



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.



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PARTNER PROGRAM

Vates ARC



Tier System where benefits are determined by:

- **Actions**
- **Revenue**
- **Certification & 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.

Partner Program Tiers



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

Terminology



- **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 June 2023 the Program Cycle will be **18 months**: 6 months from Jun 23-→Dec 23, plus 12 months from Jan 24-→Dec 24.
- **Partner** – A person, entity, or organization that is formally **enrolled** in the Vates Partner Program, who 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**.
- **Reseller** – A person, entity, or organization that can **place orders on behalf of a Customer**, has no minimum sales required and cannot benefit from the Partner Program incentives. Reseller discounts are capped at **substantially lower levels**. Our current Legacy Reseller Program will be **sunset at the end of 2024**.
- **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.
- **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** – 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**.

Revenue



Revenue	100 \$/€	1000 \$/€	10,000 \$/€	100,000 \$/€
Points	10	100	1,000	10,000

Revenue to Points

	Tier 1	Tier 2	Tier 3	Tier 4
Expected Revenue	< 10 K	< 50 K	< 100 K	> 100 K
Discount Rate	20%	30%	40%	50%
Points	< 1,000	< 5,000	< 10,000	> 10,000

Actions



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

	Hosts	Points
Upgrades	1	5

	Hours	Points
Troubleshooting	1	10

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

	Pools	Points
Infrastructure Review	1	10

Partner Examples



Partners 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)
- Order new **Products**
- Apply for **Point Redemptions**
- Review and retrieve all **Invoices** and **Documents**
- Access our **Marketing Center**
- Monitor their present **Status** and **Analytics**
- Reach out to our **Support** Team

How to become a Vates Partner



- Step 1** ————— Create an [account](#)
- Step 2** ————— Fill your [profile](#) section
- Step 3** ————— Fill the [partner application](#) form
- Step 4** ————— Someone from our team will reach out to you
- Step 5** ————— Welcome!

Share your feedback



Please fill out our [Feedback Form](#)

Reach out to us at partners@vates.tech

Join the conversation on Social Media

