ownCloud Channel Partner Program

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——— With over 25 million users and more than 200,000 installation worldwide, ownCloud is the leading open source platform for content collaboration and file sharing for our clients.

ownCloud serves a large and continuously growing customer base, with more than 400 Enterprise customers in over 60 countries worldwide. Availability of services through a local partner as their ownCloud representative is an important success-factor and a key benefit for customers IT operations.

ownCloud´s Channel Partner Program adds great value to our resellers and is filled with life by more than 300 highly skilled System Integrators (SIs), forming our partner ecosystem worldwide. Our partners not only deliver ownCloud subscriptions along with their integration services, but also serve as the trusted advisors to our joint customers. ownCloud partners build-up and maintain sustainable customer relationships.

ownCloud's Channel Partner Program enables up-sell opportunities for partners own services within nearly any customer project and provides a fair and transparent partnering model, granting very attractive margins for selling and renewing ownCloud subscriptions.

Solid enablement and support in sales situations are crucial elements for our partners when positioning ownCloud in customer projects. Sales and technical trainings help our partners to build the required level of trust with customers. Besides knowledge transfer and a helping hand in challenging customer situations, we further equip our partners with access to our partner portal* where they can benefit from technical and sales support materials.

* available in Q1/2019

Partner Enablement at a Glance

• Sales and Presales Trainings

• Sales Support and access to technical and support resources and materials

• Fast and direct access via the Partner Portal

• Responsive and direct communication

Partner Benefits at a Glance

• Increase your revenues by selling your services along with ownCloud subscriptions

• Create up-sell opportunities for your extended productportfolio

• Be the customers trusted advisor and benefit from longterm customer relationships

• Benefit from low-touch renewal business

• Increase your companies visibility and awareness

Partner Value

Sales and Marketing Materials	Reseller	Solution Partner	Silver Partner	Gold Partner
Partner listed at www.owncloud.com	✗	✓	✓	✓
Access to Partner-Portal	✓	✓	✓	✓
Not for Resale (NFR) License	✗	✓ On request	✓	✓
Joint customer web meetings*	✗	✓	✓	✓
RFP/RFS support	✗	✓	✓	✓
Partner Account Planning	✗	✗	✗	✓
Joint Marketing Campaigns	✗	✗	✓ On request	✓

* available for opportunities with 500+ users

Silver and Gold partners also have the opportunity of a joint Market Development Fund (MDF) with ownCloud in order to implement a joint marketing plan.

Deals and Opportunities	Reseller	Solution Partner	Silver Partner	Gold Partner
Leads from ownCloud	✓	✓	✓	✓
Opportunity registration	✓	✓	✓	✓

Enablement & Training	Reseller	Solution Partner	Silver Partner	Gold Partner
Free Admin Trainings	✗	✗	1	2
Discount on add. Trainings	✗	✓	✓	✓
Partner Enablement:*				
Sales (video/web meeting)	✓ / ✗	✓ / ✓	✓ / ✓	✓ / ✓
Lead Management (video/web meeting)	✓ / ✗	✓ / ✓	✓ / ✓	✓ / ✓
Presales (video/web meeting)	✓ / ✗	✓ / ✗	✓ / ✓	✓ / ✓
Technical Account Manager (TAM)	✗	✗	✗	On request

* Video trainings (videos, recorded webinars) available via Partner-Portal

Be Active and Receive Leads from ownCloud

In sales situations ownCloud partners usually engage at different sales stages. ownCloud's inside sales team identifies sales leads on a regular basis, pre-qualifies them and hands them out to partners as so called ownCloud-sourced leads.

Active as well as committed partners are key to customer satisfaction and successful and continuous sales. This is why ownCloud honors any active sales engagements of partners by providing the highest margins of up to 40% for sales leads created by our partners. We call them partner-sourced leads.

ownCloud partners receive their margin based on their partner level and regardless of whether they sell to a new business opportunity or renew subscriptions of an existing customer.

Partner Conditions and Requirements by Partner Level

ownCloud's Channel Partner Program provides different partner levels.

Our entry partner level, "Reseller", is the perfect starting point for engaging in a partnership with ownCloud. Get risk-free access to ownCloud sales materials to get started.

For more experienced ownCloud partners, we offer our "Solution", "Silver" or "Gold" partner levels, granting access to more of ownCloud´s sales enablement, marketing and backend services to further accelerate our partners' ownCloud business.

Requirements

Partner Level Requirements	Reseller	Solution Partner	Silver Partner	Gold Partner
Annual revenue target	0 EUR	5k EUR	15k EUR	50k EUR
Place ownCloud partner-logo on your website	✓	✓	✓	✓
Maintain an ownCloud landing page	✗	✗	✓	✓
Dedicated sales person	✗	1	2	5
ownCloud technicians	✗	1	1	3
Host ownCloud event (per year)	✗	✗	1	2
Provide L1 support	✗	✓	✓	✓
Provide L1 & L2 support	✗	✗	✓	✓

Sign up for an ownCloud Partnership

🌐 https://owncloud.com/become-partner

If you have any questions or if you are interested in becoming an ownCloud partner, please contact our partner team at partner@owncloud.com

About ownCloud

ownCloud is the largest Open Source Filesharing solution in the world with 200.000 installations and more than 25 million users. The Open Platform for Secure Enterprise Filesharing combines consumer-grade usability with enterprise-grade security. It enables users to access data no matter where it is stored or which device is used. By giving organizations the visibility and control required to manage sensitive data while offering users the modern collaboration experience they demand, productivity and security are increased at the same time. For more information, visit:

🌐 https://owncloud.com

To join the conversation, please visit 🌐 https://owncloud.com/newsroom or follow us on Twitter @ownCloud.

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