



| PARTNER CONNECT PROGRAM GUIDE

Business Partnership

- **Solution Services**
- **Solution Reseller**



OpenNebula **BUSINESS** Partner Program

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

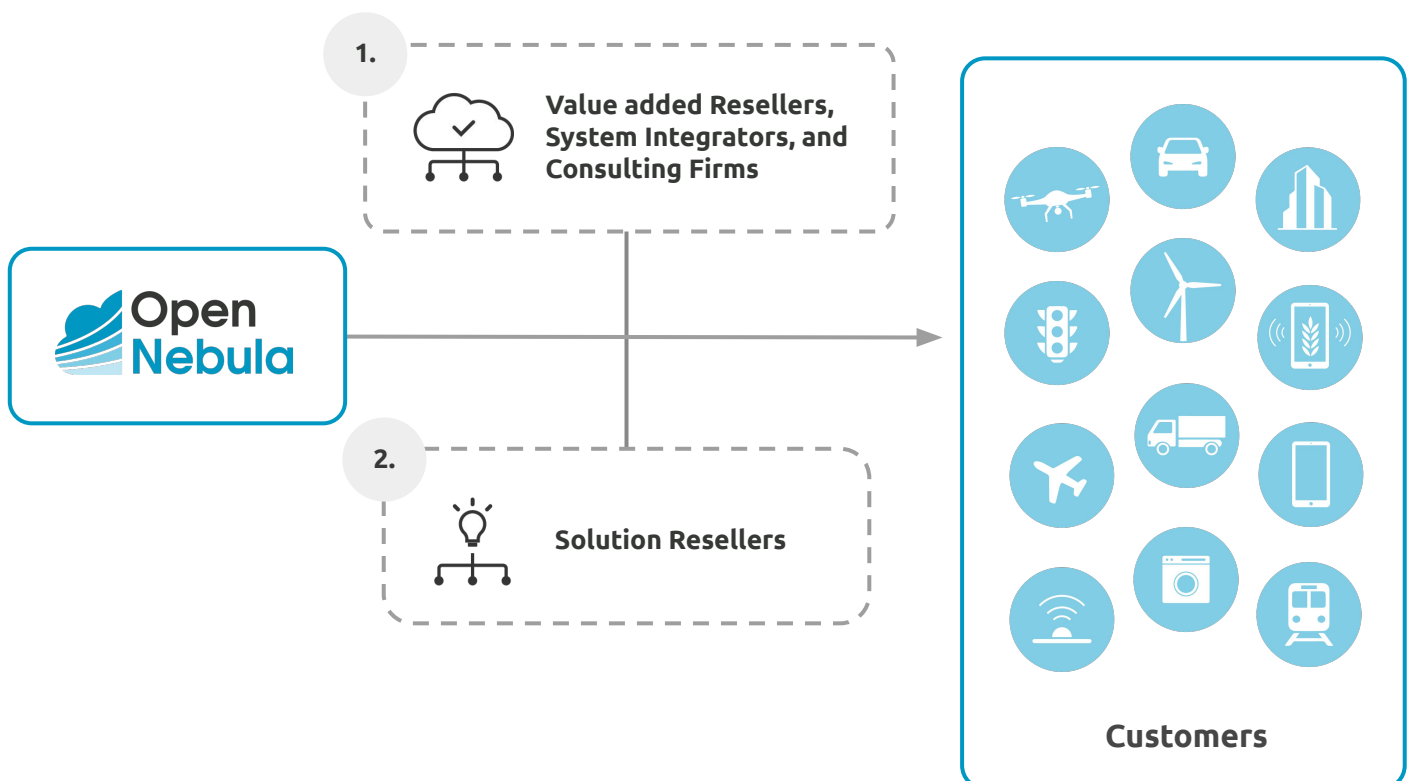
The **OpenNebula Business Partner Program** provides you with the knowledge, skills and tools for successful customer engagements, and to accelerate your sales growth.

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
- Increased profitability
- Services revenue
- New business opportunities

Choosing The Right Business Model





1. Solution Services

Value-Added Resellers, System Integrators, and Consulting Firms

Solution Integrators and 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 or Partner provides support to customers.



The card features the Open Nebula logo at the top left. Below it, the text reads "BUSINESS PARTNER" in bold, followed by "Solution Services". At the bottom, there are two tabs: "STRATEGIC" (grey) and "STANDARD" (blue).

[More info on page 5 >](#)



2. 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.



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[More info on page 9 >](#)

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

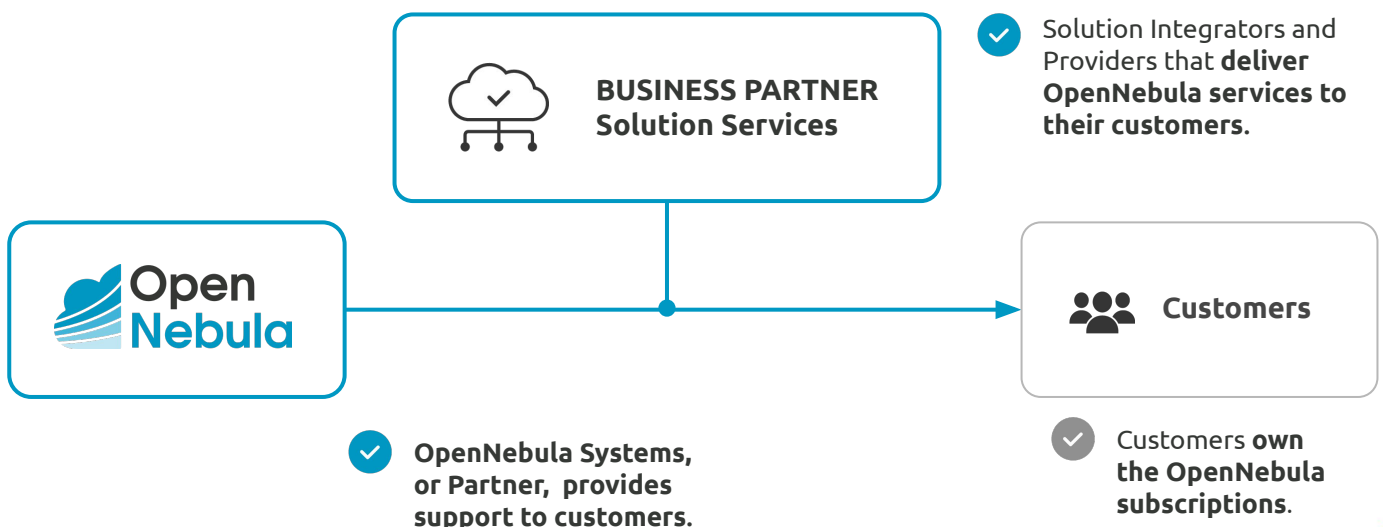
OpenNebula provides the flexibility to build and operate any cloud architecture, making it compatible with existing data centers and various infrastructure constraints. The Services Partner Program offers a structured approach to developing cloud solutions tailored to meet the specific requirements and 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 Integrators (SIs) vs. Solution Providers (SPs)

The main difference lies in the business model and support structure:

- **Solution Integrators (SIs)** base their business model on providing value-added services such as consulting, deployment, and customization. In this case, support is provided directly by OpenNebula Systems to the end customer.
- **Solution Providers (SPs)**, on the other hand, go to market with a fully integrated solution built around OpenNebula—often including customizations for specific geographic regions, hardware integrations, or dedicated storage systems. They provide Level 1 (L1) and Level 2 (L2) support for the complete solution, while OpenNebula Systems delivers Level 3 (L3) support to them.

Solution Providers follow an End User Subscription model under a 24x7 Premium SLA. This model allows Partners to use the Enterprise Edition of OpenNebula to build and operate Cloud Services for their customers, perform updates and upgrades of deployed copies, and receive third-level production support for customer incidents throughout the subscription term.

Each End User Subscription is managed individually. OpenNebula Systems establishes a dedicated account on the Enterprise Portal for every end customer. The Partner's support team must use this account for all issues related to that specific customer. Each cloud deployment is assigned a unique token, which is used for licensing and support tracking purposes.

Partners must maintain qualified technical teams capable of supporting mission-critical production environments. They are also responsible for applying bug fixes, patches, workarounds, and updates included in their OpenNebula subscription, ensuring that end customers continuously benefit from all improvements delivered by OpenNebula Systems.

1.2 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
Use 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
End Customer Identification (SP)	✓	✓
Provide L1 and L2 Support to Your End Customers (SP)	✓	✓
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.

1.3 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 (SI) Discount on Subscriptions (SP)	✓	✓
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 and Knowledge Base	✓	✓
L3 Support for your Team, require Premium Subscription (SP)	✓	✓
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		✓

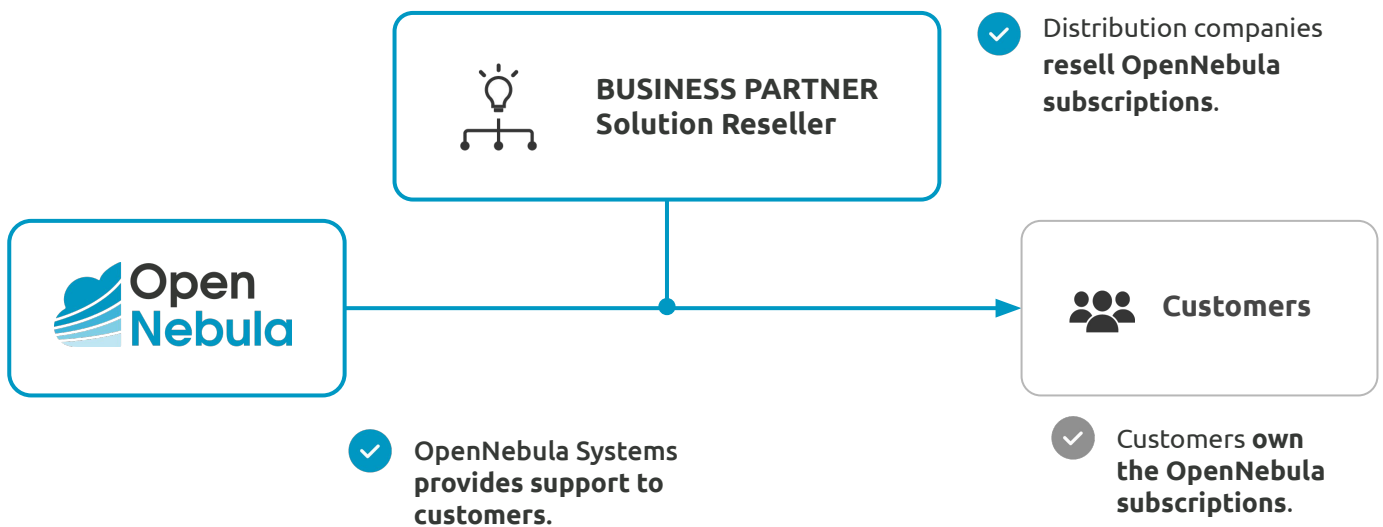


2. Reseller Partner Program Overview

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 Opennebula 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	SP Services 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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