

# Welcome to the Portainer Partner Program!

Welcome, and thank you for your interest in the Portainer Partner Program! As Portainer continues to experience global uptake of our software, the opportunity for Partners to become involved in that growth has arisen.

## Background

Portainer was born in 2017 from our founder's own challenges in managing complex containerized environments. They set out to create a simple, expert platform to manage containerized applications - regardless of orchestration, on-premise, at the edge or in the cloud.

The result was Portainer's open source software project, Portainer CE. Its success has been amazing. At last count Portainer CE had over 600,000 global users and is growing strongly. In August 2020, the project was expanded to include support for Kubernetes and Azure ACI as well as retaining full support for Docker & Docker Swarm.

In December 2020 Portainer Business Edition (BE) was launched, which added a range of paid premium features (as well as success and support) to the open source version. The launch of a commercial version of Portainer has created an opportunity for a range of partnering opportunities with Portainer.io Ltd.

## The power of partnerships

The Portainer Partner Program is built on a simple premise: together, we can accomplish more. When you join the partner program, you become part of a community with a shared goal to do more for our customers.

## Investing in you

To help partners grow and succeed, Portainer invests in the resources, programs, and tools we offer to help you train your team, build innovative solutions, and deliver to your customers.

## Your launchpad for growth

Microservices and containers are becoming the de facto standard for application development and deployment. By incorporating Portainer BE with your own services, applications and offerings to market, you are able to dramatically assist your clients on their journey of container adoption. The expert simplicity of Portainer will enable your team and your customers to write, deploy and manage better applications, faster, and without the deep skill base demanded by the underlying complex technology.

We're excited to work with you, and we look forward to helping you help your customers drive business growth and agility with container technologies.

# Portainer Partner Program Overview

The Portainer Partner Program comprises people, resources, and offerings brought together to give you everything you need to build and deliver successful solutions for your customers.

This document outlines the various benefits available to your organization through the Portainer Partner Program, as well as our expectations from you.

## Partner Types/paths

The Portainer Partner Program has been designed around the following partner types:

### Referral Partner

Many organisations have the opportunity to refer or recommend useful technologies. Where a company is referred to Portainer, we will acknowledge the referral with a referral fee. All aspects of the transaction and relationship will then be managed by Portainer.

### Transactional Reseller

The Partner is involved as a transaction partner only. The Partner will receive a discount from RRP and complete the in-country transaction of the Portainer Business License. In this option, the Transactional Reseller has no ongoing, Portainer-based relationship with the customer post-transaction. Support is directly between the end user and Portainer. The licenses are billed annually in advance.

### Value-Added Reseller (VAR) or System Integrator (SI)

The VAR/SI typically engages with clients through a range of design and implementation services. As a Portainer Partner, they would build Portainer into their container platform projects and deploy Portainer into their client's environment. The end user will be supported by the VAR/SI with Portainer offering L3 support. The licenses are billed annually in advance as per normal Portainer practice and the VAR will complete the commercial transaction with the end user with VAR/SI discounts available.

### Managed Service Provider (MSP)

Managed Service Provider Partners are companies that manage the customer's environment on their behalf. The end user customer may or may not use Portainer themselves, but it will be deployed in their environment as a component of the management tooling. Even if the end user does use Portainer, their primary support contact is the MSP. Portainer will provide Level 3 support to the MSP. Licensing is annual in advance per end user.

### Cloud Service Provider (CSP)

CSP's typically offer Portainer as a management portal for their own Container Service offering. The end user customer may or may not use Portainer themselves, but it will be deployed in their environment as a component of the management tooling. The primary support contact is the CSP. Portainer will provide Level 3 support. A single license covers all nodes under management, irrespective of the number of end users. Pricing is per node per month with significant volume discounts available.

### Independent Software Vendor (ISV)

As the use of containers becomes a preferred method for ISV's to distribute and deploy their products, the complexity of the underlying platform technology can be problematic. It slows down the sales cycle and creates a layer of friction that just gets in the way for the ISV. By deploying Portainer BE alongside their application, many ISV's have found sales cycles reduced and a significant reduction in post-sale support issues. Given the wide range of options for an ISV to use Portainer to assist in their own business, commercial terms will be defined on a case by case basis.

### Technology Partner

Portainer offers a range of bespoke agreements where the Partner's products and Portainer form a bundle. The commercial construct is configured on a case by case basis.

# Partner Benefits

Partner Type	Transaction	Support is provided by	SLA with
Referral Partner	PIO with Customer	Portainer L1-3	Customer
Transactional Reseller	PIO with Reseller	Portainer L1-3	Customer
Value-Add Reseller/SI	PIO with VAR/SI	VAR/SI L1/L2 Portainer L3	VAR/SI
Managed Service Provider	PIO with MSP	MSP L1/L2 Portainer L3	MSP
Cloud Service Provider	PIO with CSP	CSP L1/L2 Portainer L3	CSP
Technology Partner/ISV	TBC	TBC	TBC

## Access to Portainer.IO Software

Access to Portainer for internal usage is available and managed on a case-by-case basis. To request access to NFR software please email [partnersales@portainer.io](mailto:partnersales@portainer.io)

## Support

- [Portainer.IO](#) provides 9/5 - 24/7 monitoring and support
- Our experienced team of platform engineers have been providing support services for more than 5 years
- You get full access to our Docker/Kubernetes experts to harness the potential of your containerised development and production environments
- All support services are provided through modern collaboration tools such as slack,
- See full support terms and conditions [here >](#)

## Selling with Portainer

Portainer provides the following resources to support your sales efforts;

## Sales Collateral

### Sales Collateral/Resources

- Flyers and datasheets
- Battle-cards with comparisons to the competition
- Templated sales cadences with emails, LinkedIn mail and call scripts
- Pitch decks and presentations
- Demo videos
- Sample proposals

### Talk to Partner Sales

Simple web based form to engage the sales team on your opportunity. Portainer will respond within 24 hours.

TALK TO SALES

## Book a Partner demo

Simple web-based form to request a demonstration of the Portainer platform. The demonstration will consist of:

- Mutual discovery conversation
- A demo of Portainer Business
- Explanation of pricing options
- Q&A

[BOOK A DEMO](#)

## Deal Registration

Portainer provides a web based deal registration page (insert URL) and looks to approve new deals within 2 days.

### Deal Registration Requirements:

- The opportunity must be generated by partner activity
- Registration entered through the deal registration page above
- Primary contact at the opportunity must be identified
- Pre-sales and sales contact at your company must be identified
- Sales stage provided (prospect, qualified, technical validation, business validation, closed won, closed lost)

### Deal Registration Guidelines:

- Deal Registration is available for new business, up-sells, increased license counts, and renewals of existing accounts
- Deal must not be being directly pursued by Portainer or another Portainer partner
- Deal must not be subject of a published public RFI, RFP, IFB, IDIQ or other tender process
- Registrations valid for 6 months.

### Deal Registration Approvals:

Status updates on your opportunities will be visible to you via the Partner Portal (longer term) via your Channel/Sales Manager. You will always be able to see progress on any opportunity.

## Training and enablement

Portainer provides a wide range of training material to get your team up and running with the Portainer platform. This includes:

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**Portainer 101 Series** - You Tube

<https://www.portainer.io/resources/101>

**Portainer Architecture** - Online

<https://www.portainer.io/resources/architecture>

**Portainer Documentation** - Online

<https://docs.portainer.io/v/be-2.12/>

**Portainer Blog** - Online

<https://www.portainer.io/blog>

