Welcome to the Pextra® Partner Program

Empowering Your Business with Enterprise-Ready Private Cloud Solutions to Drive Sustainable Growth

About Pextra CloudEnvironment®:

Pextra CloudEnvironment® is the next-generation private cloud management platform, engineered for unmatched scalability, AI-powered efficiency, and predictable costs. Its distributed architecture with CockroachDB manages thousands of hyperconverged nodes across global datacenters, ensuring high availability, fault tolerance, and live migration.

Supporting modern workloads via QEMU/KVM hypervisors, LXC containers, GPU passthrough, and nested virtualization, Pextra delivers enterprise-class software-defined storage (Ceph RBD, ZFS) and advanced networking (SDN with VLAN and redundant uplinks). Security is central: multi-tenant RBAC+ABAC, audit logging, SSO, MFA, and air-gap-ready deployments.

Built on open-source foundations with a comprehensive REST API (OpenAPI v3.1.0) and Terraform integration, Pextra eliminates vendor lock-in and enables rapid deployment in under one hour. Partners can position Pextra as a superior AI-native alternative to legacy platforms, addressing the VMware/Broadcom disruption with 800—1,500% price hikes and forced bundles.

Why Partner with Pextra®?

Unlock transformative value and new revenue streams:

- **Compelling Differentiation:** AI-powered operations with Pextra Cortex™ and AI Assist for natural-language orchestration—capabilities beyond VMware, Nutanix, and Proxmox.
- **High-Margin Deals:** Transparent per-node pricing delivering 60—80% (with combined multi-year and partner discounts) savings vs. VMware renewals, enabling consistent, profitable partner opportunities.
- **Massive Market Shift:** Accelerate wins from the VMware migration wave—core minimums, removed perpetual licenses, and partner cuts drive urgent demand for Pextra CloudEnvironment®.
- **Strong Partner Enablement:** Battle cards, ROI calculators, POC frameworks, and co-marketing programs to shorten sales cycles and boost conversion.

Tier 1: Silver
Authorized Partner

Entry-level access with competitive discounts, sales collateral, technical training, and deal support.

Tier 2: Gold
Premier Partner

For scaling partners, featuring enhanced margins, deal registration, priority support, and certified staff incentives.

Tier 3: Platinum
Strategic Partner

Top-tier margins, dedicated account management, co-selling, early roadmap access, and custom integrations.

The Pextra Advantage: *Deliver predictable costs, AI-driven innovation, air-gap security, and enterprise-grade scalability—built for modern cloud environments.* Empower your customers with 60%—80% lower 3-year TCO while creating long-term, profitable, and trusted relationships. Partner with Pextra and accelerate success in an evolving cloud landscape.

Pextra Partner Program Tiers — At a Glance

	Tier 1: Silver	Tier 2: Gold	Tier 3: Platinum
Partner Discount negotiated based on performance	5—10 %	10—20 % + Deal Reg.	20—25 % + Rebates
Commission (Recurring + Net-New) negotiated based on performance	5—10 % recurring 11—15 % net-new	11—15 % recurring 16—20 % net-new	16—20 % recurring 20—25 % net-new
Deal Registration	—	90-day protection	180-day protection
Technical Support SLA	Next Business Day	4-hour L2/L3	1-hour + Dedicated TAM
NFR / Lab Licensing	3-node lab	5-node lab	Unlimited cluster
MDF / Co-op Funds	—	Up to $25k/year	$50k—$150k/year
Migration Credits	—	Up to 20 % on >250 nodes	Up to 30 % on >500 nodes
Eligibility	Sign agreement; no Yr 1 minimum (Yr 2: $50k ARR or 100 nodes)	1 certified engineer; $250k ARR	Certified team; $1.5M+ ARR
Training & Certifications	Free online training	Sales + Technical badges	Full cert tracks + onboarding
Sales & GTM Enablement	Battlecards	Playbooks, TCO tools	Joint GTM, RFP support
Marketing Support	Partner collateral	Co-branded assets + campaigns	Joint events, PR, demand-gen
Technical Resources	Docs + KB	SE support for PoCs	Architects + migration teams
Incentives	Standard margins	Quarterly rebates	Strategic + competitive bonuses

Simple program. Clear rewards. Built for predictable growth and partner success.

Tier 1: Authorized Partner (Silver)

Pextra® Partner Program

Overview:

The **Tier 1: Authorized Partner (Silver)** program enables individuals and small businesses to enter the private cloud market quickly with Pextra CloudEnvironment®. Partners gain access to foundational sales tools, exclusive discounts, and technical support to close deals independently. All licenses are purchased through Pextra's secure portal, with no mandatory co-marketing or webinars required.

Who Can Become a Tier 1 Partner?

- Individuals or small businesses seeking high-margin cloud opportunities.
- Open to domestic or international partners.
- No prior Pextra experience needed — leverage our sales and technical enablement.

Tier 1 Partner Benefits:

- **Exclusive Discounts:** Maximize profitability with per-node pricing.
- **Sales Enablement:** Access to battle cards, pitch decks, ROI calculators, product briefs, and datasheets to accelerate sales.
- **Technical Support:** Level 1-3 assistance for deployments, troubleshooting, and POC guidance, including AI-powered tools like Pextra Cortex™.
- **Independent Deal Closure:** Promote freely with predictable commissions and grow your business with a trusted partner.

Tier 1 Partner Requirements:

- Sign the Pextra Partner Agreement for clear terms and protection.
- Set up a reliable payment method for commissions.
- Maintain agreed annual sales targets (no minimum required in Year 1)
- Utilize provided sales and technical enablement resources.

How Tier 1 Works:

1. Apply and sign the Partner Agreement to activate your account.
2. Receive discount codes, sales tools, and technical resources immediately.
3. Promote Pextra CloudEnvironment® via your own channels; share codes for direct portal purchases.
4. Track performance via dashboard; earn commissions on verified sales.

Join Pextra Today — Become a Tier 1 Authorized Partner!

Email partner@pextra.cloud for program details or support.

Tier 2: Premier Partner (Gold)

Pextra® Partner Program

Overview:

The **Tier 2: Premier Partner (Gold)** program is designed for growing MSPs, VARs, and integrators expanding their cloud business. Partners gain *enhanced margins, deal registration, priority technical support, POC assistance, and marketing resources* to accelerate sales and deliver predictable value with Pextra CloudEnvironment®.

Who Can Become a Tier 2 Partner?

- MSPs, VARs, or integrators actively selling private cloud solutions.
- Capable of running independent POCs and mid-sized deployments.
- Minimum annual sales commitment or at least one Pextra-certified technical staff member.

Tier 2 Partner Benefits:

- **Enhanced Margins & Discounts:** Improved partner pricing and access to promotional bundles for higher profitability.
- **Deal Registration:** Protect your opportunities and secure margin for partner-sourced deals.
- **Priority Technical Support:** Faster L2/L3 responses with direct Slack/Teams access.
- **POC Assistance:** Priority scheduling for environment setup, extended evaluations, and AI-driven feature demos.
- **Marketing & Sales Resources:** Co-branded collateral, battlecards, ROI tools, and campaign support to accelerate customer wins.

Tier 2 Partner Requirements:

- Achieve annual revenue targets or minimum node-volume commitments.
- Maintain at least one Pextra-certified technical resource.
- Provide quarterly pipeline reporting to track growth and performance.

How Tier 2 Works:

1. Apply and sign the Partner Agreement to activate Tier 2 status.
2. Access enhanced discount codes, sales tools, and priority technical support.
3. Register deals to protect margins and maximize revenue.
4. Track sales performance and commissions through the partner dashboard.

Scale Your Cloud Business — Become a Tier 2 Premier Partner!

Email partner@pextra.cloud for program details or support.

Tier 3: Strategic Partner (Platinum)

Pextra® Partner Program

Overview:

The **Tier 3: Strategic Partner (Platinum)** program is for Pextra's most trusted and capable partners. These organizations drive enterprise-scale cloud migrations, AI-driven infrastructure modernization, and complex multi-node deployments. Partners enjoy *top-tier margins, dedicated account management, co-selling opportunities, early roadmap access, and custom integrations* to differentiate and win at scale.

Who Can Become a Tier 3 Partner?

- High-volume MSPs, global integrators, or specialized cloud providers.
- Multi-year commitment to delivering Pextra-centered solutions.
- Multiple certified Pextra engineers and sales resources across technical and delivery teams.

Tier 3 Partner Benefits:

- **Top-Tier Margins & Rebates:** Highest discount band plus volume-based incentives.
- **Dedicated Channel Account Manager:** Strategic planning, escalation, and executive alignment.
- **Co-Selling & Lead Sharing:** Joint field engagements and partner-first lead routing.
- **Early Roadmap Access:** Participation in beta programs and AI-driven Pextra Cortex™ features.
- **Custom Integration Support:** APIs, PSA/RMM, storage, networking, and GPU collaboration.
- **Executive Sponsorship:** Quarterly business reviews with Pextra leadership.
- **Premium Support:** Dedicated manager, 24/7 escalation, and fastest SLAs.
- **Strategic Incentives:** Specializations (AI, GPU, Air-Gap, HPC) and targeted SPIFs.

Tier 3 Partner Requirements:

- Significant annual revenue or node-volume commitments.
- Multiple certified personnel across sales, engineering, and delivery.
- Quarterly business reviews and joint GTM alignment.
- Participation in strategic co-selling, events, and marketing initiatives.

How Tier 3 Works:

1. Apply and sign the Partner Agreement to activate Tier 3 status.
2. Receive top-tier discount codes, dedicated CAM, and premium resources.
3. Collaborate on co-selling and strategic accounts with Pextra leadership.
4. Track performance, rebates, and strategic engagement via the partner dashboard.

Lead the Cloud Transformation — Become a Tier 3 Strategic Partner!

Email partner@pextra.cloud for program details or support.

Why Partners Are Choosing Pextra in 2025—2026

The Industry Shock — In Partners' Own Words

- "Renewal quote jumped from $480k → $4.2M overnight" — US East Coast MSP
- "Perpetual licenses cancelled, subscription forced" — European systems integrator
- "Margins cut from 42 % to 12 %, deal registration removed" — National partner
- "72-core minimums mean paying for cores we don't use" — Healthcare VAR

Pextra: The Clear Alternative

- **Predictable Per-Node Pricing** — transparent, published, no surprises
- **Perpetual or Subscription Flexibility** — choose what fits your business
- **No Minimums, No Bundles** — only pay for what you actually use
- **60—80 % Lower 3-Year TCO** — deliver immediate savings to your customers
- **Full VMware Feature Parity + AI Automation** — powered by Pextra Cortex™
- **100 % Open-Source Foundation** — no vendor lock-in, full control
- **Rapid Go-to-Market** — partner-friendly onboarding and POC-ready environments

Trusted by partners seeking predictable margins, rapid growth, and enterprise-scale cloud solutions.

Everything You Need to Win Deals and Grow Your Business

Sales Enablement — Ready Day 1

- ✔ Battle cards and competitive guides to position Pextra vs VMware, Nutanix, Proxmox
- ✔ Customer-facing ROI & TCO calculators for rapid deal justification
- ✔ VMware migration assessment tool to accelerate transitions
- ✔ Pitch decks, RFP templates, datasheets for instant client-ready assets
- ✔ Deal registration portal (Tier 2+) to protect your opportunities

Technical Enablement — Build Expertise Fast

- ✔ Free online sales & technical certification (4—6 hours)
- ✔ Monthly 1-day virtual bootcamps for hands-on learning
- ✔ Free lab clusters (3—200 nodes, perpetual) for testing and demos
- ✔ Priority engineering support via Slack/Teams (Tier 2+)
- ✔ Dedicated Technical Account Manager (Tier 3) for complex deployments

Migration & Incentives — Boost Your Margins

- ✔ Up to 30 % migration credits on large deals
- ✔ Free professional services hours for first Tier 3 projects
- ✔ “Switch & Save” co-marketing campaign kit to drive leads
- ✔ Strategic rebates & performance-based incentives to maximize earnings

Tools, training, and incentives designed to accelerate your Pextra sales and strengthen customer success.

Join in Under 3 Minutes

pextra.cloud/become-a-partner

Or email us directly:

partner@pextra.cloud

All applications reviewed within **five business days.**

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