VATES

Open Infrastructure made simple

About Vates

- Vates, **established in 2012**, is a leading **Open Source** provider of **Virtualization Software**.

- With a strong team of around **40 individuals**, we're experiencing rapid growth, with a **global customer base**.

- Our **philosophy** is straightforward: technology should not be a hindrance, rather it should be a tool that allows you to **focus on what truly matters** for your business.

- **Vates VMS** (Virtualization Management Stack): a comprehensive, user-friendly, and affordable **virtualization solution** that **meets the real needs** of businesses in managing their IT infrastructures.

Vates ARC

Tier System where benefits are determined by:
- **A**ctions
- **R**evenue
- **C**ertification & Training

Partners can ascend to higher Tiers through a **Points System**, to ensure they are appropriately rewarded.

Points are **awarded** to Partners **through ARC**.

Vates ARC

Actions

- New Setups
- Upgrades
- Migrations
- Infrastructure Reviews
- Troubleshooting
  - Storage
  - Backups
  - Networking

Revenue

Each tier has a specific revenue threshold. Once the Partner surpasses that threshold, they will be upgraded to the next tier.

Certification & Training

Each certification attained and training course completed will add points to the partner's account, which will help them get upgraded faster.

Program Cycle & Revenue

- **Partner Program Cycle** – A period covering **one full calendar year**, in addition to the **remaining months** of the year during which the Partner joined the Program.

  - Example: if a Partner joins the Partner Program in November 2023 the Program Cycle will be **14 months**: 2 months from Nov 23->Dec 23, plus 12 months from Jan 24->Dec 24.

- **Revenue** - Determined by the **total value of the customer order**, before any discounts are applied.

  - Example: a $1000 order will generate 100 points even if the discount is 30% and the Partner will pay $700.

Vates Partner Types

- **Partners** - Formally **enrolled** in the Vates Partner Program, can participate in a **generous tiered discount** program, in exchange for meeting **minimum requirements** for each Tier, such as making at least **two sales per Cycle**.

- **Order Takers** - Have the ability to **process orders for customers at full price**, without a minimum sales obligation. However, they do not qualify for the benefits and incentives associated with the Partner Program.

- **Legacy Resellers** – Though the discount levels were significantly lower, there were no obligation to place a minimum number of orders each cycle. Our Legacy Reseller Program will be **sunset in 2024**.

Partner Program Tiers

	Tier 1	Tier 2	Tier 3	Tier 4
Expected Revenue per Cycle	< 10 K	< 50 K	< 100 K	> 100 K
Expected Points per Cycle	< 1,000	< 5,000	< 10,000	> 10,000
Discount Rate	20%	30%	40%	50%
Access to Partner Portal	✓	✓	✓	✓
Free PoC Licenses	✓	✓	✓	✓
Presence in Partner Locator	✓	✓	✓	✓
Monthly Payments	✓	✓	✗	✗
Business Development Planning	✗	✓	✓	✓
Discounted Internal Use Licenses	3%	5%	7%	10%
Volume Licensing	✗	✗	✓	✓

Actions

New Setups	Hosts	Points
	< 5 Hosts	50 (fixed value)
	> 5 Hosts	5 Points / Host (+50 Points)

Migrations	Source	Points per VM
	XenServer & XCP	1
	VMWare	5
	Hyper-V	5
	KVM	5
	OracleVM	5
	Others	5

Upgrades	Hosts	Points
	1	5

Troubleshooting	Hours	Points
	1	10

Infrastructure Review	Pools	Points
	1	10

Terminology

- **Partner Locator** – Vates will showcase all Partners on our public website, enabling potential Customers to identify their local Partner.

- **Monthly payments** - Available for Partners in Tier1 and Tier2, provided their Customer is also making payments on a monthly basis. If the Customer has made a yearly or multi-year payment to the Partner, the Partner is not eligible to choose monthly payments.

- **Internal Use Licenses** (IUL/NFR) - Partners can leverage their entitled discount levels when utilizing the Vates Management stack for their own internal use, however that purchase does not qualify for additional points earned towards higher Tiers.

- **Volume Licensing** – Partners in Tier3 and Tier4 can enjoy significant discounts on orders encompassing **more than 100 Hosts**.

Partner Examples

Parters can ascend to higher Tiers in a variety of ways. For example, a Partner could go from Tier1 to Tier2 as shown below.

10 K in Sales
The partner focuses on **Sales**

OR

8 K in Sales + New Setups
The Partner maintains a balance between **Sales** and **Actions**

OR

6 K in Sales + New Setups + Upgrades + Certification
The Partner has a **strong technical background** with relatively less emphasis on Sales

Partner Portal

The Partner Portal serves as a powerful tool for our Partners, enabling them to:

- Add and hold **Customers** (Deal Blocking)

- Generate **Quotes**

- **Order** new Products

- **Renew** existing Products

- Order **Internal Use Licenses**

- Order **Trial Licenses**

- Apply for **Point Redemptions**

- Review and retrieve all **Invoices** and **Documents**

- Access our **Marketing Center**

- Monitor their present **Status** and see **Statistics**

- Reach out to our **Support** Team

How to become a Vates Partner

Step 1	——————	Create an <u>Vates Account</u>
Step 2	——————	Fill your <u>Vates Profile</u> section
Step 3	——————	Fill the <u>Partner Application Form</u>
Step 4	——————	Someone from our team will reach out to you
Step 5	——————	Welcome!

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