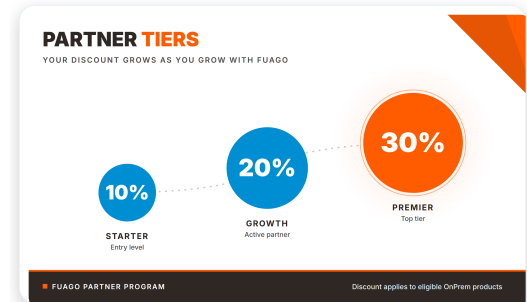


Partner Program

NOT ANOTHER PARTNER PROGRAM.

The FUAGO partner program is designed to grow with you.

FUAGO is a distributor for open-source solutions. You sell a broad portfolio of open-source products plus further exclusive FUAGO add-on products.



The three levels at a glance

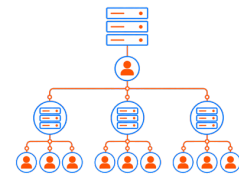
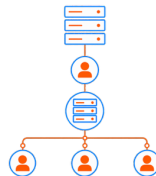
LEVEL 1 FUAGO Starter Partner	LEVEL 2 FUAGO Growth Partner	LEVEL 3 FUAGO Premier Partner
<i>Get in, no strings attached.</i>	<i>For partners who stick with it.</i>	<i>The highest level of support.</i>
10% Discount on eligible OnPrem products	20% Discount on eligible OnPrem products	30% Discount on eligible OnPrem products
› For new resellers & smaller MSPs › SaaS/Cloud and OnPrem sales possible right away › Email presales support	› For active partners with a steady pipeline › Presales support incl. calls › 1 certified technical person	› For high-revenue partners with a FUAGO focus › Presales support incl. customer meetings › 2 certified technical people

IMPORTANT The discount applies only to eligible OnPrem products. SaaS/Cloud offerings and Managed Service/Hosting always run on list prices, regardless of level.

Flexible ways to work with FUAGO

Three commercial models

Choose the model that fits each opportunity, regardless of partner level. Your partner level changes enablement and benefits, not your basic right to sell.



SELL

SaaS/Cloud Reseller

You resell FUAGO SaaS/Cloud service/licences. FUAGO hosts and manages the solution, so you have no technical operating risk.

Price: list prices, volume pricing where applicable. Available at every level.

SELL & DELIVER

OnPrem Sales & Delivery

You sell OnPrem solutions. Install them at the customer's site: one system per customer.

Available at every level; delivery requires technical qualification.

HOST & SELL

Managed Service/Hosting

You run FUAGO solutions in your data centre and sell the service to customers, with one system serving multiple customers simultaneously.

Price: tiered by module or volume. Starter: case-by-case review. Growth: available. Premier: recommended.

FOR CONTEXT

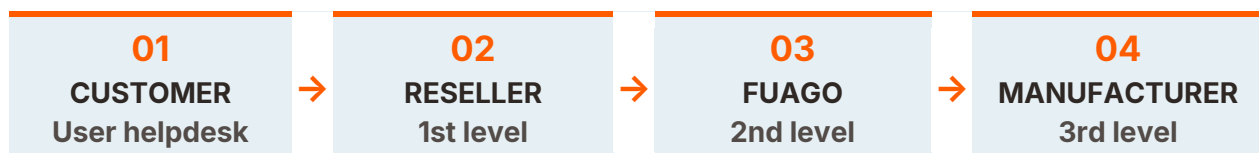
OnPrem means one customer = one system, usually installed at the customer's site.

Managed Service/Hosting/Shared Hosting means installed on your own data centre, one system serving multiple customers at once.

Relationship & support level

Support is a chain, not a single step.

Here is the full flow when a customer's question goes through the whole chain:



Your benefits

What changes as your partnership grows

BENEFIT	STARTER	GROWTH	PREMIER
Discount on OnPrem products	10%	20%	30%
Sales and marketing materials	Yes.	Yes.	Yes, plus personalised on request.
Presales support	Email support.	Email support + calls.	Email support + calls + accompanying customer meetings.
Personal contact person	General inbox.	Dedicated account manager.	Dedicated account manager.
Lead allocation	Not included.	Yes.	Yes, guaranteed consideration.
SaaS/Cloud NFR/Internal use licence (smallest package)	Up to 5 users, free.	Up to 15 users, free.	Up to 25 users, free.
Free product training on new features	No.	No.	Yes, exclusive webinar.
Yearly event budget	No.	Yes, application based.	Yes, application based.
Partner badge/listing	Optional after qualification.	Included.	Featured visibility.
Co-marketing	Case-by-case.	Campaign-based.	Planned and prioritised.

INCLUDED AT EVERY LEVEL

Partner Portal access, demo access, deal registration and FUAGO-backed second-level support.

Expectations

Clear expectations. Fair progression.

Expected at every level: 1st level support for your customers and the FUAGO logo & link on your website. The criteria below determine the partner level.

REQUIREMENT	STARTER	GROWTH	PREMIER
Revenue guideline	No minimum	EUR 25k/year	EUR 50k/year
Marketing events per year (you perform)	Not mandatory	At least 1 per year	At least 2 per year
Customer reference	Not required	Optional	At least 1 reference
Actively promoted FUAGO solution areas	Not mandatory	1 recommended	At least 2 are mandatory
Certified technical staff (your staff)	None	At least 1	At least 2
FUAGO Value Pack	Optional	Mandatory	Mandatory
Review cycle	Annual	Annual	Semi-annual

REVENUE GUIDELINE

This is a guideline for annual FUAGO-influenced revenue, not a strict requirement for determining partner level.

FUAGO VALUE PACK

OnPrem only annual bundle for EUR 990 with internal use licences, demo/PoC options and standard support.

REVIEW CYCLE

How often the partner level is reviewed based on revenue, activity and collaboration.

Appendix: Quick glossary

The program, decoded.

Full definitions are in the existing glossary document. Here is the full wording of the terms used in the tables.

Discount on OnPrem products - Standard discount on eligible OnPrem products; does not apply to SaaS/Cloud or Managed Service/Hosting.

OnPrem - Short for on premises: software installed and run on the customer's own infrastructure, as opposed to a cloud/SaaS service.

SaaS/Cloud - Software as a Service: the customer uses the software as a cloud subscription; FUAGO operates it, not the partner or customer.

Deal registration - You reserve a specific customer project with FUAGO. That way, no other partner pursues the same deal in parallel, and your margin is protected for that period.

Sales and marketing materials - Templates and content for customer conversations, proposals, campaigns and presentations. From Premier onward, also custom made on request.

Presales support - Support from FUAGO before the sale, ranging from plain email support up to accompanying customer meetings, depending on level.

Personal contact person - From Growth onward you get a dedicated account manager at FUAGO instead of a general inbox.

Lead allocation - FUAGO is a distributor and does not close customer deals itself. Starter partners are excluded from the allocation pool; Growth and Premier partners are considered based on competence, region and responsiveness, Premier partners are guaranteed consideration.

SaaS/Cloud NFR/Internal use licence - A free FUAGO SaaS/Cloud instance for your own demos, training and internal use, with the user count scaling by partner level, always the smallest package available per product: OX Cloud (PIM only), OpenCloud (50GB per user), OpenTalk (Standard only).

Partner badge/listing - Official partner recognition plus visibility in FUAGO communications, e.g. on the website.

Free product training on new features - Whenever FUAGO ships significant new features, Premier partners get an exclusive webinar walking through them before anyone else.

...Glossary continued.

Full legal and operational definitions remain in the FUAGO glossary and partner agreement.

FUAGO Value Pack - OnPrem only annual bundle for EUR 990: internal use licences for Open-Xchange, Dovecot and OpenTalk, OpenCloud, Benno Mailarchive, demo/PoC licences on request, plus standard support with 25 incidents for systems up to 250 users. Runs one year, automatically renews unless cancelled 12 weeks before expiry. Excludes SaaS/Cloud, see "SaaS/Cloud NFR/Internal use licence" above.

Actively promoted FUAGO solution areas - Number of FUAGO solution areas (e.g. OpenCloud, OpenTalk) the partner actively promotes in its portfolio, regardless of marketing events. Measures offering breadth, not number of actions.

1st level support - You handle the customer's first enquiry yourself (1st level). FUAGO backs you up technically as 2nd level, with the manufacturer (e.g. Open-Xchange) as 3rd level behind that.

Yearly event budget - An annual budget FUAGO sets aside for Growth and Premier partners to co-fund their own marketing activities. You submit an application per activity; FUAGO approves and reimburses from the budget.

Marketing events per year - The partner's own actions, webinars, campaigns, or customer events, that make FUAGO visible. Counts the number of actions per year.

Partner Portal - Place to find everything related to the partnership: current partner level, contract, sales and marketing material, customer overview, with more to come in future.

Certified technical staff - Number of the partner's employees who have completed a FUAGO technical certification.

Revenue guideline - Guideline for annual FUAGO-influenced revenue. This is not a strict requirement for level assessment.

Co-marketing - Joint marketing activities between FUAGO and the partner, e.g. webinars, events or campaigns.

Customer reference - A successful customer project that can be used as a reference; public only with the customer's consent.

FUAGO logo & link - As a FUAGO reseller, you add our logo to your website and link to www.fuago.io.

Review cycle - How often the partner level is reviewed based on revenue, activity and collaboration.

BECOME A FUAGO RESELLER

Ready to grow with FUAGO?

Email sales@fuago.io, we'll get back to you within three business days. You'll receive a suitable reseller agreement; once it's signed, onboarding begins and you're part of the FUAGO Partner Community.

FUAGO GmbH · Untertürkheimer Str. 24 · 66117 Saarbrücken, Germany



www.fuago.io
sales@fuago.io
+49 681 410 962 10