



# **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 the training, systems and tools necessary for partners to present and support Dropbox to their customers.

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## 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, including any addenda thereto, the terms of this Program Guide will control to the extent of such conflict unless expressly stated otherwise.

## Distributors and countries

Partners 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

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1. Go to [dropbox.com/business/partners](https://dropbox.com/business/partners)
2. Complete the [application](#) and accept the Reseller Agreement
3. Log in to the [Dropbox Partner Portal](#) and take the online training
4. Use your Reseller ID to purchase licenses for resale from an authorized [Distributor](#)
5. Request any [new internal use licenses](#) (IULs)
6. Resell Dropbox to customers

# Program membership

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

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## Qualification criteria

After joining the Program, partners 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 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 the latter case, all Program Benefits will immediately cease.

Dropbox Reseller Program requirements	Registered	Select	Elite
Program enrollment	Required	Required	Required
Level 1 customer support resolution (to maintain tier status)	>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 <a href="#">customer references</a> each year	-	2 references	5 references
Approved joint business plan	-	-	Required

Dropbox Reseller Program benefits	Registered	Select	Elite
Access to Dropbox Partner Portal	Yes	Yes	Yes
Welcome kit	Yes	Yes	Yes
Deal registration	Yes	Yes	Yes
Tier badging	Yes	Yes	Yes
Marketing materials	General	General	Custom
Training and webinars	Online	Online	Online/In-person
Dropbox Business <a href="#">internal use licenses</a> (IULs)	5 licenses	Up to 20 licenses (1 team)	Up to 50 licenses (1 team)
Dropbox Business <a href="#">demo licenses</a> (free, annual) and demo kit	-	Up to 10 licenses (2 teams max)	Up to 20 licenses (4 teams max)
Dropbox Business <a href="#">IUL discount</a>	-	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 Account Manager (PAM)	-	Support may be available via Distributor	Dropbox PAM eligible
Solutions Architect	-	Deal-specific	Available
Sales leads	-	-	Eligible

# Training

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Dropbox may require partners to complete certain training, and partners will cooperate with Dropbox to ensure its personnel do so, at the partner's expense. Dropbox will provide reasonable prior notice to partner, either through the Partner Portal or email, of training requirements. To qualify for the Select or Elite tiers, training on Dropbox feature upgrades is required. Additional training resources may be available from Dropbox or from authorized Distributors. A partner can fulfill the training requirement by having an individual complete multiple curricula.

Curriculum	Description	Intended Audience
Admin	Learn how to set up and maintain a Dropbox Business team	IT Administrators
End User	Basic training on how to use Dropbox Business	All Dropbox Business users
Marketing	Ways to make customers excited about Dropbox Business	Demand Generation team
Reseller	Required training to successfully resell Dropbox Business	Account Executives and Sales Representatives
Technical	Pre-sales technical training for long-term or on-going engagements	Solutions Architects
Services	In-depth training for complex deployments	Professional Services
Support	Level 1 support training to help users get back to work fast	Customer Experience and Help Desk

# Support

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Partners will be responsible for providing professional and thorough support to customers, as set forth below. Dropbox may, in its sole discretion, provide support directly to customers or refer customers to partner 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 the partner in writing.

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.

If the customer or partner 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.

The timeframes below are applicable to partners with (1) a marketplace with log-in-as-user functionality, AND (2) a team admin who has enabled Reseller Support. Partners who do not meet those two requirements are expected to provide Level 1 support set forth below, and after getting assistance from their Distributor via an escalation, advise the end-user to sign into their Dropbox Business Admin Console and escalate to Dropbox directly via [dropbox.com/team/admin/help](https://dropbox.com/team/admin/help).

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.	Partner resolves Dropbox customer issue within <b>one (1) business day (Standard and Advanced)</b> or escalates to Dropbox within <b>one (1) hour (Enterprise)</b> .
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 <b>one (1) business day (Standard and Advanced)</b> or escalates to Dropbox within <b>one (1) hour (Enterprise)</b> .
3	The Service is affected by an issue that prevents operation of critical documented functions.	Partner exhausts resolution methods with Distributor assistance and Reseller escalates to Dropbox within <b>four (4) hours (Standard and Advanced)</b> or escalates to Dropbox within <b>one (1) hour (Enterprise)</b> .

# Additional terms

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## 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 default initial subscription terms will be exactly 12 months. Dropbox may offer different subscription terms in its sole discretion. 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

Do not represent that you work for Dropbox, and do not make any representations or guarantees on behalf of Dropbox. Do not register, purchase, or use any domain names that include “Dropbox”, variations that look or sound similar to “Dropbox”, or any Dropbox trademark. Please refer to the [branding guidelines](#) for additional guidelines.

## Partner Portal

The Partner Portal is the online interface that may be made available by Dropbox to partner and may include the functionality through which the parties exchange information. The partner 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](https://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. Partners 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 partner 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 partner’s participation in the Program.

## Effect of the Program Guide

Except as expressly modified by this Program Guide, the Agreement, including any addenda thereto, 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.