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.

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 products:

Atlassian Silver Solution Partner

Silver Solution Partners can be niche consulting organizations with particular specializations or companies with a new relationship with Atlassian. The provide product knowledge and can offer administrative and implementation services.

Atlassian 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.

Atlassian 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.

Learning Management System: Charlie Academy

Charlie Academy is a learning management system specifically designed for our Partners. Accreditations help Partners continue to build upon their skill sets and knowledge base:
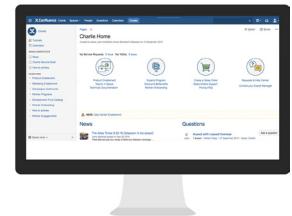
Atlassian Sales Professional
(program requirement)

After completing the sales learning path within Charlie 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 Charlie Academy, and earning two certifications through Atlassian University, individuals will earn this accreditation for their demonstrated abilities to implement Atlassian products for customers.

Atlassian Operations Professional

After completing the operations learning path within Charlie Academy, individuals will earn this accreditation and have and 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	Charlie Partner Portal	●	●	●
	Charlie Academy & Product Enablement	●	●	●
	Certification & Accreditation Programs	●	●	●
	Partner Exclusive Events	●	●	●
Marketing	Badges	●	●	●
	Program Logo	●	●	●
	Atlassian.com Partner Listing	●	●	●
	Partner Awards	●	●	●
	Leads	●	●	●
	Development Funds			●
	Summit Sponsorship & Discounts	●	●	●
Sales	Product Discount		●	●
	Referral / ELA Bonus		●	●
	Internal Use Product	●	●	●
	Product Demos / Evals	●	●	●
Support	Charlie Service Desk	●	●	●
	Channel Manager			●

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Program Requirements

To access the program benefits available at each level, all program requirements must be met.

Requirement	Silver	Gold	Platinum
Atlassian Sales	$0	$50,000	$250,000
Atlassian Sales Professional Accreditations	1	4	8
Atlassian Technical Sales Professional Accreditations	1	4	8

New Partners

New Partners enter the program at the Silver level and are given 6 months from their start date to meet the requirements of the Silver level. If they do not meet the Sliver level requirements within 6 months they are subject to termination from the program by Atlassian. In addition to the requirements for the program level, all Partners are required to complete certain onboarding tasks within 90 days of joining the program.

Become A Partner

Start now and take your first step towards partnering with Atlassian at atlassian.com/partners/join