manage their partnership with Drata. These include enablement and go-to-market resources, certifications, logos, pipeline data, incentives, and more.

Data Certifications

Drata offers official certifications to all alliance members. Drata's certification program is designed to establish a learning path for partners to become Drata experts. The certifications allow participants to gain the confidence needed to effectively communicate Drata's value proposition, demonstrate the product, and support customers. Certification badges are provided upon successful completion of certification tracks, which partners can showcase externally.

Early Access Program - Elite Partners receive early visibility into Product's Early Access opportunities (formerly Closed Beta). Early Access begins once a Minimum Viable Product (MVP) is ready to scale and is limited to approximately 10–30 Ideal Customer Profile (ICP) customers and qualified partners who meet participation criteria. The program is designed to validate product-market fit, adoption, and stability, while GTM teams complete enablement and confirm commercial readiness ahead of General Availability (GA). Eligible partners are notified of new Early Access opportunities through a dedicated Slack channel, which includes participation criteria and instructions for participation.

Extended Product Roadmap

Elite tier partners gain visibility into our extended product roadmap. The roadmap is subject to change but provides valuable insight into the Drata vision and capabilities to come.

Market Development Funds (MDF) Program

Available MDF is accrued based on the 1st year ACV of closed won partner-sourced opportunities from qualified deal registrations. MDF credit is allocated to partners in \$2,500 increments for every \$50,000 in first-year ACV closed from partner-sourced opportunities in the current fiscal year. Unused MDF credits expire one quarter after the end of the fiscal year. View [MDF Guide](#) for full terms and conditions.

Marketing Campaign Framework and Roadmap

A high-level overview of Drata's FY27 marketing priorities, including core campaign themes, key motions throughout the year, and our enterprise Ideal Customer Profile (ICP). This asset helps partners understand who Drata is targeting, where our marketing focus is concentrated, and how partner efforts can align with—or integrate into—select campaigns and initiatives.

Monthly payment schedule for MSSP client contracts

Advanced and Elite tier partners have the option to implement a monthly payment schedule for MSSP client contracts in place of the default quarterly schedule.

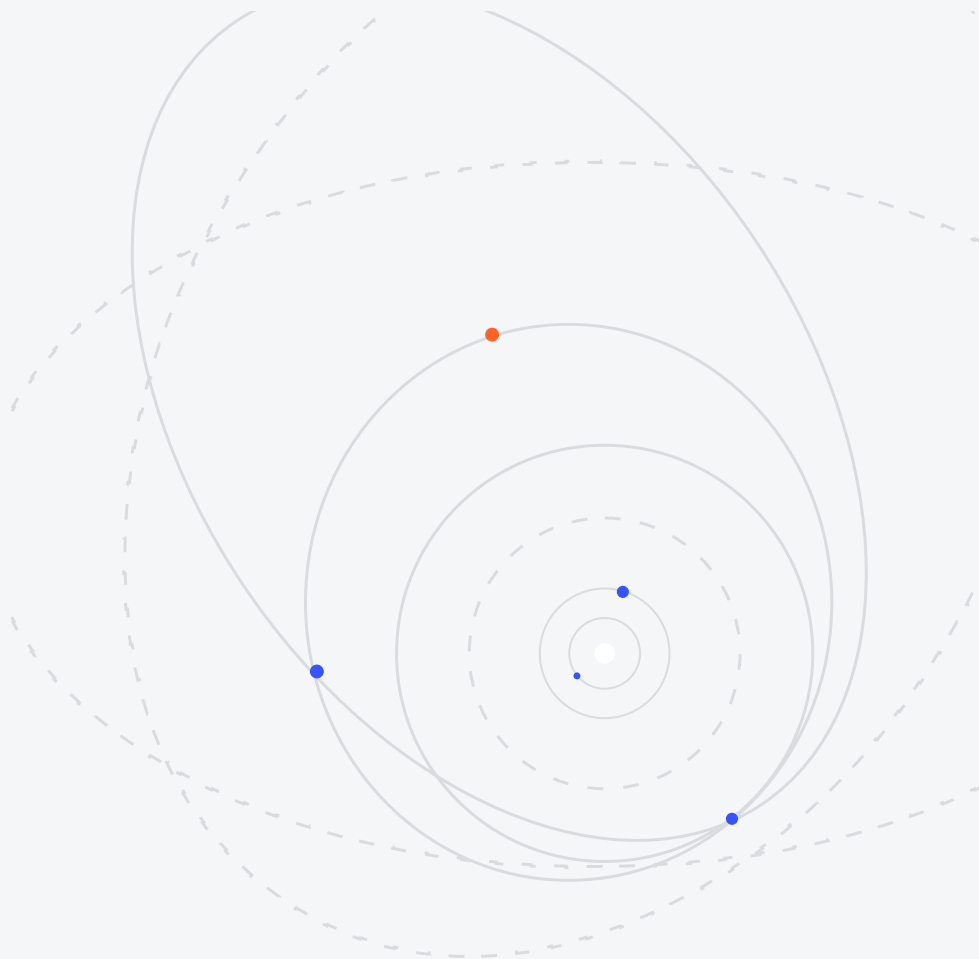
Not-for-Resell (NFR) Tenant - Drata has enabled NFR tenants to allow qualified alliance members a dedicated tenant for tests that cannot be done in a shared environment. With NFR tenants, alliance members gain autonomy for complex testing and custom integrations, allowing members to gain a deeper understanding of the platform as they grow.

Revenue share on partner-sourced opportunities

Drata offers competitive referral incentives for qualified partner-sourced opportunities from registered deals. Partners qualify for payment after customer payment. Incentives are paid as a percentage of the first year contracted value, not on out years of a contract, upsells, or renewals unless otherwise specified in your alliance agreement with Drata.

Incumbency and Renewal

Channel partners may qualify for incumbency on the renewal of an opportunity they originally transacted. Incumbency is for a specific opportunity and not for the entire customer account. Pricing is based on the sourcing of the original opportunity and has a pricing advantage against other channel partners. If the renewal has expired and there has been no contact with Drata or the customer, Drata reserves the right to revoke incumbency.



About Drata

Drata provides the trust network that enables businesses to operate, scale, and partner with confidence. Powered by AI and designed to operationalize trust, the Drata Agentic Trust Management platform continuously interprets controls, risk, and assurance signals—reducing repetitive manual work while improving visibility into internal and third-party risk, enabling always-on audit readiness across frameworks, and accelerating security reviews.

Purpose-built for enterprise complexity, Drata unifies governance, risk, compliance, and assurance to deliver faster time-to-value, reduce operational overhead, and enable continuous trust for 8,000+ organizations worldwide.

For more information, visit drata.com.

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Reach New Heights as a Drata Alliance Member

Whether you're searching for a partner or looking to become one, the Drata Alliance Program takes your business to new horizons.

Get a Demo

