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

- **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.

- **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.

- **Cloud Service Providers (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 L1 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

RESELLER
2025 PARTNER PROGRAM

Vates Reseller Program Logic

- **Reseller Partners are rewarded based on the generated revenue.**

- The Vates Reseller Program consists of multiple Tiers, each with a specific revenue threshold.

- Once a partner exceeds a threshold, they are upgraded to the next Tier.

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.

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.

- Full cycle
- Full year cycle
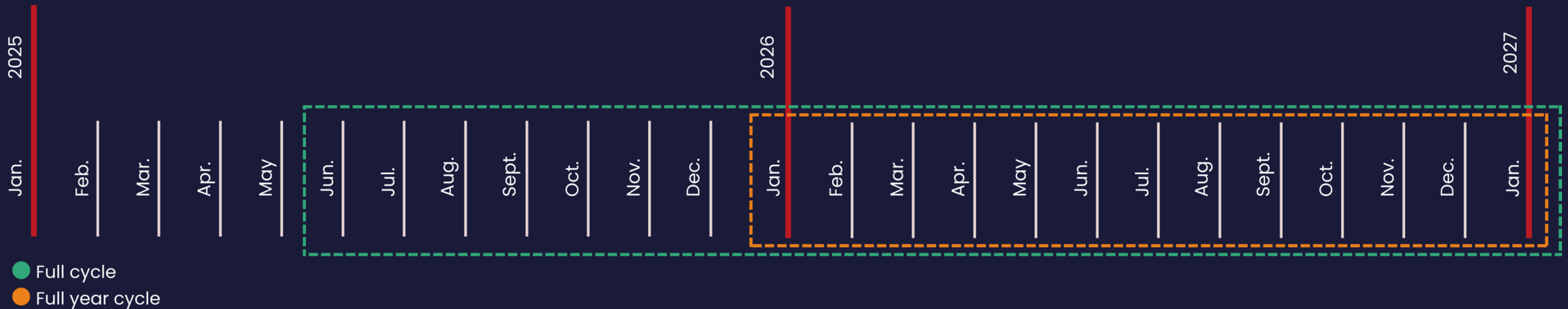
Minimum Requirements

- The minimum requirement to become a Reseller 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.

Reseller Program Tiers

	Tier 1	Tier 2	Tier 3	Tier 4
Expected Revenue per Full Year	**< 10 K**	**< 50K**	**< 100 K**	**> 100 K**
Base Discount Rate	**10%**	**20%**	**30%**	**40%**
Minimum Customer Sales per Full Year	2	2	2	2
Late Involvement Discount	4%	6%	8%	10%
Complimentary Trial/PoC Licenses	Yes			
Access to Vates Partner Portal	Yes			
Presence in Vates Partner Locator	Yes			
Sales Account Manager	No	No	No	Yes
Charity, Education & Non-Profit Discounts	Yes	Yes	Yes	Yes
Volume Discounts	No	No	No	Negotiable
Installments for High-Value Orders	No	No	Yes	Yes
Sales Training	Optional	Optional	Mandatory	Mandatory

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.

- **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.

- **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.

- **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** – Reseller 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!

VMS BUNDLES

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 x 3 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.

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