



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



- **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.
- **Cloud Service Provider (CSP)** – Will **purchase Internal Use License for their own infrastructure** but use that infrastructure to resell Virtual Machines to their Customers.
- **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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MANAGED SERVICE PROVIDER 2025 PARTNER PROGRAM

Vates ARC



MSP 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 MSP 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.

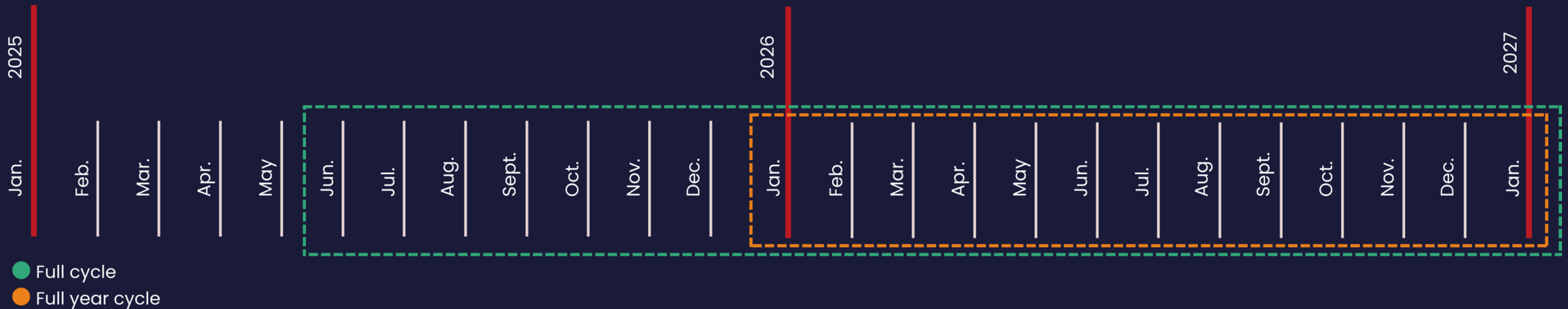
Certification & Training

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

Cycles



- **Full Cycle** – A period covering **one full calendar year**, in addition to the **remaining months of the current year** during which the Partner joined the Program.
 - **Example:** if a Partner joins the Partner Program in June 2025 the Program Full Cycle will start in June 2025 and will end in January 2027, having a total of **18 months** : 6 months between June 2025 -> January 2026, plus 12 months between January 2026 -> January 2027.
- **Full Year Cycle** – The full year that is included in the current Full Cycle.
 - In the **example** above, the Full Year will be January 2026 -> January 2027.



Revenue & Sales



- **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.
 - Partners using installment payments will earn points based on the amount paid to date.
- **Customer Sale** – Any **new order, renewal** or **upgrade** placed for use at **your customers**.
 - Upgrades are eligible if made at least three months after the previous order or renewal.
 - Orders placed for Partners' Internal Use License (IUL/NFR) are not eligible as Customer Sales.

Minimum Requirements



- The minimum requirement to become an MSP Partner is to achieve a minimum of **two customer sales in the full year during their current cycle**. There are **no other requirements**, such as a specific revenue amount, etc.
- 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.

MSP Partner Examples



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

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

7 K in Sales + Certification

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

OR

5 K in Sales + New Setups + Migration + Certification

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

MSP Program Tiers



	Tier 1	Tier 2	Tier 3	Tier 4
Expected Revenue per Full Year	< 10 K (or < 1,000 points)	< 50 K (or < 5,000 points)	< 100 K (or < 10,000 points)	> 100 K (or > 10,000 points)
Base Discount Rate	20%	30%	40%	50%
Minimum <u>Customer Sales</u> per <u>Full Year</u>	2	2	2	2
<u>Internal Use License</u> Discounts	25%	35%	45%	55%
Complimentary <u>Trial/PoC Licenses</u>	Yes			
Access to <u>Vates Partner Portal</u>	Yes			
Presence in <u>Vates Partner Locator</u>	Yes			
Sales Account Manager	No	No	No	Yes
Technical Account Manager	No	No	No	Yes
<u>Charity, Education & Non-Profit</u> Discounts	Yes			
<u>Volume</u> Discounts	No	No	No	Negotiable
<u>Installments</u> for High-Value Orders	No	No	Yes	Yes
<u>Sales Training</u>	Optional	Optional	Mandatory	Mandatory
<u>Technical Training</u>	Optional	Optional	Mandatory	Mandatory
Expected to provide <u>LI Support</u>	Yes			

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:

- Add and hold **Customers** (Deal Blocking)
- Generate **Quotes**
- **Order** new Products
- **Upgrade** existing Products
- **Renew** existing Products
- Order **Internal Use Licenses**
- Order **Trial Licenses**
- Apply for **Point Redemptions**
- Review and retrieve all **Invoices** and **Documents**
- Access our **Marketing Center**
- Monitor their present **Status** and see **Statistics**

Terminology



- **Charity, Education, and Non-Profit Discounts:** Eligible entities can receive additional discounts. The Partner's discount will be applied only after deducting any applicable discount from the original amount.
- **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.
- **Internal Use Licenses (IUL/NFR)** – Partners can access discounted Internal Use Licenses (IUL) for the Vates Management Stack after meeting minimum requirements. Licenses purchased beforehand will be at regular price.
- **Level 1 Support:** The Partner is expected to provide pre-sale initial troubleshooting, basic issue resolution, and guidance for common user problems, serving as the first point of contact for technical and sales assistance.
- **Late Involvement:** The Partner joined the deal after Vates completed the groundwork. Total discounts from Direct Sales and the Partner must match the original End-User discount, ensuring the End-User pays the agreed amount.

Terminology



- **Partner Locator:** Vates showcases all Partners on our public website, enabling potential Customers to identify their local Partners.
- **Sales Training:** All Partners can benefit on our **complimentary, two-hours Sales Training course**. Tier3 and Tier4 Partners are requested to attend this two-hour course to be upgraded.
- **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.
- **Volume Discounts** – MSP Partners in Tier3 and Tier4 can enjoy significant discounts on orders encompassing **more than 100 Hosts**.

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



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