



VATES

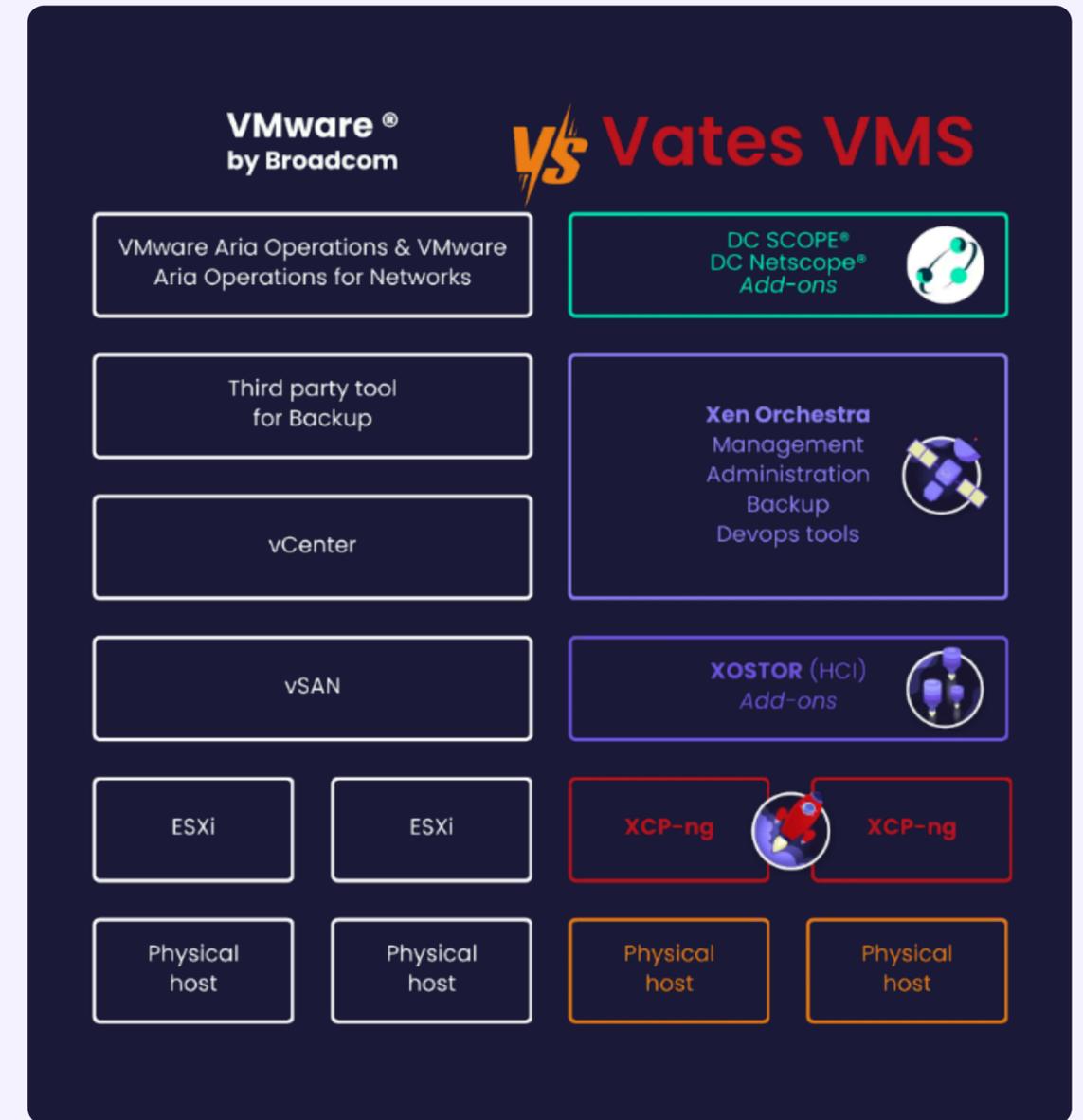
Distributor Partner Program

About Vates

Founded in 2015, Vates runs on two open-source pillars—XCP-ng (a Xen-based hypervisor) and Xen Orchestra (a web UI/API that turns complex virtualization into a few clicks). With ~34 engineers and a vibrant community, we offer a fully transparent stack, professional support, and a cost-effective alternative to proprietary vendors.

Vates vs VMware:

- **License:** 100% open source on GitHub; VMware's ESXi + vCenter is closed-source and subscription-based.
- **Cost:** No licence fees, so scaling stays cheap.
- **Lock-in:** Our abstraction lets you swap hypervisors without re-writing orchestration.
- **Community:** Rapid contributions (XCP-ng 8.x, Xen Orchestra 6.x) and frequent security patches.
- **Support:** Paid, production-grade support with clear SLAs.
- **Features:** VMware offers mature tools like vMotion, NSX, DRS. Vates counters with native automation and flexible orchestration for teams that value freedom over a massive feature set.



Your customers get speed (deployments in seconds), flexibility (mix or switch hypervisors without rewrites) and control (centralised policy enforcement), all on a platform built on proven open-source tech.

Vates Partner Types - Definitions



Distributor

Drives scale by enabling, supporting, and supplying their own Partner network, rather than selling directly to end users.



Managed Service Provider (MSP)

Sells, delivers, manages, and supports Vates services for customers on an ongoing basis.



Reseller

Sells Vates services to customers but does not manage or support the customer's infrastructure.



Cloud Service Provider (CSP)

Runs Vates on its own infrastructure and sells virtual machines or cloud services to customers.



Order Taker

Processes customer orders at list price without providing support or added value.

Vates Partner Types - Comparison

	Distributor	MSP	Reseller	CSP	Order Taker
Benefits					
Discounts	50%	20% - 50%	10% - 40%	5% - 45%	None
Service purchase on behalf of customers	Yes	Yes	No	No	Yes
Sales Account Manager	Yes	After Tier 3	After Tier 3	After Tier 3	No
Professional Services	Discounted	Discounted	Discounted	Discounted	No
Charity, Education & Non-Profit Discounts	Yes	Yes	Yes	No	Yes
Marketing Development Funds	Yes	After Tier 3	After Tier 3	After Tier 3	No
Complementary Trial/NFR Licences	Yes	Yes	No	No	No
Partner Portal Access & Listing on Partner Locator	Yes	Yes	Yes	Yes	Yes
Requirements					
Minimum customer sales per year	50%	20% - 50%	10% - 40%	5% - 45%	None
Deal engagement treshold <small>(Partner-Led Deals, Co-Led Deals, Late Involvement)</small>	Yes	Yes	No	No	Yes
Partner engagement score (PES) <small>(Events, new deployments, migrations, upgrades, etc.)</small>	Yes	After Tier 3	After Tier 3	After Tier 3	No
Webinars	Discounted	Discounted	Discounted	Discounted	No
Sales professionals trained	Yes	Yes	Yes	No	Yes
Technical experts trained	Yes	After Tier 3	After Tier 3	After Tier 3	No
Expected to provide sales support	Yes	Yes	No	No	No
Expected to provide technical LI support	Yes	Yes	Yes	Yes	Yes

Applicability

This program applies in full to organizations that joined the Vates Partner Program prior to 2026.



For organizations joining the Partner Program during 2026, there is no minimum gross invoiced amount requirement for the year. All other program requirements remain fully applicable.

Invoiced Amount & Sales



Gross invoiced amount

The total value of issued invoices before Partner discounts and before taxes

Example

If a Partner places a \$1,000 order with a 30% discount, the invoiced (counted) amount is \$1,000, while the paid amount is \$700.



Customer sales

Any new customer order, renewal, or upgrade placed for end-customer use.

Upgrades qualify as Customer Sales only if they are executed at least three months after the previous order or renewal

Orders placed under a Partner's Internal Use License (IUL/NFR) are excluded from Customer Sales eligibility

Quarterly Qualification Framework

The Distributors Program operates on a four-quarter cycle (one full year), with each quarter having its own requirements and corresponding benefits.

Distributors are required to meet a balanced set of criteria each quarter. These include achieving a minimum invoiced threshold, maintaining a required percentage of Partner-led engagements, staying within defined limits for Co-led and Late-Involvement deals, attaining a minimum Partner Engagement Score (PES), and fulfilling additional qualitative requirements.

A quarter is considered successful only when all criteria are met. Meeting just one requirement, such as the gross invoiced amount, does not qualify the quarter as successful.

Failing to qualify in at least 2 of the 4 quarters will result in a transition to an appropriate Partner Type. This change may affect discounts and benefits, including, but not limited to, new orders, upgrades, and renewal pricing, without impacting the functionality of active subscriptions.

Vates will not cancel active subscriptions without mutual agreement.



You may request an upgrade back to Vates Distributor status following an audit conducted by our Channel Team.



Vates is committed to supporting its Partners through training, enablement and close collaboration to build a sustainable and successful partnership.

Deal Engagement Models

Vates operates three engagement models that define how Partners and Vates collaborate across the sales cycle:



Partner-Owned

The Partner independently manages the full lifecycle of the engagement, including pre-sales, quotation, and order placement via the Partner Portal, deployment, ongoing maintenance, and after-sales support, including technical support.



Co-Led

A shared engagement model where leadership varies by deal phase:

Partner-Led: The Partner owns the commercial relationship and leads the deal, leveraging Vates resources as needed (e.g., introductory calls, demonstrations, or deployment design).

Vates-Led: Vates leads the opportunity while engaging the Partner at selected stages of the deal cycle.



Late-involvement

The Partner is engaged only in the final stages of the sales process, typically limited to transactional activities such as order placement.



Partner Engagement Score (PES)

The Partner Engagement Score (PES) measures a Partner's long-term investment in capability, autonomy, and customer ownership, reflecting their ability to grow sustainably alongside Vates. This scoring model incentivizes Partners to build durable, independent practices while reinforcing long-term value creation for both customers and Vates. [See the list of PES-eligible activities and awarded items.](#)

PES is calculated by awarding points for demonstrated Partner involvement across key strategic dimensions, including but not limited to:



Delivery

New deployments, upgrades, troubleshooting, and infrastructure assessments



Displacement

Migration planning, execution of migrations, and successful cutovers



Certification & Support

Trained sales teams, certified technical experts, and validated Level 1 support capabilities



Autonomy

Consecutive Partner-led deals, Partner-managed proofs of concept, Partner-led renewals, and consistently low escalation or dispute rates



Marketing

Events, workshops, co-branded campaigns, case studies, and localized marketing content



Quarterly Requirements

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Benefits				
Partner-Owned Engagement Discount			50%	
Co-Led Engagement Discount			30%	
Late-Involvement Engagement Discount			10%	
Complimentary Trial / PoC Licenses		Yes		
Charity, Education & Non-Profit Discounts		Yes		
Dedicated Sales Account Manager		Yes		
Professional Services			Discounted	
Marketing Development Funds (MDF)			Upon review	
Partner Portal Access & Partner Locator Listing		Yes		
Requirements				
Minimum Gross Invoiced Amount (Annual)	0 - 100k	100k - 300k	300k - 600k	600k - 1M
Expected to Provide LI Technical Support	Optional	Yes	Yes	Yes
Certified Sales Professionals	Optional	Min. 1	Min. 2	Min. 3
Certified Technical Experts	Optional	Min. 1	Min. 2	Min. 3
Minimum Partner Engagement Score (Annual)	50	100	200	300
Target Partner-Owned Engagement (Quarterly)	Min. 20%	Min. 40%	Min. 60%	Min. 80%
Target Co-Led Engagement (Quarterly)	Max. 40%	Max. 30%	Max. 20%	Max. 10%
Target Late-Involvement Engagement (Quarterly)	Max. 40%	Max. 30%	Max. 20%	Max. 10%
Target Webinars & Enablement Sessions (Annual)	Upon request	Min. 1	Min. 2	Min. 3



Partner Portal

The Partner Portal is a central enablement platform designed to support Partners across the full commercial and operational lifecycle.

It enables Partners to:

- Register and reserve customer opportunities (deal blocking)
- Generate and manage quotations
- Place orders for new products
- Upgrade existing products
- Renew active subscriptions
- Order Internal Use Licenses (IUL/NFR)
- Request trial and Proof of Concept licenses
- Submit applications for PES points redemptions
- Access and download all invoices and contractual documents
- Use the integrated Marketing Center
- Monitor current Partner status, review performance metrics and statistics



This portal is a key pillar of Partner autonomy, operational efficiency, and scalability.

Terminology

Charity, Education, and Non-Profit Discounts

Eligible organizations may benefit from additional discounts. Partner discounts are applied after any applicable charity, education, or non-profit discounts have been deducted from the list price.

For the United States, the customer must be a registered 501(c)(3) organization. Partners may verify the customer's status using the [IRS Exempt Organizations search tool](#).

Sales Training

All Partners have access to a complimentary two-hour Sales Training session. Attendance is required for Tier 3 and Tier 4 Partners as part of the tier-upgrade process.

Internal Use Licenses (IUL / NFR)

Eligible Partners may access Internal Use Licenses for the Vates Management Stack upon meeting the applicable minimum requirements. Licenses acquired prior to eligibility are billed at standard pricing.

Technical Training

Vates provides structured technical training to equip IT professionals with the skills required to deploy, operate, optimize, and troubleshoot the Vates Virtualization Management Stack.

Trial & Proof of Concept (PoC) Licenses

Trial and PoC licenses are provided at no cost to all Partners for an initial 30-day period. Upon request, this period may be extended up to 90 days. Extensions beyond require additional project details for review.

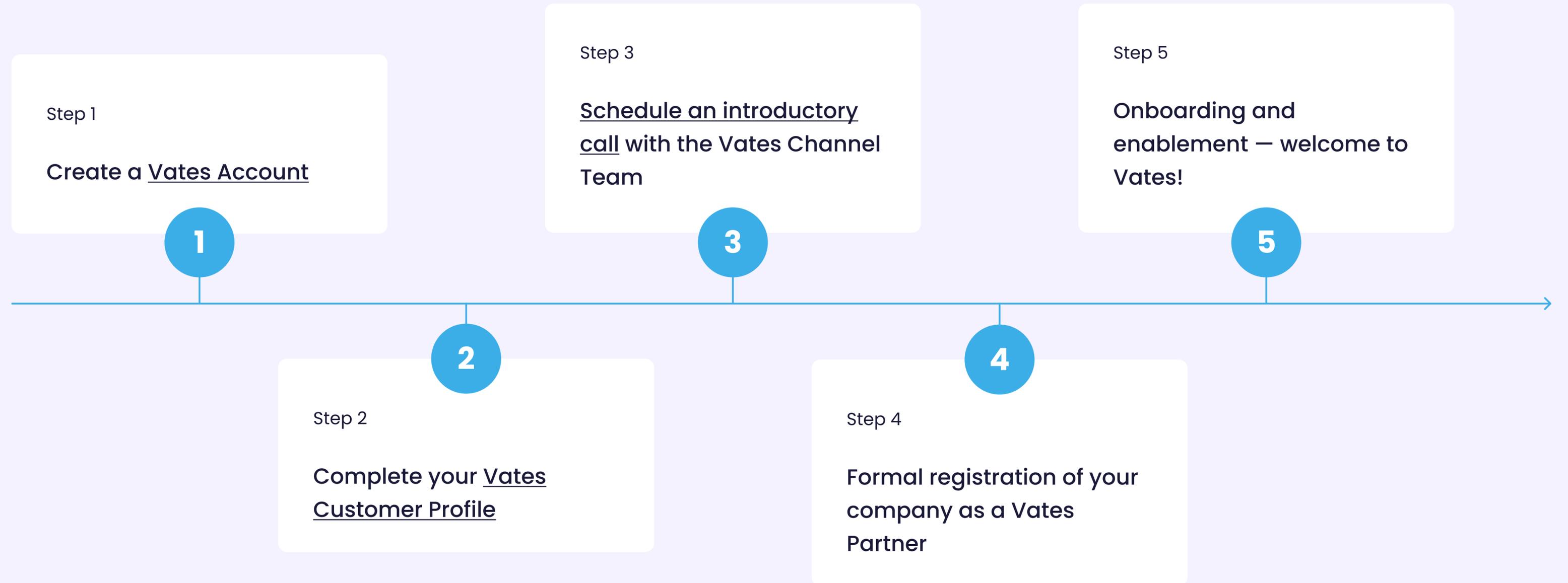
Level 1 Support Responsibility

Partners are expected to provide first-line support, including sales assistance, initial troubleshooting, basic issue resolution, and guidance on common use cases. The Partner acts as the primary point of contact for both technical and sales-related inquiries.

Partner Locator

All Partners are featured on the Vates public website, enabling prospective customers to identify and engage with local Partners.

How to become a Vates Partner



Vates VMS Bundles

ESSENTIAL

3 hosts max

\$2000 per year

For small infrastructure with standard needs

Maximum 3 hosts

6 tickets per year

Business day support

24h response time (critical S1)

XCP-ng hypervisor licenses for all your hosts

1 Xen Orchestra appliance

ESSENTIAL+

3 hosts max

\$4000 per year

For small infrastructure with high level requirements

Maximum 3 hosts

Unlimited tickets per year

Business day support

24h response time (critical S1)

XCP-ng hypervisor licenses for all your hosts

1 Xen Orchestra appliance

Complete feature access

PRO

3 hosts min

\$1000 per host per year

For medium & large infrastructure with balanced needs

Minimum 3 hosts

Unlimited tickets per year

Business day support

24h response time (critical S1)

XCP-ng hypervisor licenses for all your hosts

1 Xen Orchestra appliance

MOST POPULAR

ENTERPRISE

4 hosts min

1800€ per host per year

For medium & large infrastructure with critical operations

Minimum 4 hosts

Unlimited tickets per year

24/7 support

1h response time (critical S1)

XCP-ng hypervisor licenses for all your hosts

1 Xen Orchestra appliance

Setup/Upgrade assistance

Complete feature access

Share your feedback

Reach out to us at partners@vates.tech

Join the conversation on Social Media

