



# VATES

Open Infrastructure made simple

# About Vates



- Vates, **established in 2012**, is a leading **Open Source** provider of **Virtualization Software**.
- A strong **international team** that is rapidly growing 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.
- We offer **world-class support**, available across all **24 time zones**.

# Vates Partner Types – Definitions



- **Cloud Service Provider (CSP)** – Will **purchase Internal Use License for their own infrastructure** but use that infrastructure to resell Virtual Machines to their Customers.
- **Managed Service Provider (MSP)** – Primarily **purchase services on behalf of their Customers**, along with **Internal Use Licenses**. MSPs collaborate closely with the Customer, providing guidance in planning, installation, management, and ongoing support for the Customer's infrastructure.
- **Reseller** – Will **purchase services on behalf of their Customers**. Resellers provide streamlined and centralized purchasing services without getting involved in the practical management of the Customer's infrastructure.
- **Order Taker** – Can **purchase services for Customers at full price** without a minimum sales obligation.

# Vates Partner Types – Comparison



	Managed Service Provider	Reseller	Cloud Service Provider	Order Taker
Benefits				
Discounts	Starting at 20%	Starting at 10%	Starting at 5%	None
Can purchase services on behalf of their Customers	Yes	Yes	No	Yes
Can purchase discounted Internal Use Licenses	Yes	No	Yes	No
Will be rewarded for doing Actions (new deployments, migrations, maintenance, upgrades, etc)	Yes	No	Yes	No
Sales Account Manager	Yes, after Tier4	Yes, after Tier4	Yes, after Tier4	No
Technical Account Manager	Yes, after Tier4	No	Yes, after Tier4	No
Charity, Education & Non-Profit Discounts	Yes	Yes	No	Yes
Installments for High-Value Orders	Yes, after Tier3	Yes, after Tier3	Yes, after Tier3	No
Requirements				
Minimum number of Customer Sales per Cycle	2	2	N/A	0
Should provide Pre-Sales Support	Yes	Yes	N/A	Yes
Deploy, manage and support Customer's infrastructure	Yes	No	N/A	No
Deploy, manage and support their own infrastructure	Yes	No	Yes	N/A
Provide LI Technical and Sales Support	Yes	No	No	No
Should attend Sales Training	Yes, after Tier3	Yes, after Tier3	No	No
Should attend Technical Training	Yes, after Tier3	No	Yes, after Tier3	No



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# **CLOUD SERVICE PROVIDER 2025 PARTNER PROGRAM**

# Vates ARC



**CSP Partners** are rewarded based on a Tiering system, where benefits are determined by:

- **Actions**
- **Revenue**
- **Certification & Training**

Each **ARC** item will earn a designated number of points.

The total accumulated points will determine the CSP Partner's placement within a specific Tier, with each Tier offering unique benefits.

# 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 will add points to the partner's account, which will help them get upgraded faster.

# Revenue



**Revenue** is determined by the **total value of your orders**, 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.

Partners using installment payments will earn points based on the amount paid to date



# Minimum Requirements



- The minimum requirement to become an **CSP Partner** is to achieve the necessary points for **Tier 1**. There are no additional requirements.
- Vates will do its best to **support its Partners** by providing training and working with you to build a successful partnership.
- If the Partner fails to meet the minimum requirements, their account will be downgraded to Order Taker status, removing discounts but not affecting orders or renewals. **Vates will not cancel subscriptions or terminate accounts without agreement.**
- Order Takers who have not yet attained Partner status can request an upgrade to Partner status anytime.

# CSP Partner Examples



CSP Partners can ascend to higher Tiers in a variety of ways.

For example, an CSP Partner could go from Tier1 to Tier2, as shown below.

## **7 K in Orders + Certification**

The Partner focuses on **purchases**, with less emphasis on the technical aspect.

OR

## **5 K in Orders + New Setups + Migration + Certification**

The Partner has a **strong technical background** with relatively less emphasis on purchases.

# CSP Program Tiers



	CSP Tier 1	CSP Tier 2	CSP Tier 3	CSP Tier 4	CSP Tier 5	CSP Tier 6	CSP Tier 7
Expected <u>Revenue</u> per Year	> 10k (or > 1,000 points)	> 50k (or > 5,000 points)	> 100k (or > 10,000 points)	> 150k (or > 15,000 points)	> 200k (or > 20,000 points)	> 250k (or > 25,000 points)	> 300k (or > 30,000 points)
Discount Rate	5%	15%	30%	35%	40%	45%	Negotiated
3 Years Discount	+ 10%						Negotiated
5 Years Discount	+ 15%						Negotiated
<u>Min. VMS</u> Pro Hosts	10	50	100	150	200	250	300
<u>Min. VMS</u> Enterprise Hosts	6	28	56	84	112	139	167
Complimentary <u>Trial/PoC</u> Licenses	Yes						
Access to <u>Vates Partner Portal</u>	Yes						
Presence in <u>Vates Partner Locator</u>	Yes						
Sales Account Manager	No	No	No	Yes	Yes	Yes	Yes
Technical Account Manager	No	No	No	Yes	Yes	Yes	Yes
Installments for High-Value Orders	No	No	Yes	Yes	Yes	Yes	Yes
<u>Technical Training</u>	Optional	Optional	Mandatory	Mandatory	Mandatory	Mandatory	Mandatory

# Actions



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

Upgrades	Hosts	Points
	1	5

Troubleshooting	Hours	Points
	1	10

Infrastructure Review	Pools	Points
	1	10

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

Certification	Individuals	Points
	1	250

# Partner Portal



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

- Generate **Quotes**
- **Order** new Products
- **Upgrade** existing Products
- **Renew** existing Products
- Order **Trial Licenses**
- Apply for **Point Redemptions**
- Review and retrieve all **Invoices** and **Documents**
- Monitor their present **Status** and see **Statistics**

# Terminology



- **Installments for High-Value Orders:** Partners can split high-value orders into multiple installments. This feature can be negotiated per deal based on the order value and period.
- **Min. VMS Hosts** – Approximated minimum Vates Management Stack Hosts per each bundle (Pro and Enterprise)
- **Partner Locator:** Vates showcases all Partners on our public website, enabling potential Customers to identify their local Partners.
- **Technical Training:** Our training provides IT professionals with the expertise to deploy, manage, optimize, and troubleshoot the Vates Virtualization Management Stack.
- **Trial & Proof of Concept (PoC) Licenses** – Issued at no cost to all Partners, for a period of 30 days. Can be extended to 90 days, upon request. For periods longer than 90 days you will be asked to provide more information about the project you are working on.

# How to become a Vates Partner



- Step 1** ————— Create an [Vates Account](#)
- Step 2** ————— Fill your [Vates Profile](#) section
- Step 3** ————— Fill the [Partner Application Form](#)
- Step 4** ————— Someone from our team will reach out to you
- Step 5** ————— Welcome!



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# VMS BUNDLES





## MOST POPULAR

### ESSENTIAL

3 hosts max

**\$ 2000**/year

For **small** infrastructure  
with standard needs.

- 📌 **maximum** 3 hosts
- 🗨️ **6** tickets/year
- 📅 Business day support
- ⬅️ **24h** response time  
(critical issue)

### ESSENTIAL +

3 hosts max

**\$ 4000**/year

For **small** infrastructure  
with high level  
requirements.

- 📌 **maximum** 3 hosts
- 🗨️ **Unlimited** tickets/year
- 📅 Business day support
- ⬅️ **24h** response time  
(critical issue)
- 🌟 Complete feature  
access

### PRO

3 hosts min

**\$ 1000/host**/year

For **medium & large**  
infrastructure with  
balanced needs.

- 📌 **minimum** 3 hosts
- 🗨️ **Unlimited** tickets/year
- 📅 Business day support
- ⬅️ **24h** response time  
(critical issue)

### ENTERPRISE

4 hosts min

**\$ 1800/host**/year

For **medium & large**  
infrastructure with critical  
operations.

- 📌 **minimum** 4 hosts
- 🗨️ **Unlimited** tickets/year
- 📅 24/7 support
- ⬅️ **1h** response time  
(critical issue)
- ⬇️ Setup/Upgrade  
assistance
- 🌟 Complete feature  
access

# Comparing Legacy vs Bundles



We are comparing a minimal infrastructure with 3 nodes and the most affordable products.

## Legacy product pricing

- XCP-ng Standard:  $\$600 \times 3 \text{ hosts} = \$1,800$
- Xen Orchestra Starter: \$910

Legacy Total: **\$2,710 / year**

## New product bundles

- Essential: **\$2,000 / year**

In this example our new Bundles are **35% more affordable** than the Legacy offer.

# Share your feedback



Please fill out our [Feedback Form](#)

Reach out to us at [partners@vates.tech](mailto:partners@vates.tech)

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