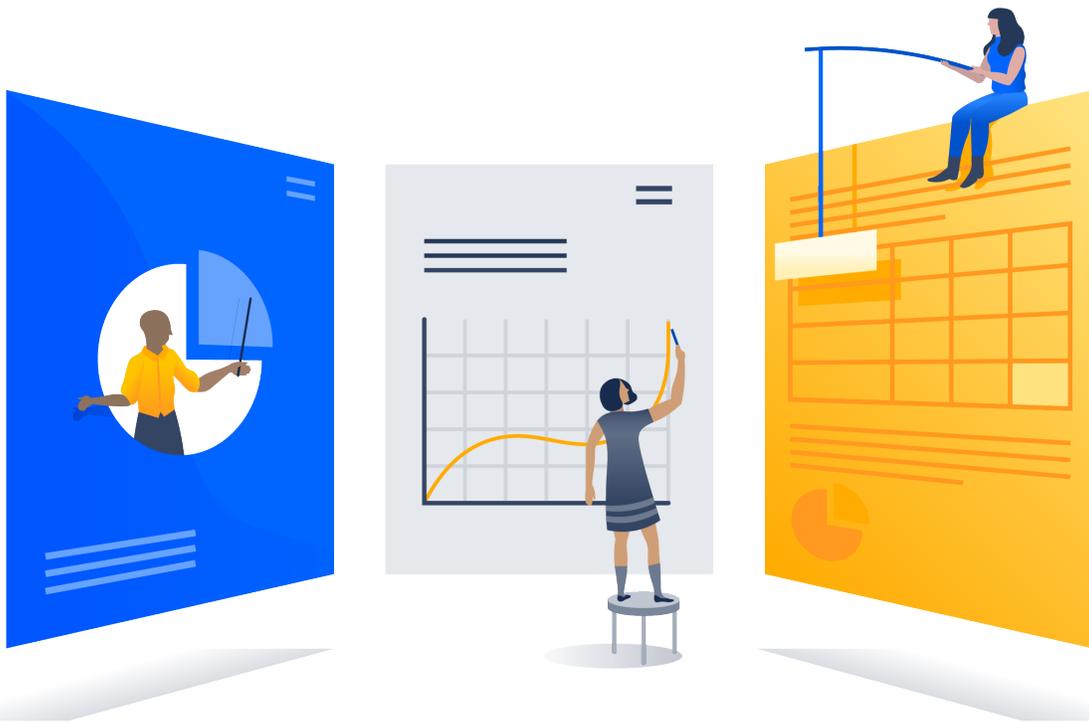




Solution Partner

# Program Brochure



# The Atlassian Solution Partner Program is designed to enable partners to better serve, market and differentiate themselves through training, accreditations, and sales and marketing benefits.

## Become A Partner

Join the Atlassian Solution Partner Program and share in our success! We are empowering teams with best-in-class collaborative enterprise solutions used by over 160,000 customers around the world, from major global brands to small and midsize organizations. We're growing bigger every day alongside our network of Solution Partners – advisors, consultants, trainers, and thought leaders – who team up with us to create value that goes far beyond product expertise. Partner with us to differentiate your business, grow your solutions opportunities, and help your customers unleash their potential.

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Start now and take your first step towards partnering with Atlassian at [atlassian.com/partners/join](https://atlassian.com/partners/join)

## Solution Partner Program Levels

Solution Partners are Atlassian advisors, consultants, trainers and thought leaders, whose value goes far beyond your product expertise. Solution Partners provide consulting, sales, and technical services to deliver and implement customer solutions on Atlassian products. The Solution Partner Program levels recognize each Partner's individual depth of expertise and experience with Atlassian solutions:



Silver  
Solution Partner

**SILVER SOLUTION PARTNERS** can be niche consulting organizations with particular specializations or companies with a new relationship with Atlassian. They provide product knowledge and can offer administrative and implementation services.



Gold  
Solution Partner

**GOLD SOLUTION PARTNERS** are highly trained and committed to their Atlassian practice and delivering value to our customers. They have made investments and resource commitments to provide advanced product knowledge, product configuration, and robust implementations services.



Platinum  
Solution Partner

**PLATINUM SOLUTION PARTNERS** have met our highest training criteria and have a proven practice that can scale from small to large customers. They have an established run rate of Atlassian business and are suitably resourced to manage a wide range of customer solutions.

# Atlassian Enablement

Atlassian Enablement Academy is a learning management system specifically designed for our Partners. Accreditation Learning Paths and Enablement content help partners continue to build upon their skill sets and knowledge base:



## ATLASSIAN SALES PROFESSIONAL

(PROGRAM REQUIREMENT)

After completing the sales learning path within Atlassian Enablement Academy, individuals will earn this accreditation and be able to effectively position Atlassian products to various customer personas.



## ATLASSIAN TECHNICAL SALES PROFESSIONAL

(PROGRAM REQUIREMENT)

After completing the technical learning path within Atlassian Enablement Academy, individuals will earn this accreditation for their demonstrated abilities to implement Atlassian products for customers.



## CERTIFIED INDIVIDUAL

(PROGRAM REQUIREMENT)

An individual will be recognized as Certified after earning two certifications through Atlassian University. After passing the certification exams, individuals will have an understanding of how to configure, deploy and manage Atlassian tools for customers.



## ATLASSIAN OPERATIONS PROFESSIONAL

After completing the operations learning path within Atlassian Enablement Academy, individuals will earn this accreditation and have an understanding of Atlassian product pricing and packaging. They will also be able to create clean quotes and orders within Atlassian's ordering systems.

A minimum number of accredited individuals will be required for each level within the Solution Partner Program.

# Benefit Highlights

The Solution Partner Program gives Partners access to benefits, rewards and resources that help them create new opportunities and differentiate themselves in their market. The benefits available at each level include:

	BENEFIT	SILVER	GOLD	PLATINUM
ENABLEMENT	Atlassian Partner Portal	✓	✓	✓
	Atlassian Enablement Academy & Product Enablement	✓	✓	✓
	Certification & Accreditation Programs	✓	✓	✓
	Partner Exclusive Events	✓	✓	✓
MARKETING	Program Logo	✓	✓	✓
	Atlassian Partner Directory Listing	✓	✓	✓
	Partner Exclusive Marketing Campaigns	✓	✓	✓
	Partner Awards	✓	✓	✓
	Leads	✓	✓	✓
	Development Funds			✓
	Summit Sponsorship & Discounts	✓	✓	✓
SALES	Product Discount	✓	✓	✓
	Referral / ELA Bonus		✓	✓
	Internal Use Product	Silver: \$100k	Gold: \$200k	Platinum: \$300k
	Product Demos / Evals	✓	✓	✓
SUPPORT	Atlassian Enablement Academy Service Desk	✓	✓	✓
	Channel Manager			✓
	Priority Support Benefit			✓

# Program Requirements

To access the program benefits available at each level, all program requirements must be met. Requirements are split into two geographical zones based on market size and maturity.

## Zone A

North America: United States and Canada

DACH Region: Germany, Switzerland and Austria

REQUIREMENT	SILVER	GOLD	PLATINUM
Atlassian Sales (New and Upgrade Only)	\$0	\$50,000	\$1,000,000
Atlassian Sales Professional Accreditations	1	4	12
Atlassian Technical Sales Professional Accreditations	1	4	12
Atlassian Certified Individuals	1	4	12

## Zone B

All other countries not located in North America or DACH Region

REQUIREMENT	SILVER	GOLD	PLATINUM
Atlassian Sales (New and Upgrade Only)	\$0	\$50,000	\$500,000
Atlassian Sales Professional Accreditations	1	4	8
Atlassian Technical Sales Professional Accreditations	1	4	8
Atlassian Certified Individuals	1	4	8

## New Partners

New Partners enter the program in what we call an Access capacity. Access allows your team to complete the onboarding tasks required within your first 90 days as a Partner, leverage the information within the Partner Portal, and gain the needed sales and technical solution skills to progress to a higher program level.

🔍 Want to dig deeper?

[atlassian.com/partners](https://atlassian.com/partners)

