Distributor Program

Akamai
Partner Connect
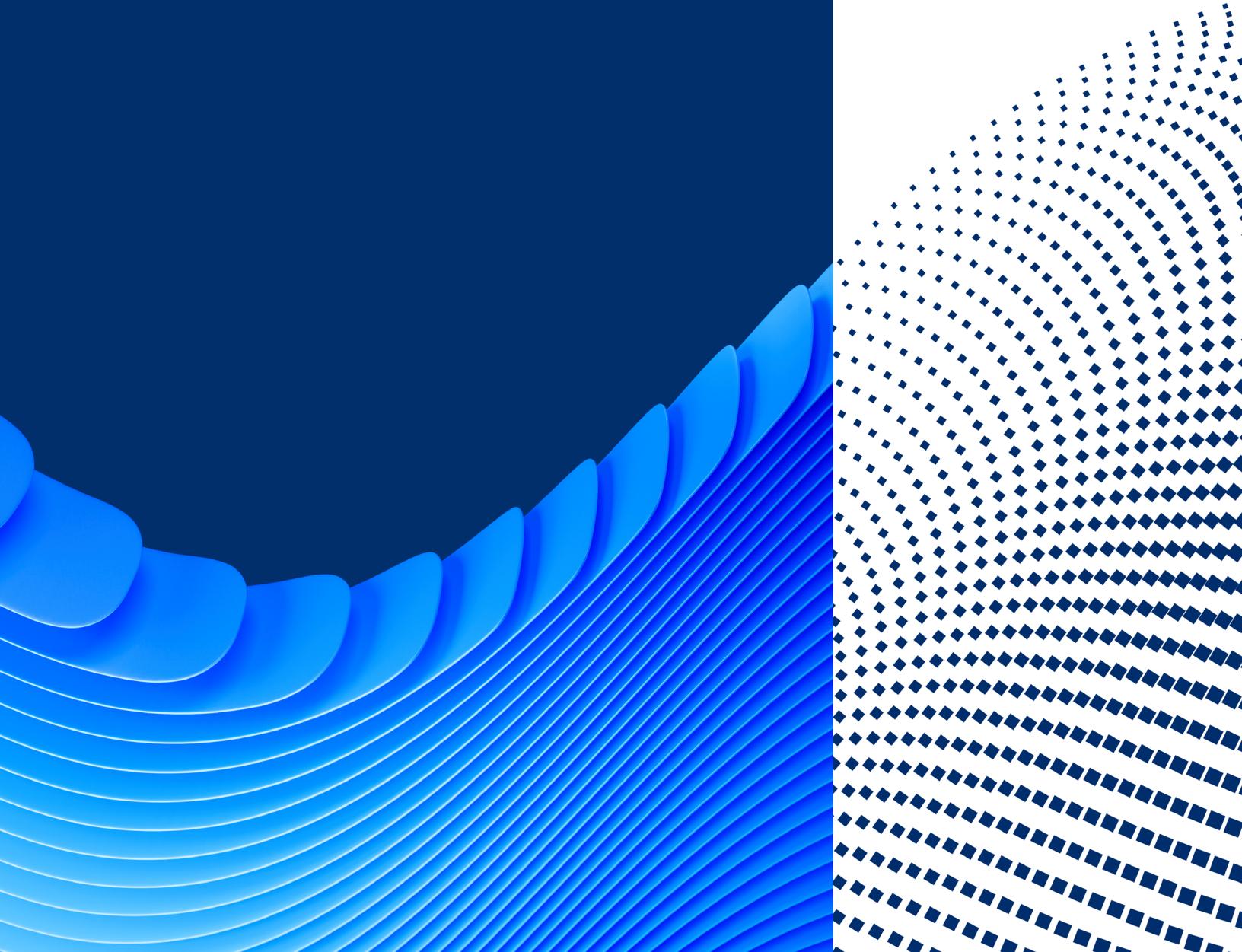
Program Overview

Akamai offers a two-tier distribution model where Distributor Partners serve as the extended arm of Akamai's sales organization and is a critical bridge between Akamai and the Distributor's Resellers (Tier-2 Resellers).

This Guide describes the key elements of Akamai's Partner Program for Distributors including benefits, requirements, roles and responsibilities, and where to find more detailed information. Please refer to the Resources section for Definitions and list of Referenced Documents.

Changes and additions to the Partner Program are periodically made and may not be reflected in the version of the Guide the Partner was provided with before it became a Partner. Corrections will be incorporated in new editions of the publication. The Partner will be notified within thirty (30) days of any changes via the Partner Portal and the changes and/or additions will be included in an update of the Guide.

This Guide is subject to the confidentiality obligations between the parties and may not be distributed or disclosed to any third party without Akamai's prior written consent. The failure of Akamai to insist upon strict adherence to any term of this Guide on any occasion shall not be considered a waiver of Akamai's rights or deprive Akamai of the right thereafter to insist upon strict adherence to that term or any other term of the Guide or Partner's Framework Agreement.

Program Levels

Distributors are entities which have commercial and legal relationships to purchase goods and services from Akamai and then "distribute" or resell such goods or services. Tier-2 Resellers buy Akamai products via Distributors and resell to their customers. The Program offers 2 Distributor Levels that provide incremental benefits and support: **Premier** and **Elite**. To account for market maturity and regional dynamics, our program utilizes geo-tiering, where minimum financial thresholds vary by region. The four designated geographies — North America, LATAM, EMEA, and APJ — each have tailored thresholds to ensure fair and achievable criteria based on local market conditions. Additional information on Tier-2 Resellers can be found in the Supplement to Distributor Guide for Tier-2 Resellers.

At-a-Glance

Akamai Partner Connect | Distributor and Tier-2 Reseller Benefits

Benefits	Elite Distributor	Premier Distributor	Tier-2 Reseller
Deal Registration Discount	$$$	$$	
Additional Discounts (NC DR only)	+5% (API Sec + Guardicore only)		
Partner SPIFFs: GC and API Sec	☑	☑	☑
Rebate Eligibility (NC DR)	Min 12-month deals (excluding GC)		
Cloud Compute — Discounts	Discount based on annual Akamai cloud computing revenue		
Cloud Compute — Usage Grant / PoC Credit	Up to $5K per opportunity		N/A
Proposal-Based MDF	☑	☑	
Partner Directory Placement	Featured	Priority	Eligible
Campaign Builder	☑	☑	☑
Co-Marketing (Co-Authored Blog, Channel Champions Podcast, Social Media Amplification)	☑	Sponsored	
Akamai Test Account (Sandbox)	☑	☑	☑
Partner SE Central (Demos and Customer Reports)	☑	☑	☑
Marketplace (PoCs and Emergency Orders)	☑	☑	View Only
Product Tech Support Community / TechDocs	☑	☑	☑
Self-Paced Training + Digital Badges	☑	☑	☑
Ask An Expert	☑	☑	Sponsored
Virtual Instructor-Led Training	☑	☑	
Day-2 Operations	☑	☑	☑
Partner Advisory Boards	☑	Sponsored	
Executive Sponsor	☑		

Akamai Partner Connect

Requirements and Assigned Staff

Success Plan	**Revenue Thresholds**	**Assigned Staff**

Success Plan

Distributors are required to define their success with Akamai, by submitting an annual **Success Plan** which will outline Distributor's (and their Tier-2 Reseller's) key growth objectives and commitments. The plan needs to be mutually agreed upon with Akamai and should include:

- **Focus Areas** – Which Akamai solutions and services the Distributor and their Tier-2 Resellers will specialize in.

- **Revenue and Bookings Goals** – Forecasted targets for the year for all their Tier-2 Resellers.

- **New Customer Acquisition** – Total number of new customers onboarded through the Distributor and their Tier-2 Resellers.

- **Demand Generation** – Number of successfully closed deals initiated via Deal Registration.

- **Certifications and Enablement** – Number of Product certifications achieved or planned for completion by the Distributor within the year.

Akamai and Distributor will review the Success Plan **every three (3) months** to assess progress in enablement, marketing, and overall business performance. Requirements apply only to the regions where the Partner operates, as specified in the **Attachment for Authorization to Framework Agreement**.

Revenue and Net Monthly Recurring Revenue Thresholds

Each Partner must meet either the following Annual Revenue or Net Monthly Recurring Revenue (MRR) thresholds, specific to their Region and Program Level. Annual Revenue set forth in the table below shall mean revenue to Akamai across all Services including Professional and Support Services on a per Region basis. Net Monthly Recurring Revenue shall mean the aggregate change of committed monthly recurring revenue across new, modified, and canceled Order Forms. To account for market maturity and regional dynamics, our program utilizes geo-tiering, where minimum financial thresholds vary by region. The four designated geographies — North America, LATAM, EMEA, and APJ — each have tailored thresholds to ensure fair and achievable criteria based on local market conditions.

Note: Premier Distributors can attain Elite level by growing its business, skills, resources, and financial commitment to Akamai

Partner Delivers	Elite Distributor				Premier Distributor			
Region	North America	EMEA	LATAM	APJ	North America	EMEA	LATAM	APJ
Annual Revenue*	>$8M	>$10M	>$4M	>$4M	>$4M	>$5M	>$2M	>$2M
Net Monthly Recurring Revenue**	>$200K	>$200K	>$120K	>$130K	>$100K	>$100K	>$60K	>$80K

* Revenue is calculated per calendar year and in thousand (K) U.S. dollars (or the equivalent in local currency) to Akamai

** Net MRR is calculated per calendar year and in thousand (K) U.S. dollars (or the equivalent in local currency) to Akamai

Assigned Staff

Certifications for Assigned Staff Compliance Requirements:

To meet requirements for the minimum number of staff needed to resell Akamai Services, follow the table below according to Program Level. Partners may choose to go deep with certifications in one or more focused products or attain the required certifications across the product portfolio.

Program Level	Certified Assigned Staff			
	Sales	Technical Sales	Basic Services & Support*	Solutions Architect**
Elite	5	2	1	3
Premier	3	2	1	1

* This requirement is excluded for partners whose focus is API Security and/or Akamai Guardicore Segmentation

** This requirement includes any certified staff with API Security's Security Architect certification as well as Akamai Guardicore Segmentation's GCSE certifications

Changes in Certified Staff

Distributor shall notify Akamai within thirty (30) days of any changes related to the certified Distributor's employees, which result in Distributor no longer meeting the above Assigned Staff requirements. In addition, the Partner Portal Administrator shall disable the respective Partner Portal user(s) access immediately.

Change of Employer by Certified Employee

In the event that a certified Distributor's employee changes employer to another Partner, then such employee may keep their certification for the respective role for which it was already certified subject to the approval of Akamai, the new Partner, and the certified employee.

Akamai reserves the right to look back over the prior six (6) months to ensure that the Distributor has maintained the staffing requirements set forth in this Assigned Staff Section.

Assigned Staff without Certification

The following assigned employee roles shall be provided by the Distributor as outlined and defined below in order to maintain its Program Level:

1 x Alliance Manager

1 x Marketing Representative per Region

2 x Partner Portal Administrators

2 x Business Support Administrator

Role	Responsibilities
Alliance Manager (AM)	The AM owns the business relationship with Akamai and is driving the joint business. Managing the overall relationship including contract and billing support. Responsibilities include ensuring the appropriate Partner resources are engaged to ensure Services are appropriately incorporated into the Partner offerings and business processes (i.e., procurement, legal, customer contracting, customer billing, etc.). The AM also is responsible for developing and approving the Partner Success Plan with their Akamai counterpart and helps coordinate Business reviews. AM ensures timely Invoice review and manages resolution of potential invoicing issues. AM makes sure that access to Akamai Portals is managed via the PPA and BSA as outlined below. ・ Creates/maintains Partner Portal and Akamai Control Center accounts for Partner personnel.

	· Removes access immediately when Partner staff is leaving the company and/or are moving to new roles. · Creates access with respective profiles/access rights as needed. · Addresses contact issues.
Marketing Representative (MR)	The MR focuses on go to market activities and marketing initiatives (e.g., demand generation, events, communication, advertising, and promotions). The MR is responsible for coordinating the Partner's management and usage of Market Development Funds and collaborating with their Akamai Partner Marketing Manager.
Partner Portal Administrator (PPA)	PPA's responsibilities: · Partner's user activation and access level management for the Partner Portal. · Integrity of the Partner's information, Akamai Partner Search profile, and its employees' contact information. · Partner's access to Training and certification resources in Learn Akamai for Partners. Specifically, the tasks of a PPA include the following: · Serves as primary administrative contact for the Partner's other employees. · Reviews and approves the necessary access rights for the Partner's other employees. · Assists the Partner's other employees to use the Partner Portal. · Monitors reports and maintains the Partner's employees' compliance with training requirements and certifications. · Monitors and maintains the necessary information about the Partner's employees provided to Akamai. · Provisions new Partner employee access and de-provision terminated or otherwise unauthorized Partner employee access in a timely manner. Establishing the PPA role empowers the Partner to self-manage the majority of its company data that is necessary for its authorization via the Partner Portal.
Business Support Administrator (BSA)	The Business Support Administrator (BSA) owns the administrative business relationship, serving as the primary administrative contact for Akamai, Partner's other employees, and their end customers using Akamai products and services.

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The key responsibilities of a BSA toward their customers include, but are not limited to, the following:

- Creation, audit, and management of user accounts, CP Codes, NetStorage accounts, traffic reports, alerts, API clients, SSL certificates, and Site Shield updates, etc.
- Assuming the role of "Parent Administrator" for Akamai's Compute Solutions, where applicable. If not applicable, own the responsibility for the Cloud Manager User and Account Management.
- Self-diagnosing and resolving client issues by utilizing the tools available and triaging as appropriate.
- Answering invoicing and usage related questions by using tools such as billing app, Traffic Reports, Partner Reports, etc.
- Resolving questions pertaining to Order Forms, product entitlements and contract setup, etc.
- Conducting functional training sessions for customers and other Partner employees on Akamai Control Center, Cloud Manager, etc. as part of their onboarding.
- Keeping track of the proactive notifications and subscribing to the Akamai Status page for all platform updates, to ensure Akamai Partners and their customers are aware about the new releases, and the operational status of contracted product(s).

Change of Partner's Program Level or Assigned Staff

In the event that a Partner meets the qualification requirements for a higher Program Level, the Distributor will be promoted accordingly at the beginning of the following calendar quarter.

In the event that a Distributor (i) does not maintain a Partner Success Plan, (ii) no longer meets the Revenue or Net MRR Thresholds for their assigned Program Level, or (iii) does not meet the requirements under the Assigned Staff, Akamai will notify the Partner thereof without delay. Partner shall have sixty (60) days from the notice ("grace period") to remedy the noncompliance.

If the Distributor does not meet the applicable requirements for compliance (Requirements Section) by the end of the grace period, the Distributor will be assigned to the appropriate Program Level at the beginning of the following calendar quarter. For the avoidance of doubt, if the Distributor does not meet either the Revenue threshold or the Net MRR threshold at the end of the calendar year, the Distributor will be assigned to the appropriate Program Level at the beginning of the following calendar year without any grace period.

If the Distributor is below the minimum thresholds for Premier program level and has not demonstrated a plan to meet the minimum requirements, Akamai reserves the right to terminate the partnership.

Akamai will notify the Distributor (such notice may be via email) of any changes in the Partner's Program Level.

Distributor Responsibilities

Category	Premier Distributor Responsibilities
Sales & Market Reach	Established Reseller network and proven sales in software, cybersecurity, and cloud solutions.
Technical Expertise	Provides basic product training and licensing support, (no in-depth technical services).
Operations & Logistics	Manages distribution, licensing, and renewals efficiently.
Vendor Engagement	Meets minimum sales quotas, follows vendor pricing models, and provides sales reporting.
Customer Support	Offers first-level support to Resellers.

Category	Elite Distributor Responsibilities (above Premier Distributor Requirements)
Sales & Market Reach	Drives business growth through proactive engagement, Partner enablement, and specialized market development.
Technical Expertise	Provides pre-sales engineering, post-sales support, and technical consultation by certified staff.
Vendor Engagement	Works closely with vendors on co-selling, strategic initiatives, and custom campaigns.
Customer Support	Offers advanced troubleshooting, Partner enablement, and dedicated customer success management.
Training & Enablement	Conducts certified training programs, technical workshops, and hands-on labs.
Business Development	Engages in lead generation, marketing initiatives, and tailored go-to-market strategies for Partners.

Financial Benefits

Wholesale Product Pricing

Distributors have access to the wholesale pricing applicable to its Program Level, excluding Akamai Services and Support and Akamai cloud computing. For Akamai cloud computing, discount will be based on prior year's net billings for Akamai cloud computing services only. For eligible, approved deal registrations, Partners shall receive Deal Registration discount rates based on Program Level and Product Eligibility.

Financial Benefits for Distributors — Focus on AGS and API Sec

Distributors	without Deal Registration	with Deal Registrations*	API Security and Akamai Guardicore Segmentation Deal Registrations for New Customers
Elite	22%	42%	47%
Premier	20%	35%	40%

* Please refer to the Deal Registration and Rebate Guide for product eligibility. Not all solutions are eligible for the Deal Registration discount.

The applicable Price List shall be available online in the Partner Portal, excluding Akamai Guardicore Segmentation products and services. Wholesale pricing for Akamai Guardicore Segmentation products and services will be provided to the Partner by the PAE. The applicable wholesale pricing on the Price List applies to opportunities with Named Clients that are new to Akamai or new services for existing Named Clients. For existing Named Clients, wholesale pricing will be provided to the Partner by the PAE.

Deal Registration and Rebates

Distributors are eligible for deal registration and rebate benefits — refer to the Deal Registration and Rebate Guide for full program details. While Tier-2 Resellers may submit deal registrations, they are not entitled to any benefits, as Akamai's commercial relationship is solely with the Distributor. All pricing and quotes are directed to the Distributor, who also receives any earned rebates and remains responsible for invoice payments.

When registering deals in the Partner portal, the Distributor and Tier-2 Resellers are presented with similar forms:

- When a Distributor registers a deal, the Distributor is presented with an optional field/selectable list of Tier-2 Resellers to choose from, who will be managing the opportunity.

- When a Tier-2 Reseller registers a deal, the Tier-2 Reseller is presented with a required field/selectable list of Distributors.

Akamai SPIFF Program

The Akamai SPIFF Program is an incentive program designed to reward Akamai's Partner Sales Specialists and Sales Engineers for driving sales of Akamai solutions by providing rewards based on meeting specific sales targets and objectives. Prior to participation, an authorized representative of the Partner organization must agree to the SPIFF Program Terms & Conditions and specify the SPIFF reward payout model:

Option 1 — Direct-to-Individual SPIFF:
Rewards are issued directly to individual Partner Sales Specialists or Partner Sales Engineers (where supported) of either the Distributor or Tier-2 Reseller organization (if the Tier-2 Reseller organization consents).

Option 2 — Distributor-Level SPIFF:
All earned rewards will be paid to the Distributor organization in aggregate, and the rewards are redeemable only by a designated SPIFF admin. Tier-2 Resellers under the Distributors will not be able to submit or redeem claims.

Marketing Benefits

Akamai provides Partners with marketing benefits designed to support jointly developed go-to-market objectives for Akamai solutions and services, as well as vehicles to promote the Partner's accomplishments.

Market Development Fund (MDF)

Akamai's MDF program provides funding for marketing activities based on approved proposals. It is designed to help expand a Partner's reach, build pipeline, and drive new business, while boosting their brand.

The Distributor's MDF is governed by the MDF Guide for eligibility and access to MDF. Distributors can use MDF on behalf of a Tier-2 Reseller's marketing initiatives as follows:

· Distributor requests MDF via the Partner Portal, using the form to describe the activity and objectives.
· Distributor is responsible for complying to policies and guidelines in the MDF Guide.

Please refer to the MDF Guide for details on the program, eligibility to participate, qualified activities, and terms & conditions.

Akamai Campaign Builder (ACB)

Take marketing to the next level by leveraging Akamai Campaign Builder (ACB). This complementary demand generation and pipeline management platform provides customizable assets, emails, product videos, social media posts, and other marketing collateral to help build, engage, and convert your pipeline. Distributors and Tier-2 Resellers can leverage Akamai Campaign Builder.

Co-Branded Collateral

In addition to MDF and ACB, the Brand Identity Guide offers Partners a library of co-branded marketing collateral with program logos as well as placement and sizing guidelines to promote all levels of partnerships. Distributors and Tier-2 Resellers can leverage co-branding, according to the Partner brand identity guidelines.

Co-Marketing Programs

Explore how Partner activities fuel collaboration, innovation, and technical expertise, offering valuable insights to drive joint growth in the evolving business landscape. Examples include blogs, socials, podcasts, invitations to product roadmap events, and exclusive regional forums where Akamai experts and Partners connect to share the latest updates and actionable strategies, empowering joint go-to-market success globally. Consult partnermarketing@akamai.com for opportunities for joint announcements, press releases, and/or success stories.

Partner Programs

Explore how Partner activities fuel collaboration, innovation, and technical expertise, offering valuable insights to drive joint growth in the evolving business landscape. Examples include blogs, socials, podcasts, invitations to product roadmap events, and exclusive regional forums where Akamai experts and Partners connect to share the latest updates and actionable strategies, empowering joint go-to-market success globally.

Press Announcements, Releases, and Success Stories

Consult partnermarketing@akamai.com for opportunities for joint announcements, press releases, and/or success stories.

Profile in Akamai's Partner Directory

The program offers a comprehensive directory to showcase a Partner's (Distributor, Tier-1, or Tier-2 Reseller) company profile. Subject to review and approval, Akamai will publish a Partner's company profile at https://www.akamai.com/partners/partner-directory. Eligible Partners can submit their profiles online.

Required information includes a company name, company logo, a brief description, a contact, link to the company website, and industries served. For any changes to existing profiles, please submit the request to partnersupport@akamai.com.

Akamai's approval to post updates to the Partner profile as provided by the Partner does not release the Partner from liability for the content provided by the Partner in the Partner profile.

The Partner grants Akamai the right to use any name and logo/trademarks of the Partner (and its affiliates covered by the Framework Agreement, if any) in the Partner profile for co-marketing purposes. Akamai will publish the Partner name/logo/trademarks in accordance with the Partner's trademark usage guidelines provided to Akamai, if any. For clarity, Akamai will include only those territories in the Partner profile where the Partner is authorized to sell Akamai Services in accordance with the Framework Agreement.

Akamai reserves the right to take down or edit the content contained in the Partner profile. The Partner shall defend, indemnify, and hold Akamai harmless as a result of (i) any claim by a third party against Akamai with respect to any content provided by the Partner in the Partner profile or content linked to the Partner profile, or (ii) misuse of the Partner profile by the Partner.

Training and Certification

Training

Akamai offers easy access to valuable training, enabling Distributors to focus on go-to-market strategy, key products, and desired depth of service expertise. Training is available as online self-paced courses and may be supported by interactive lab exercises, classroom sessions, and/or live webinars. The training offering is tailored to key roles in the Partner organization:

- **Sales Specialist (self-paced):** Builds capabilities in positioning and selling Akamai solutions, generating pipelines, qualifying opportunities, and driving deal closure. The objective is to progress opportunities to a Budget Authority Need Timeframe (BANT)–qualified stage, making them eligible for deal registration as outlined in the Partner Deal Registration and Rebate Guide.

- **Sales Engineer (self-paced):** Equips Partners to position Akamai solutions, demonstrate basic configurations, run demos, and support early-stage technical validation.

- **Basic Services and Support (self-paced):** Enables Partners to perform basic configurations and troubleshooting, detect incidents, and escalate effectively when needed.

- **Solutions Architect (self-paced + interactive labs):** This is the most technical track and includes Akamai products, API Security's Security Architect certification as well as Akamai Guardicore Segmentation's GCSE certifications. Partners gain expertise in product architecture, leading integrations, handling advanced troubleshooting, supporting security incident response, and guiding deployment expansion.

Certification

The training track for each role described above can be completed with a certification exam, validating the Partner's expertise. Akamai provides training to equip participants with the necessary knowledge to successfully pass these exams.

Certification tests are accessible via the Learn Akamai e-learning platform. There is a separate registration process for the Solutions Architect certification, as it includes both a graded demonstration of proficiency in a lab environment and a standard test similar to the other roles.

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Product Level Certification Compliance per Partner			
Role	Basic*	Advanced**	Capabilities
Sales Specialist	2		Intro to product, positioning, identifying, qualifying opportunities, to generate pipeline Advanced includes leading sales motion and independently close deals
Sales Engineer	2		Intro to product, positioning, in addition to gathering technical requirements , basic configuration, demo, and PoC
Basic Services and Support	1		Offers basic product architecture, configuration, maintenance, basic troubleshooting and escalation, and reporting
Solutions Architect***		1	Intro to product architecture, configuration, integrations, advanced troubleshooting and escalation Able to deliver integration and configuration services

* A partner organization will be certified 'Basic' upon successful completion of certs for sales specialist (2), sales engineer (2) and support (1)

** A partner organization will be certified 'Advanced upon successful completion for sales specialist (2), sales engineer (2), support (1) and Solutions Architect (1)

*** This includes certifications from API Security's Security Architect as well as as Akamai Guardicore Segmentation's GCSE certifications

Certification Compliance does not apply to **Akamai cloud computing**, **API Security**, and **Akamai Guardicore Segmentation** products and services.

Certification Renewal

If a Certification is not renewed within sixty (60 days from the twenty-four (24) month period for the respective role, then the Partner may lose Product Level Certification compliance, including any related benefits.

Instructor-Led Training (ILT)

Akamai's Instructor-Led Training (ILT) provides an interactive learning experience designed to complement on-demand training. ILTs can be conducted virtually or on site. These sessions focus on hands-on configurations, best practices, operational use cases, and proof-of-concept (PoC) execution. Delivered by Akamai experts, ILTs help Partners enhance their technical skills, improve solution deployment capabilities, and gain deeper product expertise through guided exercises and real-world scenarios.

Akamai Partner Connect

Akamai Certified Service Provider Certification

The Akamai Certified Service Provider Program is designed to enable Partners to independently execute integrations with confidence. The program follows a structured approach, including on-demand and instructor-led training, hands-on project execution, and a final evaluation. Successful Partners earn the Certified Service Provider designation, gaining access to benefits such as priority assistance, certification badges, and increased market recognition.

The products in scope for Service Provider Certification are:

- Akamai Guardicore Segmentation (Guardicore Certified Service Provider — GCSP)

- API Security (API Security Certified Service Provider — APISP)

- App & API Protector (AAP Akamai Certified Service Provider — AAP ACSP)

Akamai Cloud Computing Certification

The Cloud Computing Foundations Certification available to the Partners is the first step in a structured training program designed to build expertise in Akamai's cloud computing solutions. This initial level consists of 12 self-paced e-learning modules covering fundamental cloud concepts, compute, storage, networking, and practical skills, such as creating Kubernetes clusters and configuring VPCs. The program will expand to include additional levels with increasing technical depth, enabling Partners to develop advanced cloud computing capabilities.

Service Package Options

Once a Partner obtains Advanced Product Level Certification, the Partner may choose to purchase and maintain one of the following: (1) a bucket of Professional Services hours to be utilized across multiple customers, or (2) Professional Services for integration (to be identified on each customer order form).

Akamai Test Account

The Akamai Test Account is an account provided to qualifying Tier-1 Resellers, Distributors, and Tier-2 Resellers (when applicable) free of charge, for a limited amount of usage. The Akamai Test Account will contain a limited set of Akamai Services pre-approved for the use of internal self-learning and testing only. It is a non-production environment for Partners to:

- Self-learn Akamai's offerings – e.g., what features are part of the product, how to demonstrate each feature, how to configure each feature, what reports and alerts are available, etc.

- Demonstrate functionality and/or features to prospect and/or clients

The Distributor is responsible for monitoring and controlling traffic/usage levels in the Akamai Test Account provisioned for their use. The Distributor is also responsible for monitoring and controlling traffic/usage levels in the Akamai Test Account provisioned for their Tier-2 Resellers. Any excess use of the Akamai Test Account will result in billable traffic/usage to the Distributor.

There are two types of Akamai Test Accounts offered:

AkaCore Test Account: An Akamai Control Center account that empowers qualifying Distributors and Tier-2 Resellers in self-learning and testing of Akamai's selected Security and Delivery solutions. The program does not include Prolexic and Guardicore products.

Akamai Cloud Sandbox Account: An Akamai Cloud Account to help Tier-1 Resellers and Distributors experience Akamai Cloud and/or conduct demos for potential customers for Akamai's compute solutions.

Refer to the Akamai Test Account Guide to learn more.

Support Services

Support Services includes Business and Technical Support, Configuration Services, and Day-2 Operations, which may be offered and/or sold by the Partner to its customers only in connection with Akamai Services.

Business Support Services (Level-1)

The purpose of Business Support is for Akamai Partners to assist their end customers with business and operational needs. Business support services include user account management, reporting, billing, and training, and other general questions. The Business Support Administrator (BSA) designated by the Distributor owns the administrative business relationship, serving as the primary administrative contact for Akamai, Distributor's other employees, and their end customers using Akamai products and services. The roles and responsibilities for delivering Business Support are detailed in the Business and Technical Support Guide.

Technical Support Services (Level-1)

The purpose of Technical Support is for Akamai Partners to assist their customers when encountered with technical issues or service interruptions. Technical Support Services involve troubleshooting, mitigation, and/or resolution of issues causing a break/fix requirement with an existing Akamai Service. Technical Support Services do not apply to Akamai Services not yet in production or not yet provisioned in accordance with an Akamai Order Form. The roles and responsibilities for delivering Technical Support are detailed in the Business and Technical Support Guide.

Level-1 support serves as the **first point of contact** for customers and is responsible for handling **basic support issues related to Akamai products**. The goal is to **resolve common issues quickly**, or when necessary, **escalate more complex problems to Akamai** for further investigation and resolution.

Distributor Applicability

Akamai Distributors are required to provide Level-1 Support to their customers, unless they have Support Packages to contact Akamai directly.

If the Distributor chooses not to provide Business and/or Technical Support to their customers, they must resell an "Akamai Support Package" to them. In this scenario, Akamai will cooperate directly with the customer in regard to the performance level of the Akamai Solutions and any Technical Support Service, including the provision of Level-1 and Level-2 Support.

Refer to Akamai Support Packages and related pricing as set forth in the Digital Price List.

Distributor Accountability

Akamai Distributors are accountable for managing all business and technical support issues that a customer encounters, unless the customer has Support Packages to contact Akamai directly. Customers are expected to contact only the Distributor (or Tier-2 Reseller on behalf of the Distributor) for any support issue, who will provide Level-1 Business and Technical Support to them. The Distributor must own, front, and anchor all issues from start to resolution, ensuring that the customer is supported every step of the way. When required, the Distributor must escalate to Akamai and help troubleshoot while continuing to lead customer communication.

Partner Responsibilities Include:

- **Issue Resolution:** Attempt to resolve issues independently within the scope of your expertise and agreement.

- **Escalation Management:** If an issue requires Akamai's involvement, escalate promptly and collaborate with Akamai while maintaining ownership of the case.

- **Customer Communication:** Maintain clear and consistent communication with the customer throughout the entire lifecycle of the issue.

- **End-to-End Ownership:** Ensure seamless resolution by owning and anchoring the issue from initial report to final closure.

Handling Complex or Unresolved Issues

If an immediate resolution is not possible, Partner must:

- Strive to provide a temporary workaround to minimize customer impact

- Continue working toward a permanent fix — including coordination with Akamai for items such as bug fixes or back-end changes

- Keep the customer informed throughout the process, reinforcing confidence and continuity

The following issues must be resolved by the Distributor (or Tier-2 Reseller on behalf of Distributor) and the customer. Akamai does not offer or provide support for:

- Application-specific issues such as application configuration, CGI programming, web server, mail server, database configuration, or any other such issue

- Issues related to the development, maintenance, operation, or other administration of Covered User Data

- Any end user of the customer

Service-Level Expectations

All responsibilities outlined above must be fulfilled in accordance with the service-level agreements (SLAs) committed by the Distributor to their customer. Adhering to these SLAs is crucial for delivering a consistent and reliable support experience.

Configuration Services

Configuration Services involve technical configuration of Akamai Services. Configuration Services include initial implementation, performance optimization, maintenance, and change requests, and may include changes required to fully resolve a technical support break/fix scenario.

Day-2 Operations

Distributors or Tier-2 Resellers interested in delivering services for their customers can provide Day-2 Operations Services, which involve ongoing management and optimization of Akamai products post-deployment. This may include product administration, expansions, updates, performance tuning, security management, and compliance support. These services ensure sustained performance, security, and value of Akamai products for customers.

Ask An Expert

Ask An Expert is a dedicated integration support channel for qualifying Partners to connect directly with Akamai Experts. Whether you need technical guidance, support with integrations, or help navigating complex solutions, Ask An Expert provides fast, streamlined access to the expertise you need — right from the Partner Portal.

Qualifying Criteria*	Requirement Resellers & Distributors**	Partner Tier Access
Solutions Architect Certifications	Minimum of 2	Elite Premier
Partner-Led PoC/Integrations	8 per year	
PSE/Field Recommendation	Required	

* These criteria help ensure that Partners are well prepared to fully leverage the Ask An Expert program.

** Qualifying Distributors can choose any two Tier-2 Resellers that can gain access to this program.

Resource: Ask An Expert User Guide

Additional Program Features

Service Credits

Akamai's obligation to provide credits to the Partner for a failure to meet an applicable service level as set forth in the SLA shall be limited to the following procedure:

A. For the Distributor to request a credit from Akamai for a failure to meet an applicable service level, the Distributor must notify its Akamai Partner Account Executive of the performance failure in writing or by email within ten (10) business days from the date of the alleged failure to meet the applicable service level with respect to a particular identified client and provide Akamai within additional fifteen (15) business days with such information as is reasonably necessary for Akamai to investigate the request.

B. Upon receiving a complete service-level request by the Distributor, Akamai shall measure the performance, availability, and/or other required metrics of the relevant service using the methodology set forth in the applicable SLA and provide the results of such measurement to the Distributor:

   (i) In the event that the measurement indicates that the service levels set forth in the SLA were met for the particular client, then the Distributor shall not be entitled to any credit(s).

   (ii) In the event that the measurement indicates that the service levels set forth in the SLA were not met for a particular client, then Akamai shall provide credit(s) to the Distributor in accordance with the SLA.

Any credit(s) to which the Distributor is entitled in a given month will be deducted from the total amount invoiced to the Distributor for the provisioning of the Services in the following month.

Executive Sponsor

Distributors at the Elite Program Level will be aligned with an Akamai executive for an annual touchpoint to support the relationship between the Partner organization and Akamai, helping to ensure mutual success.

Partner Marketplace

Distributors have the option to initiate trials and purchase Akamai Services for its customers via Partner Marketplace. Use of the Partner Marketplace by the Distributor is subject to the Partner Marketplace Terms of Use.

Feedback Program

Partner Feedback is exclusive to Akamai's Partners. All Partners are encouraged to actively participate and provide suggestions, ideas, or other Feedback regarding their experience with Akamai. If a Partner provides Feedback to Akamai concerning the Services, Akamai may use, disclose, and exploit such Feedback without restriction or any obligation to account to Partner or the individual providing the Feedback. Akamai is not required to implement any Feedback.

Customer Feedback Surveys

Akamai may periodically survey customers to gather Feedback on their experiences with our solutions and Partner engagements. Survey results will be used for program improvements and may be shared with the Partner in an aggregated, non-identifiable format. All data collection will adhere to applicable legal, confidentiality, and data protection standards, including opt-out options. If a third-party vendor is used, existing data protection controls will apply.

Partner Awards

The Akamai Partner Awards celebrate Partners driving innovation, growth, and customer success worldwide

Third-Party Transactable Services

Distributors have access to Third-Party Transactable Services that Independent Software Vendors (ISV) have built and run on Akamai Cloud. Akamai makes these products available to Distributors via a transaction agent model subject to the terms outlined in the Third-Party Transactable Service Program Guide for Partners.

Resources

Definitions

"**Certification**" shall mean a Partner employee has successfully passed a certification test to confirm certain product knowledge.

"**Partner Deal Registration and Rebate Guide**" outlines benefits, eligibility and other details of Akamai's Deal Registration and Rebates program to reward our Partners for sourcing and closing new and existing customer opportunities through approved deal registration. The Partner Deal Registration and Rebate Guide is available at https://partners.akamai.com/partners/s/asset-library?preview=069a700000J6n1YAAR.

"**Guide**" or "**Partner Guide**" shall mean this document outlining the details of the Partner Program for Distributors.

"**Guide for Akamai Test Accounts**" shall mean the guide outlining the requirements and benefits of the Akamai Test Accounts offered to Partners. The Akamai Test Account Guide is available at https://partners.akamai.com/partners/s/asset-library?preview=069a700000JJdh6AAD.

"**MDF Guide**" shall mean the "Akamai Partner Market Development Fund Guide" outlining Akamai's MDF program. The MDF Guide is available at https://partners.akamai.com/partners/s/asset-library?preview=069a700000J6lSnAAJ.

"**Monthly Recurring Revenue**" or "**MRR**" shall mean the committed monthly recurring fees on each Order Form with a term of twelve (12) months or more.

"**Named Client**" shall mean a client identified on an Order Form that uses the Service(s).

"**Named Client Model**" shall mean a model in which Akamai tracks each client's usage of the Services. This includes detailed reporting in relation to the Service in the Akamai Control Center. In the Named Client Model, the Partner may resell additional Services and upgrades to each of its clients, and grants access to the Professional Services to each of its clients for optimization purposes. The Partner will be provided with invoices outlining the usage of the Services by each of its clients. In addition, the configuration options in the Named Client Model allow the Partner to customize the combination of the Services and its services to best serve each client's needs.

"**Net Billings**" shall mean the amounts invoiced by Akamai in accordance with the respective Order Form during a certain period, including any applicable credits processed in the same period.

"**Net Monthly Recurring Revenue**" or "**Net MRR**" shall mean the aggregate change of committed monthly recurring revenue across new, modified, and canceled Order Forms.

"**Partner Marketplace Terms of Use**" shall mean the terms & conditions for the use of the Akamai Partner Marketplace, a web-based interface (the "Partner Marketplace") used by Partners to resell Akamai Services to its clients available at https://partners.akamai.com/partners/s/asset-library?preview=069a700000JKN2PAAX.

"**Partner Portal**" shall mean the portal accessible for a Partner with login details provided by Akamai to access training, collateral, and tools, and Partner programs (e.g., MDF, Deal Registration). It is accessible at http://partners.akamai.com.

"**Partner Support Services Guide**" shall mean the guide outlining the rules of engagement for Business and Technical Support Services deliverable by Partners to their end customers, as outlined in Partner Support Services Section. The Partner Support Services Guide is available at https://partners.akamai.com/partners/s/asset-library?preview=069a700000JKXMfAAP.

"**Professional Services**" shall have the meaning as set forth in the Akamai Services Page.

"**Program Level**" shall mean Premier and Elite.

"**Region**" shall mean Americas (North America and Latin America), APJ, and/or EMEA.

"**Services**" shall have the meaning set forth in the Framework Agreement (except for Professional Services and Support).

"**Shared**" shall mean that an employee is assigned to a defined role specified in this Guide and during such assignment may be assigned to any other role specified in this Guide or to other responsibilities or activities outside this Guide.

For terms not defined in this Guide, the definitions set forth in the Framework Agreement and/or the Attachment for Authorization entered into between Akamai and Partner shall apply.

Referenced Documents
These links are available after the Partner user is activated in the Partner Portal:

Brand Identity Guide
Business and Technical Support Guide
Deal Registration and Rebate Program
Akamai Test Account Guide
MDF Guide
Services Page
Third-Party Transactable Service Program Guide
Supplement to Distributor Guide for Tier-2 Resellers

Need Help?
Reach out to your Partner Account Executive or contact us at partnersupport@akamai.com.

Akamai Partner Connect