



| PARTNER CONNECT PROGRAM GUIDE

Business Partnership

- **Solution Services**
- **Managed Cloud**
- **Solution Reseller**

Open Nebula

BUSINESS PARTNER

Solution Services

STRATEGIC

STANDARD

Open Nebula

BUSINESS PARTNER

Managed Cloud

STRATEGIC

STANDARD

Open Nebula

BUSINESS PARTNER

Solution Reseller

STRATEGIC

STANDARD

OpenNebula **BUSINESS** Partner Program

Expand your business and join the **OpenNebula Channel Ecosystem**:

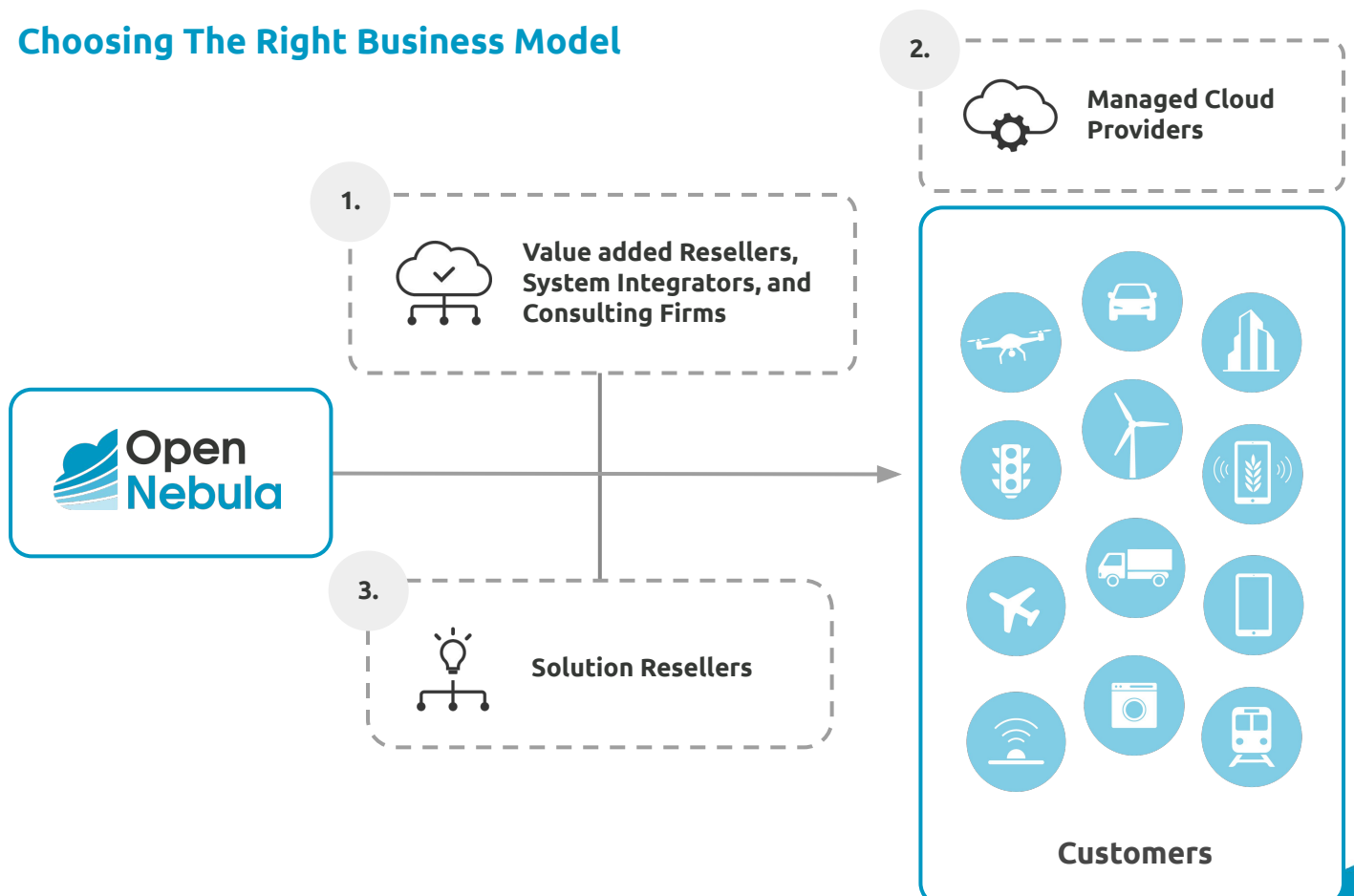
The **OpenNebula Business Partner Program** provides you with the knowledge, skills and tools for successful customer engagements, and to accelerate your sales growth.

We work with **Business Partners** around the world to build solutions that help our joint customers be successful in their business. Together, we've successfully helped **telecom providers, governmental agencies, financial services companies and other industry leaders** overcome their toughest technological challenges.

Why join?

- Recurring subscription revenue
- Services revenue
- Increased profitability
- New business opportunities

Choosing The Right Business Model





1. Solution Services

Value-Added Resellers, System Integrators, and Consulting Firms

Solution providers that want to deliver professional services to their customers and/or subcontract with OpenNebula professional services for their customers to design, build, and integrate OpenNebula clouds.

Customers own the subscriptions, and OpenNebula Systems provides support to customers.



BUSINESS PARTNER

Solution Services

STRATEGIC

STANDARD

[More info on page 5 >](#)



2. Managed Cloud

Managed Cloud Providers

Managed Service Providers (MSPs) offering managed single-tenant cloud environments with OpenNebula

Partners own the subscriptions, and provide support to customers.



BUSINESS PARTNER

Managed Cloud

STRATEGIC

STANDARD

[More info on page 8 >](#)



3. Solution Reseller

Commercial Resellers

Distribution companies with national and/or worldwide coverage that resell OpenNebula subscriptions, potentially wrapped with professional services

Customers own the subscriptions, and OpenNebula Systems provides support to customers.



BUSINESS PARTNER

Solution Reseller

STRATEGIC

STANDARD

[More info on page 11 >](#)

Partner Qualification

To enroll in the **OpenNebula Partner Program**, prospective partners must complete the online application and company profile form, and accept the terms outlined in the **Partner Agreement**.

OpenNebula Systems thoroughly **evaluates potential partners** to confirm that their company details and technical capabilities meet OpenNebula's standards. Partner selection is primarily based on factors such as market presence, demonstrated expertise in product sales, and strategic alignment with OpenNebula objectives. Criteria for selection are flexible, in order to suit a range of business models across various program types and levels. The Partner Program Guides describe the **necessary certification and website requirements of the specific Partner Program types and tiers**.

When their partner application is approved, each partner is provided with the complete Partner Agreement for signature. Upon **signing the Partner Agreement**, they become an **Authorized Partner** with access to all benefits.

To maintain their standing with OpenNebula, partners **must consistently adhere to the terms of the Partner Agreement and the requirements of the Partner Program**. Failure to remain in good standing or meet the essential criteria for a Strategic Partner can lead to a downgrade and the subsequent loss of associated membership benefits.

Partner Enrollment

- 01** | Identify your specific Partner Program in OpenNebula.
- 02** | Know the requirements, benefits, and incentives in the Partner Program Guide, and review the Partner Agreement.
- 03** | Meet the specific entry requirements of the specific Partner Program type and tier.
- 04** | Complete the [partner application form](#) and become an [Authorized Partner](#).
- 05** | Partners must consistently adhere to the Partner Agreement and the requirements of their specific program to maintain their standing with OpenNebula.

Streamlining for Efficiency: Introducing **Two Levels for Service Partners**

Understanding the value of simplicity in accelerating and smoothing business operations, we have structured the program into two distinct levels depending on your commitment and effort:

STANDARD:

Tailored for partners who are new to our network or have smaller-scale operations, providing essential resources and support to help them grow.

STRATEGIC:

Suited for established partners with larger operations, offering benefits like deal registration, volume discount, free technical and sales training and certification.

This two-tiered structure ensures that all partners receive the appropriate level of support and resources to maximize their success and the satisfaction of their end customers.



1. Solution Services Partner Program Overview

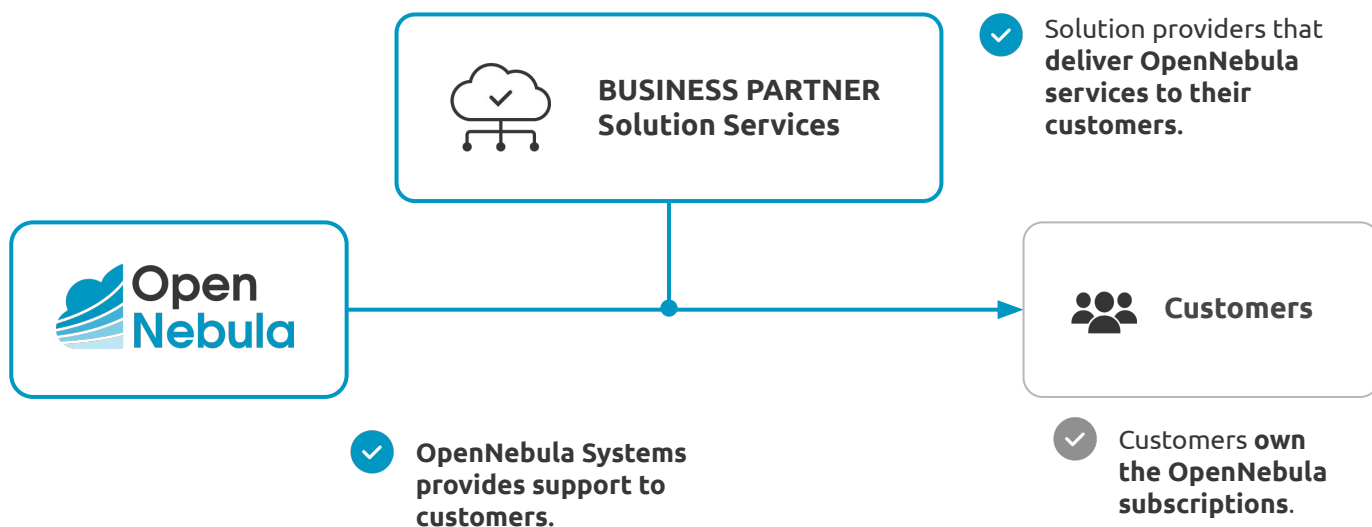
OpenNebula provides the flexibility to build and operate any cloud architecture, making it compatible with existing data centers and various infrastructure constraints. The Services Partner Program offers a structured approach to developing cloud solutions tailored to meet the specific requirements and service profiles of customers. As authorized providers, Services Partners offer design, deployment, integration, and consulting services centered on OpenNebula products. These partners possess specialized knowledge in addressing unique data center architectural constraints and are skilled in designing and building IaaS clouds using diverse storage, virtualization, and networking solutions. This group includes Consulting Companies, System Integrators, Strategic Consultancies, and Value-Added Resellers, ranging from large consulting entities to smaller, specialized firms focused on specific markets or geographic areas.

Opportunities for Growing Your Business

Leverage our partnership to enhance your service offerings and expand your business with these tailored propositions for your end customers:

- **New Private Cloud Environments:** Design and implement state-of-the-art private cloud solutions using OpenNebula, tailored to meet the unique needs of your customers.
- **Easy Migration Services:** Facilitate smooth transitions for your clients from existing technologies to the OpenNebula platform, ensuring minimal disruption and maximum performance.
- **Consultancy and Services:** Provide expert consultancy and ongoing services around OpenNebula to help clients optimize their cloud infrastructure and operations.
- **Subscription Sales and Renewals:** Manage the sale and renewal of OpenNebula subscriptions, offering your clients continuous value and service continuity.

Capitalize on these opportunities to drive growth, enhance customer satisfaction, and position your business as a leader in cloud solutions and services.



1.1 Solution Services Partner Requirements:

Requirements	STANDARD	STRATEGIC
Annual Program Fee	No-cost	No-cost
Approved Partner Program Application	✓	✓
Usage and Distribution of OpenNebula Enterprise Edition	Mandatory	Mandatory
Resale of OpenNebula Enterprise Subscriptions	Mandatory	Mandatory
Visibility of OpenNebula on Partner's Site	✓	✓
Assigned Technical Contact at Partner	✓	✓
Assigned Sales Contact at Partner	✓	✓
Technical Certification	1 (Administrator)	2 (Administrator)
Sales Certification	1 (Basic)	2 (Basic)
Regular Progress Review Meetings	Quarterly	Monthly
Minimum Annual Subscription Revenue		\$100,000

Support Subscriptions to Partners and Customers

Partner Programs do not include support or consulting services. Partners benefit from discounted rates on OpenNebula support, services, training, and events. Customers are advised to contract support directly with OpenNebula Systems.

OpenNebula Software

Business partners of OpenNebula Systems are required to exclusively use and distribute the Enterprise Edition of the OpenNebula software.

1.2 Solution Services Partner Benefits:

General Benefits:

	STANDARD	STRATEGIC
Access to Enterprise Portal	✓	✓
Partner News and Notifications	✓	✓

Sales Benefits:

Renewals Annuity Business	✓	✓
Commission on Referred Sales	✓	✓
Sales Certification and Training	With discount	No-cost
Dedicated OpenNebula Sales Contact		✓
Eligibility for Referral Services Engagements		✓
Volume Discount Program		✓
Deal Registration Program		✓

Marketing Benefits:

Usage of Partner Program Logo	✓	✓
Inclusion of Logo on the Partners Area of the OpenNebula Website	✓	✓
Eligibility for Success Story Highlights	✓	✓
Joint Solution Brief or Blog Post	✓	✓
Joint Marketing with Event Hosting and Webinars		✓
Program Logo with Strategic Mark		✓

Technical Benefits:

Not for Resale (NFR) Subscriptions	✓	✓
Access to the Knowledge Base	✓	✓
Technical Certification and Training	With discount	No-cost
Discounts on OpenNebula Support, Services, Training, and Events		✓
Access to the OpenNebula Presales Team (Web-Based)		✓
Influence on Software Development		✓



2. Managed Cloud Partner Program Overview

Managed Cloud Partners leverage their technical expertise to deploy OpenNebula clouds, providing extensive management and operation support for the entire infrastructure stack. This includes services such as capacity planning, security, monitoring, upgrades, and backups. They manage private OpenNebula clouds on behalf of their customers, allowing these customers to enjoy the benefits of OpenNebula while concentrating their internal resources on business-critical workloads instead of infrastructure management. Managed Cloud Partners are typically medium to large companies that have established a certified cloud design and configuration, and who maintain a specialized support team dedicated to implementing OpenNebula cloud solutions.

Identification and Support for End Customers

OpenNebula Systems follows an End User Subscription model, under a 24x7 Premium SLA, that allows Partners to use the Enterprise Edition of OpenNebula to build and operate the Cloud Managed Service for their customers, to update and upgrade deployed copies, and to receive third-level production support for customer incidents during the Subscription term.

Each End User Subscription is managed individually. OpenNebula establishes a separate account on the Enterprise Portal for every End Customer. The Partner support team is required to use this account for all issues pertaining to that specific End Customer. Each cloud is assigned a unique token, which is used for licensing and support purposes.

Managed Cloud Partners are responsible for delivering first- and second-level support to their customers, addressing routine and intermediate issues. For more complex and specialized operational problems that exceed the capabilities of the Partner’s support team, OpenNebula Systems steps in to provide third-level support. Partners are required to maintain specialized support teams equipped to handle mission-critical production applications. Additionally, they are responsible for implementing bug fixes, patches, workarounds, and other updates included in the OpenNebula subscriptions received from OpenNebula Systems, ensuring that end customers benefit from these enhancements.



2.1 Managed Cloud Partner Requirements:

Requirements	STANDARD	STRATEGIC
Annual Program Fee	No-cost	No-cost
Approved Partner Program Application	✓	✓
Usage and Distribution of OpenNebula Enterprise Edition	Mandatory	Mandatory
Visibility of OpenNebula on Partner's Site	✓	✓
Assigned Technical Contact at Partner	✓	✓
Assigned Sales Contact at Partner	✓	✓
Technical Certification	1 (Administrator)	2 (Administrator)
Sales Certification	1 (Basic)	2 (Basic)
Regular Progress Review Meetings	Quarterly	Monthly
End Customer Identification	✓	✓
Provide L1 and L2 Support to Your End Customers	✓	✓
Minimum Annual Subscription Revenue		\$100,000

Support Subscriptions to Partners and Customers

Partner Programs do not include support or consulting services. Partners benefit from discounted rates on OpenNebula support, services, training, and events. Customers are advised to contract support directly with OpenNebula Systems.

OpenNebula Software

Business partners of OpenNebula Systems are required to exclusively use and distribute the Enterprise Edition of the OpenNebula software.

2.2 Managed Cloud Partner Benefits:

General Benefits:

	STANDARD	STRATEGIC
Access to Enterprise Portal	✓	✓
Partner News and Notifications	✓	✓

Sales Benefits:

Renewals Annuity Business	✓	✓
Discount on OpenNebula Subscription for End Customers	✓	✓
Sales Certification and Training	With discount	No-cost
Dedicated OpenNebula Sales Contact		✓
Eligibility for Referral Services Engagements		✓
Volume Discount Program		✓

Marketing Benefits:

Usage of Partner Program Logo	✓	✓
Inclusion of Logo on the Partners Area of the OpenNebula Website	✓	✓
Eligibility for Success Story Highlights	✓	✓
Joint Solution Brief or Blog Post	✓	✓
Joint Marketing with Event Hosting and Webinars		✓
Program Logo with Strategic Mark		✓

Technical Benefits:

Not for Resale (NFR) Subscriptions	✓	✓
Access to the Knowledge Base	✓	✓
Direct L3 Support for your Team (require Premium Subscription)	✓	✓
Technical Certification and Training	With discount	No-cost
Discounts on OpenNebula Support, Services, Training, and Events		✓
Access to the OpenNebula Presales Team (Web-Based)		✓
Influence on Software Development		✓

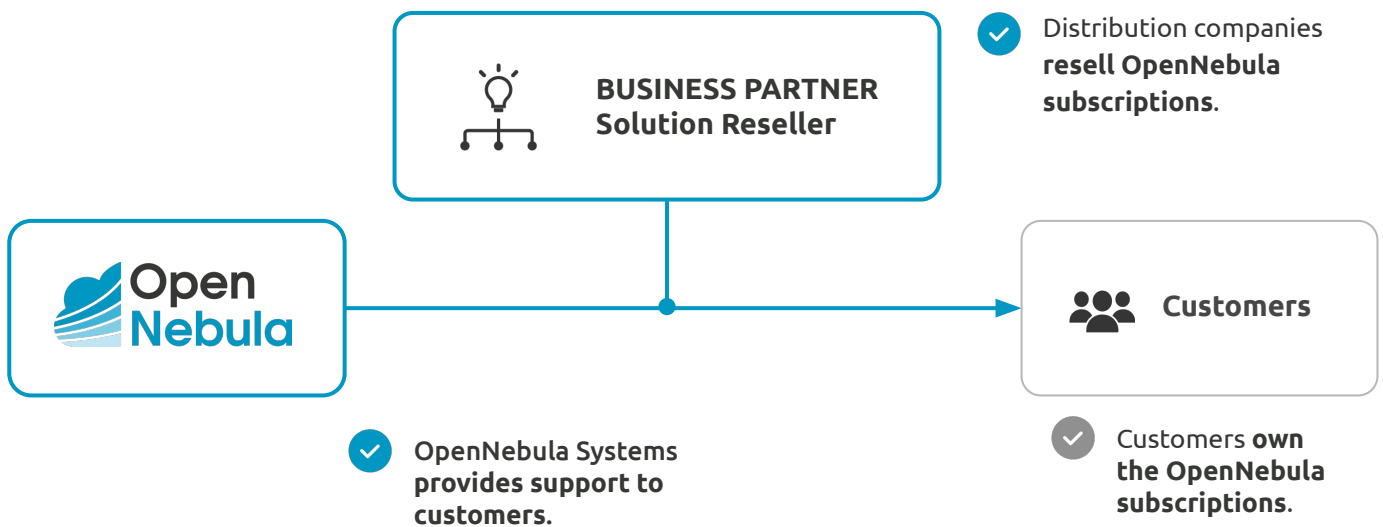


3. Reseller Partner Program Overview

Reseller Partners are **firms with national and international reach that distribute OpenNebula Systems support subscriptions and professional services to their clients**. As a Reseller Partner, they manage the complete sales and renewal cycle, encompassing account management, client prospecting, onboarding, and billing.

Alternatively, they can participate as a Referral Partner, which involves no revenue commitments, administrative overhead or follow-up obligations. Under this program, they earn a commission for each referral lead that becomes a customer.

Additionally, participation in the Technology and Service Partner Programs grants access to the Reseller Partner Program, expanding the opportunities available to partners.



3.1 Reseller Partner Requirements:

Requirements	STANDARD	STRATEGIC
Annual Program Fee	No-cost	No-cost
Approved Partner Program Application	✓	✓
Distribution of OpenNebula Enterprise Edition	Mandatory	Mandatory
Resale of OpenNebula Enterprise Subscriptions	Mandatory	Mandatory
Visibility of OpenNebula on Partner's Site	✓	✓
Assigned Sales Contact at Partner	✓	✓
Sales Certification	1 (Basic)	2 (Basic)
Regular Progress Review Meetings	Quarterly	Monthly
Minimum Annual Subscription Revenue		\$100,000

3.2 Reseller Partner Benefits:

Sales Benefits	READY	STRATEGIC
Renewals Annuity Business	✓	✓
Commission on Referred Sales	✓	✓
Sales Certification	With discount	No-cost
Dedicated OpenNebula Sales Contact		✓
Eligibility for Referral Services Engagements		✓
Volume Discount Program		✓
Marketing Benefits		
Usage of Partner Program Logo	✓	✓
Inclusion of Logo on the Partner Area of OpenNebula Website	✓	✓
Program Logo with Strategic Mark		✓

Description of the Benefits (I)

Technical Benefits:

Access to Enterprise Portal	Access to the OpenNebula Enterprise Portal, where you can explore a comprehensive array of program, product, marketing, and sales resources tailored for the OpenNebula partner community.
Partner News and Notifications	Receive essential updates on new products, upcoming campaigns, OpenNebula resources, success stories, and more.

Sales Benefits:

Renewals Annuity Business	OpenNebula is available through subscription-based pricing. As a Partner, each subscription you sell qualifies for renewal revenue, offering you an opportunity for ongoing customer engagement.
Discount on OpenNebula Subscription for End Customers	Partners receive a discount on the OpenNebula Subscriptions used to manage the private cloud instances.
Commission on Referred Sales	Partners earn commissions on all sales, including recurring subscriptions and services, referred to OpenNebula Systems. Similarly, OpenNebula Systems earns a commission on all consulting engagements referred to the partner.
Sales Certification and Training	Attend OpenNebula Systems sales 90-minute seminars tailored for partners, which cover sales know-how, best practices, and product sales training.
Dedicated OpenNebula Sales Contact	Strategic Partners have the opportunity to network with OpenNebula Systems sales teams, allowing for coordinated efforts to more effectively close sales opportunities.
Eligibility for Referral Services Engagements	OpenNebula Strategic Partners are eligible to participate in lead distribution processes, provided they adhere to the lead distribution rules set by OpenNebula Systems.
Volume Discount Program	OpenNebula Partners are eligible to negotiate a pricing strategy with tiered pricing and discounts at higher purchase thresholds.
Deal Registration Program	“Deal Registration” is a component of the OpenNebula Partner Program allowing Partners to register new deals, ensuring early support from OpenNebula Systems during the sales and procurement phases and potentially securing additional discounts off the list price.

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Description of the Benefits (II)

Marketing Benefits:

Usage of Partner Program Logo	Partners may use the OpenNebula logo according to their corresponding level of membership, to market their relationship in compliance with OpenNebula Systems policies.
Inclusion of Logo on the Partners Area of the OpenNebula Website	Having your logos displayed on the OpenNebula Systems website provides valuable marketing exposure. It places your brand directly in front of OpenNebula’s audience, which can be beneficial for your visibility within the relevant industry sectors.
Eligibility for Success Story Highlights	Share your success stories with OpenNebula Systems. Selected proposals may be developed into formal success stories which may be promoted by OpenNebula Systems and the partner.
Joint Solution Brief or Blog Post	Partner presence as guest blog author on OpenNebula.io, blog series, or Solution Brief.
Joint Marketing with Event Hosting and Webinars	Promote your your brand, product, or service in OpenNebula Systems events; host an OpenNebula event in your venue; or collaborate in joint Webinars.
Program Logo with Strategic Mark	Access to logo is reserved for partners at the Strategic tier.

Technical Benefits:

Not for Resale (NFR) Subscriptions	As a Partner you are granted access to not-for-resale demonstration subscriptions to OpenNebula for the purposes of sales, marketing, sales enablement training of your personnel and demonstration of the functions and features of Opennebulas to End Users and prospective End Users, at no cost.
Access to the Knowledge Base	You will gain access to the OpenNebula knowledge base through the Enterprise Portal to research answers to technical product questions.
Direct L3 Support for your Engineering Team	MSP Partners are responsible for delivering first- and second-level support to their customers. For more complex and specialized operational problems, OpenNebula Systems steps in to provide third-level support.
Technical Certification and Training	Access to technical training to provide your engineers with the skills to work with OpenNebula technologies, applications, products, and services.
Discounts on OpenNebula Support and Services	Discounts on any services offered by OpenNebula Systems.
Access to the OpenNebula Presales Team (Web-Based)	Partners are able to access OpenNebula Systems Services for pre-sales technical support assistance via web-based support, on a 48-hour SLA.
Influence on Software Development	We listen to all users when determining our product roadmap, but the feature requests by partners get bumped up to the front of the line.



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