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 deliver transformational AI outcomes, drive trusted innovation at scale, and engage as a trusted advisor alongside GitHub and Microsoft. We're excited to partner with you and look forward to leading the global shift toward AI-powered software development 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?

Our shared mission is to lead the global shift toward AI-powered software development by empowering you to deliver transformational outcomes for our joint customers. By partnering with GitHub, you position your practice as a trusted advisor, equipped to drive secure innovation at scale and accelerate your customers' journey to becoming AI-first organizations.

What's in it for you?

Deliver transformational AI outcomes

Differentiate your practice by building solutions that directly address what customers want most: accelerating their pace of innovation, reducing costs, and minimizing risk through secure, AI-enabled software delivery.

Co-sell as a trusted advisor

Accelerate your growth through a unified go-to-market motion. By aligning our sales strategies, we engage customers together to drive higher-value opportunities and deepen strategic account relationships.

Drive trusted innovation at scale

Elevate your market presence through joint marketing, partner badging, and shared customer success stories that showcase your leadership in both the developer ecosystem and the AI transformation space.

Accelerate your practice with dedicated enablement

Scale your delivery capabilities with targeted enablement, practice development, and enhanced tooling designed to make your team the experts in GitHub's AI and security portfolio.

GitHub and the Microsoft partner ecosystem

Participation in the GHPP creates a GitHub-specific value layer on top of the Microsoft AI Cloud Partner Program (MAICPP). As part of this structure, enrollment in MAICPP is required for all Growth and Strategic partners, and highly recommended for Sales-Serve partners. This creates a unified contractual foundation across both ecosystems and enables tighter alignment with 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. Our shared goal is to make GitHub the entry point and backbone of the Microsoft AI transformation, winning the developer decision layer through partners and enabling partner differentiation and scale in the agentic era.

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. All GitHub-partners must acknowledge the GitHub Partner Program legal terms.

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, it is expected

that partners 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 managing a team, overseeing a project, contributing expertise to an initiative, or making daily decisions to prioritize 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.

Partners are expected to uphold these values and principles in their work with GitHub, Microsoft, customers, and the broader ecosystem. Partners who do not meet these expectations may be subject to program review, up to and including removal from the GitHub Services and Channel Partner Program

What makes a successful GitHub partner

Our most successful Services and Channel partners are positioned to lead the global shift toward AI-powered software development. We are focused on supporting two primary partner profiles: Born in AI partners, and Strategic partners who are actively evolving their practices to AI.

A Born in AI partner is an organization founded with AI as its core architecture, business model, and value proposition. These partners do not bolt AI onto legacy practices; their solutions, IP, and delivery models were architected around AI from day one, creating a compounding intelligence advantage. With a developer-first DNA, they natively understand the developer workflow and build for the AI-assisted software development lifecycle. Their teams are hired, trained, and organized around AI-first delivery with deep fluency in large language models, Copilot integrations, and agentic workflows, positioning them to jointly build and co-develop AI-native solutions alongside GitHub.

Strategic partners evolving to AI bring deep enterprise relationships, global scale, and proven delivery methodologies. Unlike born-in-the-cloud startups, these partners have the organizational maturity to manage complex, multi-year digital transformations at the world's largest companies. They are actively evolving their traditional systems integration and consulting practices to deliver AI outcomes faster. By partnering with GitHub, they can directly address enterprise customer demand for a faster pace of innovation, rigorous cost reduction, and minimized risk in secure software development.

Success for all partners is amplified when they align closely with our go-to-market priorities, focusing on delivering consistent, high-impact outcomes for customers. These partners lead with engagements that showcase the value of the GitHub platform, helping customers modernize their development practices, adopt secure DevOps workflows, and integrate AI into their software delivery lifecycle.

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.

Sales-Serve partners gain access to the GitHub Partner Portal and foundational 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's reach. They receive opportunity-based support, including a dedicated Partner Development Manager (PDM) and on-demand Technical Partner Manager (TPM) engagement, along with access to scalable enablement resources, marketing support, and co-selling opportunities. Growth partners are expected to meet annual sales, marketing, and technical milestones. 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's top priorities and receive prioritized support through named 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, marketing investments, and technical proficiency.

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.

***Partner access to these funding programs is based on meeting required Microsoft criteria*

Benefit	Sales-Serve	Growth	Strategic
Sales benefit			
PDM assignment	—	✓	✓
TPM assignment	—	On demand	Named
GitHub executive sponsor	—	—	By invite only
Co-sell eligible: - Inclusion in sales RoB (QBR, offsites, prospecting sprints, etc.) - Joint account mapping and co-sell support - Pipeline reviews	—	—	✓
- Priority Partner Solution Sales support	—	✓	✓
Partner Business Plan (PBP)	—	—	✓
Not-for-Resale (NFR) licenses	—	✓	✓
MAICPP benefit** Alignment to Microsoft's Commercial Incentive Programs	✓	✓	✓
Marketing benefits			
Partner badge	—	✓	✓
Partner directory listing	—	✓	✓
GitHub event access	—	✓	Priority access
Sponsorship opportunities	—	✓	Priority access
Joint marketing	—	—	✓
Newsletter access	✓	✓	✓

Partner Awards	—	✓	✓
MAICPP benefit** Alignment to Microsoft's Co-op funding	✓	✓	✓
Technical benefits			
Access to GitHub Partner Portal and enablement + delivery material	✓	✓	✓
Certification vouchers	—	✓	✓
Partner Bootcamps	—	—	✓
Canned demos and Product Adoption Framework (PAF)	—	✓	✓
Partner community access	—	✓	✓
Tech Forum invitation	—	✓	✓
Product feedback loop	—	—	✓
Private preview access	—	—	✓

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
Core requirements			
Active, compliant legal agreement with Microsoft and/or GitHub	✓	✓	✓
Microsoft partner	Recommended	✓	✓
Sales requirements			
Executive sponsor	—	—	✓
GitHub Practice Lead	—	✓	✓
Revenue commitments:	—	✓	✓

- PIACR - Internal usage/adoption - Services revenue - Deals registered that made it to Closed Won			
Marketing requirements			
Marketing contact	—	—	✓
Customer case studies	—	1/year	3/year
Basic marketing collateral for Tier 1 GitHub launches	—	—	✓
Technical requirements			
GitHub Practice	—	✓	✓
COMING SOON: GitHub Proficiency	—	Maintain 1	Maintain 2+
Attendance at monthly Tech Connect	—	✓	✓

Program expectations and governance

Program requirements: Revenue commitments

To maintain program tier status, Growth and Strategic partners must meet minimum annual guidelines across four key sales and revenue metrics: Partner Influenced Azure Consumed Revenue (PIACR), internal usage and adoption spend, services bookings on partner paper, and registered Closed-Won deals.

Because these minimum guidelines vary by region and partner business model, they are not published in this guide.

Growth partners will receive their specific baseline expectations directly from their PDM. For Strategic partners, all revenue and performance commitments are defined, documented, and managed exclusively through your tailored Partner Business Plan (PBP).

Governance model

GitHub employs a structured governance model to ensure partners consistently meet program expectations and contribute to joint business goals. Partner inclusion and tiering are managed through an annual Managed Partner List (MPL) review process led by GitHub partner management and sales leadership, ensuring continuous alignment with our joint strategic priorities and market opportunities.

Reselling GitHub products

GitHub is not signing new direct reseller contracts; we have aligned with Microsoft commercial routes to market to support a more scalable, consumption-based model.

If your organization is interested in transacting GitHub products, we recommend 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 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.

Partner newsletter

The GitHub Partner Newsletter highlights 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 support alias

For questions that fall outside the scope of your PDM or TPM, you can always reach us at 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. 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.