

# GitHub Services and Channel Partner Program Guide

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# Welcome

Welcome to the GitHub Services and Channel Partner Program.

This GitHub Services and Channel Partner Program Guide (Program Guide) outlines the additional requirements and guidelines for participation in the GitHub Services and Channel Partner Program (GHPP) and is your go-to resource for understanding how to engage with GitHub through our updated partner framework. All capitalized terms used but not defined in this Program Guide will be defined in the Program Terms.

Whether you're new to the program or expanding an existing relationship, this Program Guide outlines everything you need to know to help you grow your GitHub practice and deliver joint value to customers.

Our goal is to equip you with the tools, resources, and support needed to accelerate your impact, scale your business, and deepen your collaboration with GitHub and Microsoft. We're excited to partner with you and look forward to driving meaningful outcomes together.

## Changes to this Program Guide

GitHub may make changes to the Program Guide at any time. GitHub will provide partners with no less than thirty (30) days prior notice before such changes become effective. Despite anything else in the Agreement, notices under this provision may be delivered via the Partner Portal.

## Why partner with GitHub?

With over 100 million developers and a rapidly growing global presence, GitHub is the world's leading platform for software innovation. By joining the GHPP, you'll gain access to a high-impact ecosystem designed to grow your practice, deepen your customer relationships, and differentiate your offerings in a competitive market.

## What's in it for you?

### Differentiate with a developer-first product strategy

GitHub is uniquely positioned at the center of the developer experience; powering AI-enabled software delivery, secure DevOps, and modern app development. As a partner, you'll be aligned with the GitHub product innovation roadmap and strategic focus areas, unlocking new ways to support digital transformation initiatives and meet rising demand for developer-first solutions. This positions you to deliver high-value engagements that resonate with both technical buyers and enterprise decision-makers.

## Drive business and marketing success

Accelerate your growth with access to the GitHub global sales team and co-marketing engine. You'll benefit from demand generation programs, joint campaign opportunities, and sales alignment that helps you tap into new markets and customer segments. By aligning with the GitHub developer-first ecosystem, you gain the tools and support to expand your reach and achieve sustainable success.

## Recognized leadership and community engagement

Elevate your market position by partnering with the platform of choice for developers worldwide. Our Partner Awards recognize your achievements, while events like GitHub Universe provide opportunities to engage with GitHub leaders, share thought leadership, and build connections with peers across the ecosystem.

## Empower your team with comprehensive enablement

As a GitHub partner, you'll have access to curated enablement resources to strengthen your technical and sales capabilities. From certifications and bootcamps to just-in-time content and tailored learning paths, we invest in helping your team deliver differentiated customer outcomes and scale efficiently across engagements.

## Unlock exclusive opportunities through Strategic partnership

Strategic partners benefit from prioritized engagement and co-sell alignment across both GitHub and Microsoft. Building on the foundation of your Microsoft partnership, GitHub provides additional support through dedicated Partner Development Managers (PDMs) and Technical Partner Managers (TPMs) who offer tailored guidance, joint business planning, and access to GitHub-specific investment programs. You'll also participate in joint go-to-market motions with Microsoft sales teams, gaining greater visibility and access to top-tier customers.

By partnering with GitHub, you don't just gain access to the tools developers love, you gain a seat at the table in shaping the future of software innovation, backed by the scale and strategic alignment of Microsoft.

# GitHub and the Microsoft partner ecosystem

As of July 2025, participation in the GHPP requires all Strategic and Growth partners to be enrolled in the Microsoft AI Cloud Partner Program (MAICPP). This requirement creates a unified contractual foundation across both ecosystems and enables tighter alignment with the Microsoft compliance and go-to-market frameworks.

While GitHub and Microsoft continue to maintain distinct partner programs with their own benefits, requirements, and program structures, this alignment ensures GitHub partners have access to the

broader capabilities, incentives, and infrastructure of the Microsoft partner ecosystem. For GitHub Strategic partners, additional Microsoft designations are required—most notably earning one or more of the following specializations: Accelerate Developer Productivity with Microsoft Azure, AI Platform on Microsoft Azure, and/or Build AI Apps on Microsoft Azure. These specializations demonstrate a partner’s capability to deliver secure, AI-enhanced software development using DevOps principles and GitHub solutions—signaling credibility to both GitHub and Microsoft stakeholders.

Being a Microsoft partner does not automatically make you a GitHub partner; all GitHub-specific terms, including program requirements, benefits, and data handling policies, will be governed and administered independently by GitHub. As part of the GHPP, organization admins will be prompted to accept the GHPP terms the first time they log into the GitHub Partner Portal after the August 4, 2025 launch. Please reach out to [channel-partners@github.com](mailto:channel-partners@github.com) with any questions or concerns.

## GitHub mission and core values

Our mission, values, and leadership principles shape how we work, how we serve customers, and how we show up in the market. As members of the GitHub Services and Channel Partner Program, we ask partners to align with these principles in joint engagements, events, and customer interactions. Operating from a shared foundation strengthens trust, reinforces our commitment to the developer community, and enables us to deliver consistent, high-impact outcomes together.

### GitHub mission

At GitHub, our mission is to accelerate human progress through developer collaboration. We firmly believe that the advancement of human progress is intricately linked to software, and at the heart of software are the developers who build it. What we do at GitHub matters – it matters not only to developers but to the global community relying on the innovative solutions developers have created and will create to help shape the world.

Central to our mission are the pillars of community, trust, and innovation. GitHub is home to the world’s largest developer community, and it is the heart of our platform, rooted in our founding idea of social coding. And this community, as well as the GitHub platform, is built on trust. Trust defines how we build, how we operate, and how we engage with our customers. The world’s code lives on GitHub, both publicly and privately, and developers expect us to act with integrity at all times. Trust is not a principle; it’s an integral part of our identity. Through trust and with our community, we enable innovation, empowering developers to push boundaries, embrace cutting-edge technologies, and change software development to help all developers define the future.

# GitHub values

GitHub values shape how we work, influence our decision-making, empower risk-taking in pursuit of our goals, encourage accountability for our actions, and underpin the diversity of perspectives we actively seek. Together, our values serve as the compass guiding all of us, in our day-to-day and in our biggest decisions, to help us achieve our mission.

- **Customer-Obsessed:** Developers, enterprise leaders, and open source maintainers are all looking to us to help bring their projects to the next level of success. We proactively anticipate and exceed customer needs, always striving to go above and beyond for them. We listen and carefully consider feedback, and we consistently look to validate our assumptions with the people who are using our product every day. Developers are at the core of everything we do. We understand that their success is our success, and we take pride in delivering a remarkable end-to-end experience for everyone who uses GitHub.
- **Ship to Learn:** Our Ship to Learn ethos is deeply rooted in GitHub's history. We value the journey as much as the destination. We eagerly embrace challenges, knowing most decisions are reversible. We believe in rapid decision-making, shipping often, and taking calculated risks. Sometimes we're wrong and the best thing we can do is quickly change direction. We know that each iteration brings us closer to excellence and that we can learn from every success and even more from our failures.
- **Growth Mindset:** We see challenges not as obstacles, but as opportunities to learn, grow, and refine our craft. We are resilient, curious, and believe in our ability to continuously improve and learn as a team. When we're faced with a new idea or perspective, we take an inquisitive approach before taking action. We're not limited by what we know right now, but by how quickly we can grow together.
- **Own the Outcome:** We unequivocally take full responsibility for our work, our words, and our actions. When we succeed, we share our success together. When we miss the mark and have challenges, we take our responsibility seriously and work to improve the outcome. Developers, organizations, and projects around the world expect GitHub to deliver for them every day so they can deliver for their customers. We take that responsibility seriously and are humbled by the position we're in.
- **Better Together:** In every endeavor, we are Better Together. Collaboration fuels our team, our product, and software development itself. We value the unique strengths each Hubber brings. We are kind, thoughtful, and considerate of one another. We look for ways to build on each other's work and learn from each other. We know that every successful ship is built by a team, not a hero.
- **Diverse & Inclusive:** We seek to build and sustain a workplace and product that reflects the diversity of the global developer community we serve. We know that diverse teams generate more innovative results. We are committed to an inclusive, accessible, remote culture where all Hubbers and developers belong, are valued, and can do their best work.

# GitHub leadership principles

At GitHub, every Hubber and partner can be a leader, whether you're managing a team, overseeing a project, contributing your expertise to an initiative, or making daily decisions to prioritize your work. Our Leadership Principles serve as the guiding ethos defining effective leadership for all Hubbers, with a relentless commitment to driving collective success. We ask our partners to embody these same principles—bringing them to life in how we collaborate, make decisions, and deliver outcomes together for customers.

- **Create Clarity:** Leaders see the big picture and make sense of the environment in which we operate. Our goal is a crystal-clear vision for ourselves, our teams, the organization, and our customers. We turn that vision into a comprehensive strategy and plan. We continuously check for understanding and take extra steps to clarify accountability and create alignment. We choose our words carefully, listen closely, and act fast to resolve any uncertainty. We don't create clarity in a silo; we do it together with those who see things from a different perspective in the same world.
- **Generate Energy:** Leaders are a source of positive, motivating, creative energy. We foster an optimistic, productive, and inclusive environment where people thrive. We lead by example and understand the impact we have on others. We grow strong and resilient teams that make a lasting impact. We amplify their effectiveness by developing skills, promoting collaboration, and inspiring bold yet thoughtful moves to meet the challenges of the future. We balance the short-term and long-term needs of the business to build an organization that is stronger tomorrow than today.
- **Deliver Success:** Leaders believe in what's possible and focus on results that have meaningful impact. We encourage innovative ideas to improve upon products, services, and solutions. We instill in ourselves and others the belief that there is always a way to overcome challenges. We lead our teams to break through barriers and find the best solutions for the organization and our customers. We are insatiably curious, willing to take informed risks and tenaciously pursue the best outcomes for our customers, developers, teams, and stakeholders.

## What makes a successful GitHub partner

Our most successful Services and Channel partners build a services-first practice centered around GitHub, focusing on delivering consistent, high-impact outcomes for customers. These partners lead with consulting and implementation engagements that showcase the value of the GitHub platform—helping customers modernize their development practices, adopt secure DevOps workflows, integrate AI into their software delivery lifecycle, and accelerate digital transformation.

Success is amplified when partners complement product sales, whether through direct resale or by influencing purchase decisions, with scalable, repeatable service offerings and structured delivery frameworks. High-performing partners invest in enablement and actively participate in deal registration and co-sell motions with GitHub and Microsoft field teams.

As we look ahead, the partners who drive the greatest impact will be those who embed GitHub deeply into their solutions portfolio, align closely with our go-to-market priorities, and invest in long-term service delivery excellence. These partners not only help customers succeed, they accelerate their own growth through increased services revenue, greater visibility in co-sell motions, and deeper engagement with GitHub and Microsoft field teams.

## Program overview

The GHPP builds on the MAICPP, adding GitHub-specific requirements and benefits tailored for partners who source, sell, and support GitHub solutions. The program is designed to accelerate partner-led services and consumption revenue, scale reach through joint selling and aligned incentives, and equip partners with the tools, training, and resources needed to deliver impactful outcomes for customers. Through deeper collaboration and co-selling opportunities across the GitHub and Microsoft ecosystems, partners are empowered to grow their business and drive customer success.

## Partnership tiers

The GitHub program is structured into three tiers, each with increasing levels of support and expectations.

### Sales-Serve

Sales-Serve partners work directly with GitHub sales teams on individual customer opportunities. GitHub sellers will own these relationships including onboarding, enablement, co-selling, and ongoing partner management where needed.

While Sales-Serve partners are not formally onboarded into the GHPP, they will gain access to the GitHub Partner Portal and public-facing enablement resources, making this tier well-suited for tactical or opportunity-based collaboration without long-term program commitments.

If you have an urgent customer opportunity, please reach out to the appropriate GitHub sales team based on your product need. For GitHub Enterprise, submit a request via the [Enterprise Contact Form](#). For GitHub Advanced Security, use the [Security Contact Form](#).

### Growth (invite-only)

Growth partners are recognized for their regional expertise, scalable impact, and capacity to expand GitHub reach. They receive light-touch support from GitHub PDMs and TPMs, along with access to self-serve enablement resources, marketing support, and co-selling opportunities. Growth partners are expected to meet annual performance and enablement milestones, and, as they deepen their collaboration and demonstrate results, they are well positioned to align more closely with GitHub strategic initiatives and advance within the program.

## Strategic (invite-only)

Strategic partners represent the deepest level of partnership within the GHPP. These high-impact partners are closely aligned to GitHub top priorities and receive prioritized support through proactive PDM and TPM engagement, joint business planning, and co-sell alignment with GitHub and Microsoft field teams. Strategic partners also gain early access to GitHub innovations, targeted funding opportunities, and enhanced visibility across our ecosystem. Participation at this level requires meeting elevated expectations across revenue contribution, service delivery excellence, and certification attainment.

## Program benefits

Please note: Program benefits are subject to change based on evolving GitHub business priorities and market conditions. Partners will be notified of any material updates through official program communications.

| Benefit  | Sales-Serve | Growth                | Strategic |
|--|-------------|-----------------------|-----------|
| Account management   |             |                       |           |
| Access to the GitHub Partner Portal  | ✓           | ✓                     | ✓         |
| PDM/TPM support to drive growth, operational efficiency, and overall success   | —           | ✓                     | ✓         |
| Funding programs   |             |                       |           |
| Microsoft funding, such as ECIF and other Azure funding programs<br><br>* Partner access to these funding programs is based on meeting required Microsoft criteria | ✓*          | ✓*                    | ✓*        |
| GitHub strategic investment programs   | —           | Eligibility will vary | ✓         |
| Business development   |             |                       |           |
| Deal registration  | —           | ✓                     | ✓         |
| White Label Offerings (WLOs)   | —           | ✓*                    | ✓*        |

|  |   |   |                      |
|--|---|---|----------------------|
| * In order to access WLOs, Growth and Strategic partners must obtain one or more of the following specializations<br><a href="#">Accelerate Developer Productivity</a><br><a href="#">AI Platform on Microsoft Azure</a><br><a href="#">Build AI Apps on Microsoft Azure</a> |   |   |                      |
| Proactive field alignment  | — | Dependent on opportunity and resourcing | ✓                    |
| Marketing  |   |   |                      |
| Partner directory  | — | ✓                                       | ✓                    |
| Partner brand guidelines   | — | ✓                                       | ✓                    |
| Joint value proposition messaging  | — | ✓                                       | ✓                    |
| Campaign playbooks   | — | ✓                                       | ✓                    |
| Early insights   |   |   |                      |
| Access to quarterly internal product roadmap sessions  | — | Recording available                     | Live virtual session |
| Access to the Not-for-Resale (NFR) Program   | — | ✓                                       | ✓                    |
| Alpha/Beta release access  | — | —                                       | ✓                    |
| Community  |   |   |                      |
| Partner community  | — | —                                       | ✓                    |
| Exclusive event access   | — | —                                       | ✓                    |
| Recognition  |   |   |                      |
| Partner awards   | — | ✓                                       | ✓                    |
| Enablement   |   |   |                      |
| Self-serve sales and technical enablement assets   | ✓ | ✓                                       | ✓                    |

# Program requirements

Please note: Program requirements are subject to change based on evolving GitHub business priorities and market conditions. Partners will be notified of any material updates through official program communications.

| Requirement  | Sales-Serve | Growth | Strategic |
|--|-------------|--------|-----------|
| Legal  |             |        |           |
| Active, compliant legal agreement with Microsoft and GitHub  | —           | ✓      | ✓         |
| SSPA compliant   | —           | ✓      | ✓         |
| Core   |             |        |           |
| Microsoft partner  | Recommended | ✓      | ✓         |
| Established DevOps practice  | Recommended | ✓      | ✓         |
| Established AI practice  | —           | —      | ✓         |
| Partner organization enrolled in the GitHub Partner Portal   | —           | ✓      | ✓         |
| Proficiency  |             |        |           |
| Annual certification commitment (per fiscal year)  | —           | ✓      | ✓         |
| Obtain one or more of the following specializations<br><a href="#">Accelerate Developer Productivity</a><br><a href="#">AI Platform on Microsoft Azure</a><br><a href="#">Build AI Apps on Microsoft Azure</a> | —           | —      | ✓         |
| Revenue  |             |        |           |
| Annual deal registration commitment (per fiscal year)  | —           | ✓      | ✓         |
| Annual PI ACR commitment (per fiscal year)   | —           | ✓      | ✓         |
| Annual services bookings on partner paper commitment (per fiscal year)   | —           | ✓      | ✓         |

# Program targets and governance

## Revenue and certification targets

To support meaningful engagement and drive impact, GitHub maintains recommended performance targets across key KPIs such as Partner Influenced Azure Consumed Revenue (PI ACR), services bookings delivered on partner paper, deal registrations submitted through the GitHub Partner Portal, and the number of GitHub-certified individuals within your organization. These targets are designed to help partners scale their GitHub practices, deliver consistent customer value, and stay aligned with the GitHub go-to-market strategy.

Because these targets continue to evolve alongside GitHub business priorities, they are not published externally. Strategic partners should work directly with their GitHub PDM to define and document tailored goals as part of their Partner Business Plan (PBP). Growth partners are encouraged to connect with their PDM to receive the latest guidance on recommended targets and expectations for ongoing tracking.

## Governance model

GitHub employs a structured governance model to ensure partners consistently meet program expectations and contribute meaningfully to joint business goals.

All Growth and Strategic partners are reviewed every six months to assess progress against key targets. These reviews help identify strengths, highlight risks, and drive alignment on next steps. If a partner continually fails to meet expectations, GitHub may take the following actions:

- Schedule a performance review meeting to address challenges and identify areas for improvement.
- Provide a remediation plan outlining specific actions and timelines.
- Reevaluate tier placement if underperformance continues.

## Reselling GitHub products

GitHub currently supports a select group of authorized partners who resell GitHub products through established channels. As we evolve our go-to-market strategy, we are aligning more closely with Microsoft's commercial motion—particularly through the Cloud Solution Provider (CSP) program.

This strategic shift supports a more scalable, consumption-based model and enhances our ability to serve customers through established Microsoft licensing channels. While we may continue to work with a limited number of authorized resellers, our long-term focus is on deeper alignment with Microsoft and enabling partner-led services growth.

If your organization is interested in transacting GitHub products, we recommend starting by exploring the [Microsoft Cloud Solution Provider \(CSP\) program](#).

## Partner engagement

At GitHub, we view our partners as extensions of our team, and believe that strong communication is at the heart of every successful collaboration. To help you stay informed, connected, and equipped to succeed, we offer several channels of engagement tailored to your role in the GHPP.

### GitHub Partner Portal

The GitHub Partner Portal is your central hub for managing every aspect of your partnership with GitHub. Within the portal, you can register deals, submit funding requests, and explore curated enablement pathways designed to help you grow your GitHub services practice. You'll also find sales collateral, use-case templates, and technical resources to support your go-to-market efforts. In addition, the portal allows you to track your progress against partnership activities and performance goals. Bookmark <https://portal.github.partners> as your go-to destination for staying connected and informed.

### PDMs and TPM support

As a GitHub Strategic or Growth partner, you'll be supported by a team of experts committed to your success. Strategic partners receive dedicated engagement from both a PDM and TPM, who work closely with you on business planning, technical alignment, and co-sell strategy. Growth partners have access to PDMs and TPMs for key engagements and milestone-based check-ins, with additional support available upon request.

### Quarterly newsletter

Each quarter, you'll receive the GitHub Partner Newsletter, highlighting key program updates, new resources, upcoming training opportunities, and important dates. It's a great way to stay current on the GitHub roadmap, product launches, and co-selling strategies. We encourage you to share the newsletter within your organization to broaden awareness and alignment.

### Email communications via the GitHub Partner Portal

Partners enrolled in the GitHub Partner Portal will also receive timely updates directly in their inbox. These messages may include targeted announcements, new enablement content, changes to program benefits or requirements, and important deadline reminders. To ensure you receive these communications, please make sure you've individually [opted in](#) to Supplier Emails within the Partner Portal.

## Private Slack channels

As part of our commitment to collaboration, GitHub offers private Slack channels for Strategic partner organizations, with availability for Growth partners based on engagement needs. These channels provide a direct, real-time communication path with your GitHub partner team—enabling faster coordination, support, and knowledge sharing. Your Slack channel is a great place to ask questions, share customer wins, and stay connected with GitHub teams across sales, technical, and partner operations functions.

## Partner FAQs

We've compiled an evolving list of frequently asked questions to help partners quickly find answers about program structure, requirements, benefits, and common scenarios. This is a great first stop when you need clarity on how the program works or what's expected. You can access the FAQ [here](#)—it's updated regularly to reflect the latest guidance.

## Partner support alias

For questions that fall outside the scope of your PDM/TPM or FAQs, you can always reach us at [channel-partners@github.com](mailto:channel-partners@github.com). This shared alias is monitored by the GitHub partner strategy and operations team and is the best way to route inquiries about program logistics, portal access, or policy clarifications. We're here to help.

## Next steps

### Interested in becoming a GitHub partner?

We encourage interested partners to submit their information via [this form](#) for future consideration. We regularly assess partnership opportunities based on business needs and typically review new submissions on a semiannual basis. In the meantime, organizations can join the [Microsoft Cloud and AI Partner Program](#) to access valuable resources, training, and opportunities to collaborate within the broader Microsoft ecosystem.

### Activate your GitHub partnership

You've taken the first step. Now it's time to activate your partnership. The [Onboarding Plan](#) includes curated resources and step-by-step guidance, along with the GitHub Partner Welcome Kit, to help you get oriented and start driving impact. Access is available once you're logged into the GitHub Partner Portal. Let's get started!

# Appendix

## Program benefit details

### Account management

|                 |  |
|-----------------|--|
| Overview        | Account management refers to the dedicated support provided by GitHub Partner PDMs and TPMs. This includes activities such as business planning, technical alignment, opportunity support, and performance tracking to help partners grow their GitHub practice and deliver customer impact.   |
| Availability    | Strategic and Growth partners<br><br>Strategic partners receive proactive, ongoing engagement from both PDMs and TPMs, including Partner Business Plan (PBP) development, co-sell strategy, and quarterly business reviews. Growth partners receive lighter-touch support, often centered on scalable guidance, performance tracking, and assistance tied to specific opportunities. |
| Getting started | Connect with your GitHub PDM and TPM to align on goals, define a PBP, and establish a cadence for check-ins and performance tracking. For Growth partners, be proactive in requesting support around key deals or enablement needs, and take advantage of any self-serve resources provided.   |

### Funding programs

|                 |   |
|-----------------|---|
| Overview        | Partners may be eligible for a variety of funding and incentive programs offered by Microsoft or GitHub, such as End Customer Investment Funds (ECIFs), Microsoft Commercial Incentives, Azure funding programs, Marketing Development Funds, and other GitHub strategic investment programs. Participation in these programs is subject to funding availability and governed by Separate Agreements with Microsoft or GitHub, as applicable. Priority for GitHub funding programs will be given to Strategic and Growth partners who have acknowledged the GHPP Terms. |
| Availability    | Eligibility will vary   |
| Getting started | Please visit the <a href="#">Azure Innovate &amp; Azure Migrate and Modernize page</a> , the <a href="#">Microsoft Partner Incentives page</a> , and the <a href="#">Partner Funding Programs section</a> in the GitHub Partner Portal to learn more.   |

## Business development

|  |   |
|--|---|
| Overview                                 | <p>GitHub supports partner-led pipeline growth and co-sell success through a suite of business development benefits. These include deal registration, White-Label Offerings (WLOs), and proactive field alignment. Together, these tools help partners generate demand, protect pipeline, and drive joint customer engagement alongside GitHub and Microsoft field teams.</p>   |
| Availability                             | <ul style="list-style-type: none"> <li>● Deal registration: Strategic and Growth partners</li> <li>● WLOs: Strategic and Growth partners</li> <li>● Proactive field alignment: Strategic partners</li> </ul>  |
| Getting started                          | <p>To get started, visit the <a href="#">Deal Registration</a> and <a href="#">White-Label Offerings</a> pages in the GitHub Partner Portal for more information.</p> <p>For proactive field alignment, Strategic partners should connect with their PDM to identify high-impact accounts and explore opportunities for joint planning, co-sell motions, and coordinated customer engagement.</p>   |
| Additional deal registration information | <p>The GitHub deal registration program enables partners to register qualified leads and ensure GitHub can prioritize those leads accordingly. Deal registrations are processed on a first-come, first-served basis. Once approved, the registering partner secures the lead for a six-month period. If the deal does not close within that timeframe, the registration expires, and the opportunity becomes open to other partners or GitHub directly.</p> <p>All deal registration submissions are subject to the GitHub qualification process, which involves collaboration between GitHub Sales and partners. GitHub reserves the right to approve or decline deal registrations at its discretion.</p> |
| Additional WLO information               | <p>Eligible partners will have access to a range of training and enablement materials via the Partner Portal ("White-Label Offerings" or "WLOs"). White-Label Offerings may include, but are not limited to, training manuals, videos, slide decks, data sheets, and battle cards, and are designed to assist partners in effectively marketing, selling, and delivering Joint Offerings to its end customers.</p> <p>Partners may use and reproduce the WLOs solely for the purpose of facilitating the marketing, sale, delivery, and support of Joint Offerings.</p>   |

|  |   |
|--|---|
|  | <p>Unless explicitly marked "Internal Only", partners may: (1) present and display the WLOs to end customers; and (2) make non-substantive modifications to the WLOs, including formatting adjustments or the incorporation of partner's own Marks or Content, provided such modifications do not alter, obscure, or misrepresent the original messaging, branding, or intended positioning conveyed in the original content ("Minor Modifications"). Any modifications to WLOs other than Minor Modifications, will require separate written permission from GitHub.</p> <p><b>WLO use restrictions</b></p> <p>Except as expressly permitted in the Agreement, partner shall not:</p> <ul style="list-style-type: none"> <li>● share the WLOs with third parties outside partner's organisation;</li> <li>● claim ownership over the WLOs or any version thereof, including those with Minor Modifications;</li> <li>● make modifications, other than Minor Modifications, to the WLOs without separate written permission from GitHub;</li> <li>● remove, alter, or obscure any Marks, or copyright or other proprietary rights notices, contained in or affixed to the WLOs;</li> <li>● alter, obscure or misrepresent the original product messaging, branding or intended positioning conveyed in the WLOs; or</li> <li>● use, or allow others to use, the WLOs in violation of applicable law, the Acceptable Use Policy or any third party right.</li> </ul> |
|--|---|

## Marketing

|                 |   |
|-----------------|---|
| <p>Overview</p> | <p>GitHub offers a range of marketing benefits designed to help partners increase visibility, amplify their brand, and drive demand through joint storytelling. These benefits provide partners with the tools, assets, and frameworks to effectively position their services, promote their expertise, and showcase the value of partnering with GitHub.</p> <p>Participating partners may be featured in the GitHub Partner Directory, a public listing where customers can discover partners based on capabilities and geography. Partners also gain access to the GitHub brand guidelines, which provide standards for using logos, messaging, and co-branded materials in a consistent and compelling way.</p> <p>To support marketing alignment, GitHub provides joint value proposition messaging frameworks, which help partners articulate the combined impact of their offerings and the GitHub platform. For partners that are ready to go to market, campaign playbooks offer ready-made templates and guidance for</p> |
|-----------------|---|

|                 |  |
|-----------------|--|
|                 | executing co-branded campaigns that generate awareness, leads, and customer engagement.        |
| Availability    | Strategic and Growth partners  |
| Getting started | Please visit the <a href="#">Marketing page</a> in the GitHub Partner Portal for more details. |

## Early insights

|                        |  |
|------------------------|--|
| Overview               | GitHub provides select partners with early visibility into upcoming product innovations to help them stay ahead of the curve and better support their customers. These early insights benefits include access to quarterly product roadmap sessions, participation in alpha/beta programs, and eligibility for the Not-for-Resale (NFR) license program. Together, these offerings enable partners to align their solutions, delivery readiness, and GTM strategy with the evolving GitHub product roadmap.  |
| Availability           | <ul style="list-style-type: none"> <li>• Quarterly product roadmap sessions: Strategic partners (Live virtual session) and Growth partners (Recording available)</li> <li>• Access to the Not-for-Resale (NFR) Program: Strategic and Growth partners</li> <li>• Alpha/Beta Release access: Strategic partners</li> </ul>  |
| Getting started        | To access these early insights programs, partners should work with their GitHub PDM or TPM. Your partner managers can confirm eligibility, initiate access, and help coordinate participation in roadmap briefings, early release testing, or NFR license requests. Additional details and updates may also be shared through your private Slack channel or during check-ins with your GitHub team.  |
| Additional NFR details | <p>Partners may be eligible for free licenses to GitHub products in connection with your participation in the GHPP. Partner’s use of such Products is subject to the customer terms available at <a href="https://github.com/enterprise-legal">https://github.com/enterprise-legal</a> (Customer Terms) and the Agreement. In the event of any conflict between the Customer Terms and the Agreement, the latter shall control.</p> <p>Product benefits may be used for: (1) Internal use in a development, test, demo, sandbox, or production environment for general internal business purposes and not for any type of external, revenue generating purpose; (2) demonstrating Products to customers, but demonstration products cannot be installed on customer hardware or infrastructure and must be used with partner</p> |

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|  | <p>supervision; (3) solution or services development purposes, including the development, testing and demos of solutions and services; (4) internal training, used for training internal employees only. Use for customer training is not permitted.</p> <p>Product benefits may not be used for: (1) direct revenue-generating activities such as hosting a customer’s applications or development of custom solutions for a specific client; (2) employee or subcontractor personal use; (2) installation of solutions or services at a customer site; (3) customer training; (4) reselling or transfer to any third party; or (5) any activities that violate the terms of the Agreement.</p> <p>GitHub may at any time, without reason or notice, revoke a partner’s access to Products granted under the Agreement.</p> |
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## Community

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| <p>Overview</p>        | <p>The GitHub Partner Community is a global, invite-only network designed to connect Strategic partners with GitHub teams and each other. It enables shared learning, promotes collaboration, and scales technical enablement while deepening partner engagement.</p> <p>In addition to community participation, selected partners gain access to exclusive GitHub events and experiences, such as sponsorship opportunities, executive partner webinars, participation in Partner Advisory Boards (PABs), and day 0 access at GitHub Universe. These touchpoints provide partners with early product insights, direct engagement with GitHub leadership, and high-value networking opportunities across the GitHub and Microsoft ecosystem.</p> |
| <p>Availability</p>    | <p>Strategic partners</p>  |
| <p>Getting started</p> | <p>Participation in the Partner Community is by invitation only, based on selection by the GitHub PDM and TPM team. Selected partners will receive an email with access details. Once invited, partners should join the partner-community GitHub repo and attend the monthly Partner Tech Forums to stay informed and engaged.</p> <p>Exclusive event access is also invitation-based and coordinated by the GitHub partner team. PDMs or the appropriate GitHub contact will reach out directly when sponsorships, executive forums, or other strategic opportunities arise. Partners are encouraged to speak with their PDM if they’re interested or would like more details about upcoming events.</p>  |

## Recognition

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| Overview        | The GitHub Services and Channel Partner Partner of the Year Awards (POTYA) celebrate outstanding achievements, innovation, and community impact by our global partner network. |
| Availability    | Strategic and Growth partners  |
| Getting started | Visit the <a href="#">GitHub Services and Channel POTYA page</a> in the GitHub Partner Portal to learn more.   |

## Enablement

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| Overview        | In addition to direct support provided by GitHub PDMs and TPMs, the GHPP offers a suite of self-serve and guided enablement resources. These include certifications, bootcamps, just-in-time enablement, and on-demand webinars—designed to build partner expertise and support go-to-market execution. Resources are updated regularly to reflect the GitHub product roadmap and evolving market opportunities.   |
| Availability    | Organizations with access to the GitHub Partner Portal, as well as GitHub Learn and Microsoft Learn.   |
| Getting started | To begin your enablement journey, start with the following resources: <ul style="list-style-type: none"><li>• <a href="#">GitHub Partner Enablement page</a> on the GitHub Partner Portal.</li><li>• <a href="#">GitHub Learn</a>, offering interactive courses, hands-on labs, and certification prep built into the platform.</li><li>• <a href="#">GitHub training content on Microsoft Learn</a>, featuring structured learning paths to help you develop essential GitHub skills and demonstrate mastery.</li><li>• <a href="#">Sales and pre-sales skilling resources</a> designed specifically for GitHub partners.</li><li>• <a href="#">Skill Up with Level Up</a>, a partner-focused enablement hub offering curated live and on-demand sessions across technical, sales, and leadership tracks.</li></ul> |

# Program requirement details

## Legal

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| Overview        | <p>Partners must have the appropriate legal agreements in place to participate in the GHPP. These agreements establish the foundation for eligibility, data handling, and program participation. Throughout their membership of the GHPP, partners must:</p> <ul style="list-style-type: none"><li>● maintain an active MAICPP Agreement, and accept and maintain compliance with the Agreement; or</li><li>● where expressly authorised by GitHub, an equivalent agreement with GitHub; and</li><li>● maintain a status of Green (compliant) in the Microsoft Supplier Security and Privacy Assurance Program, as described at <a href="https://www.microsoft.com/en-us/procurement/sspa">https://www.microsoft.com/en-us/procurement/sspa</a> or, if expressly authorized by GitHub, an equivalent GitHub-designated status.</li></ul> |
| Applies to      | Strategic and Growth partners  |
| How to validate | <ul style="list-style-type: none"><li>● MAICPP Agreement: Log in to the <a href="#">Microsoft Partner Center Dashboard</a> and review the “Legal Info” section to confirm your MAICPP status. If not yet enrolled, start <a href="#">here</a>.</li><li>● GitHub Services and Channel Partner Program Terms (Program Terms): Sign in to the <a href="#">GitHub Partner Portal</a> to review and accept the GitHub-specific terms. If you're unsure whether your organization has accepted, contact <a href="mailto:channel-partners@github.com">channel-partners@github.com</a>.</li><li>● SSPA compliance: Visit the <a href="#">Microsoft SSPA Portal</a> using your partner credentials to confirm your compliance status. If you don't have access, your Microsoft Partner Center admin can assist.</li></ul>                         |

## Core

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| Overview | <p>To participate in the GHPP, partners must meet a set of foundational eligibility criteria that demonstrate alignment with GitHub technical and go-to-market priorities. These core requirements include:</p> <ul style="list-style-type: none"><li>● Microsoft partner status: All GitHub partners must be enrolled in the MAICPP, which begins with signing the MAICPP Agreement.</li></ul> |
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|                 | <ul style="list-style-type: none"> <li>Established DevOps practice: Partners are expected to maintain a dedicated team that consistently delivers customer solutions using modern DevOps methodologies. This includes recent experience implementing CI/CD, infrastructure as code, automation, and monitoring, supported by toolchains that enable agile development, continuous delivery, and rapid feedback. The partner must demonstrate operational frameworks aligned with recognized DevOps principles and may be asked to provide evidence of past DevOps engagements or customer references.</li> <li>Established AI practice: Strategic partners are expected to maintain a dedicated team that delivers customer solutions leveraging AI and machine learning. This includes recent experience designing, building, or deploying AI models or services—such as natural language processing, computer vision, or predictive analytics—using modern AI frameworks and cloud platforms. The partner must demonstrate consistent delivery of AI-driven outcomes and may be asked to provide project examples, customer references, or solution assets.</li> <li>Enrollment in the <a href="#">GitHub Partner Portal</a>: Enrollment in the GitHub Partner Portal is required to participate in the GHPP. The Partner Portal is the primary tool for managing your partnership—providing access to program resources, deal registration, and key communications.</li> </ul> |
| Applies to      | These core requirements apply to both Strategic and Growth partners, with the exception of the AI practice requirement, which is specific to Strategic partners.  |
| How to validate | <ul style="list-style-type: none"> <li>Microsoft partner status: Log in to the <a href="#">Microsoft Partner Center Dashboard</a> and verify your organization’s enrollment in the MAICPP. If not enrolled, you can begin the process <a href="#">here</a>.</li> <li>DevOps and AI practice: Work with your GitHub PDM to document your practice areas. This may include sharing customer case studies, delivery capabilities, or solution overviews during onboarding or strategic planning.</li> <li>GitHub Partner Portal enrollment: Confirm your enrollment at <a href="#">portal.github.partners</a>. You can also add additional users from your organization as needed. If you’re unsure of your status, contact <a href="mailto:channel-partners@github.com">channel-partners@github.com</a>.</li> </ul>   |

## Proficiency

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| <p>Overview</p>        | <p>Proficiency requirements help ensure that GitHub partners have the technical skills and service capabilities needed to deliver consistent, high-quality customer outcomes. These requirements include:</p> <ul style="list-style-type: none"> <li>● Certification commitment: Partners must meet certification thresholds, demonstrating ongoing investment in GitHub enablement. Required certification counts vary by tier and partner type and are tracked as part of performance reviews.</li> <li>● Microsoft specializations<br/>Strategic partners must obtain <i>one or more</i> of the following Microsoft specializations (as may be renamed from time to time):             <ul style="list-style-type: none"> <li>○ Accelerate Developer Productivity with Microsoft Azure</li> <li>○ AI Platform on Microsoft Azure</li> <li>○ Build AI Apps on Microsoft Azure</li> </ul> </li> </ul> <p>These specializations validate a partner’s advanced capabilities in modernizing development practices, building and deploying AI-powered solutions, and driving productivity with GitHub and Azure. Each requires meeting the Microsoft performance, skilling, and customer success criteria—including active solution delivery, certified staff, and customer evidence. Specializations must be held by the partner organization at the company level and remain in good standing.</p> |
| <p>Applies to</p>      | <ul style="list-style-type: none"> <li>● Certification commitment: Strategic partners and Growth partners</li> <li>● Specializations: Strategic partners</li> </ul>   |
| <p>How to validate</p> | <ul style="list-style-type: none"> <li>● As a Microsoft partner, your organization can leverage existing Microsoft Certification/Credential Reporting to track progress. For further guidance or to confirm certification status, please contact your GitHub PDM or TPM.</li> <li>● Specializations: To verify your organization's specialization status or to apply, sign in to the <a href="#">Microsoft Partner Center</a> and navigate to your Partner Center dashboard &gt; Membership &gt; Specializations. Only an MPN Account Administrator or a Global Administrator can submit an application for the specialization on behalf of the organization. For detailed requirements and application guidance, refer to the <a href="#">Microsoft Partner specializations page</a>.</li> </ul>   |

## Revenue

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| <p>Overview</p>        | <p>Revenue requirements ensure that GitHub partners are actively contributing to the growth of GitHub and Microsoft through deal generation, Azure influence, and services delivery. These commitments are tracked annually and may vary by tier.</p> <ul style="list-style-type: none"> <li>● Deal registration commitment: Partners are expected to register qualified opportunities via the GitHub Partner Portal. For Strategic partners, the deal registration target is agreed upon in collaboration with the GitHub PDM and reflected in the PBP. This commitment supports pipeline visibility and enables coordinated co-sell engagement across GitHub and Microsoft sales teams.</li> <li>● Partner Influenced Azure Consumption Revenue (PI ACR): The partner must commit to generating a defined amount of PI ACR within the fiscal year. For Strategic partners, the PI ACR target is agreed upon in collaboration with the GitHub PDM and reflected in the PBP. This commitment requires the partner to actively influence customer decisions that drive Azure consumption, with attribution tracked through Microsoft reporting systems.</li> <li>● Services Revenue on Partner Paper: Partners are required to deliver a minimum amount of GitHub-related services revenue billed under their own organization. For Strategic partners, the Services Revenue on Partner Paper target is agreed upon in collaboration with the GitHub PDM and reflected in the PBP. This commitment demonstrates meaningful services capacity and supports long-term customer value.</li> </ul> |
| <p>Applies to</p>      | <p>Strategic and Growth partners<br/> <i>Note: Target levels vary by tier and partner type</i></p>  |
| <p>How to validate</p> | <p>Revenue targets are not published externally, as they evolve based on partner type and business context.</p> <ul style="list-style-type: none"> <li>● Strategic partners should work with their GitHub PDM to define, document, and track revenue goals as part of their PBP and Quarterly Business Reviews (QBRs).</li> <li>● Growth partners should contact their assigned PDM for current guidance on target expectations and to establish a process for monitoring progress throughout the fiscal year.</li> </ul>   |