

platform.sh 

# Partner Program

**Empower your team to  
deliver projects faster, sell  
more services, and create  
amazing client experiences.**

## Welcome to the Platform.sh Partner Program

Web development agencies face many challenges as they race to remain competitive in an ever-evolving application development ecosystem. Whether your agency focuses on single-application websites, big-box ecommerce, or rearchitecting monolithic applications into cohesive microservices architectures, the Platform.sh Partner Program is designed to empower your team to deliver projects faster, sell more services, and create amazing client experiences.

As the foundation for our relationship, the Platform.sh Partner Program ensures agencies have full access to the support they need to thrive. Since the launch of Platform.sh, our partners have always played an integral role in our go-to-market strategy and in our achievements. By providing invaluable feedback, partners have helped steer the development of our tools and services. Our partners have always been there for us, and the Platform.sh Partner Program represents our commitment to our collaboration and mutual success.

**The Platform.sh Partner Program Guide is your complete resource to partnering with us. In this guide, you'll find:**

- ◆ An **overview** of the Platform.sh Partner Program
- ◆ A **description** of technology and product features for agencies
- ◆ A **summary** of Platform.sh Partner Program benefits
- ◆ A **breakdown** of partner tiers and qualification requirements
- ◆ How to **get started**

# Why partner with Platform.sh

Market demand continues to increase for flexible, turnkey, enterprise-ready, container-based hosting and development platforms that can speed time to value. These platforms need to support a spectrum of technologies, languages/frameworks and workflows. Platform.sh—a polyglot, multicloud Platform-as-a-Service (PaaS) with continuous deployment built in—can meet that demand.

When you partner with Platform.sh, you'll have access to a robust, flexible development toolset to help your team build and manage client projects more efficiently. By enhancing the developer experience, teams can quickly and easily create innovative solutions and features—translating into tangible value to differentiate your agency in a crowded marketplace.

**Grow your business.** Increase recurring revenue while optimizing team efficiency and your bottom line. Focus on the high-value services that generate the greatest ROI—not the time-consuming overhead to host applications.

**Expand into new markets.** As headless commerce gains traction, you can rely on Platform.sh for your hosting and DevOps needs as you create new opportunities and expand your service offerings by leveraging the languages and frameworks your team prefers.

**Scale with ease.** Our extremely simple configuration enables you to quickly and easily expand your services or add new ones to scale large applications to handle heavy traffic.

**Cultivate and create.** The Platform.sh PaaS enables your team to automate tedious, routine tasks, streamline client reviews, approvals, and UAT, and gain efficiencies. With the time Platform.sh capabilities save your developers, they can shift their attention back to what they do best.

# The preferred hosting platform for digital agencies

With Platform.sh, you can increase developer productivity, agency profitability, and client satisfaction.

- ◆ A cloud for every brand
- ◆ Free agency website hosting
- ◆ Strict data localization
- ◆ Project dashboard
- ◆ 99.99% uptime SLA on the Enterprise stack
- ◆ 24x7 support
- ◆ Free user licenses for your team
- ◆ Zero infrastructure management tasks

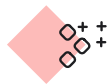
“Platform.sh enables us to use a single solution provider for all the different technologies and approaches we use for our projects. We see this as our number-one Platform.sh benefit. We can also handle a higher volume of projects—and work on more projects concurrently—than we could before.”

— Rainer Friederich  
CTO and Managing Partner, WONDROUS

# Platform.sh: the end-to-end web platform for agile teams

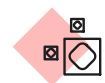
Platform.sh is the Platform-as-a-Service (PaaS) that makes it simple to build, deploy, and scale your apps.

Focus 100% of your time on creating amazing customer experiences—and zero time managing hosting, ops, infrastructure, and process. Launch one app or update your fleet of 1,000 in moments with a single `git push`. And quickly turn your ideas into innovation.



## Drop in applications as-is

Run applications built with your favorite tools, languages, and frameworks—without re-architecture.



## Easily add and manage services

Mix and match the technologies that best fit each of your projects to develop and deliver even greater customer and business value. Simply snap MySQL, Kafka, Elasticsearch, and more into your apps with a few lines of configuration. Service updates and security? All on us.



## Clone instantly

In moments, clone your production apps—data and all—with every Git branch. Then work individually or collaboratively on new features. Every idea can be fully tested and merged perfectly into production.



## Enterprise-ready

Our range of solutions is architected for secure, compliant deployments. Fleets of sites can be provisioned and managed centrally, and run in regions around the world.

- ◆ Robust, highly reliable hosting
- ◆ Predictable costs, without expensive add-ons
- ◆ Enterprise-grade uptime, with an up to 99.99% high-availability guarantee
- ◆ 24x7 support, with guaranteed response times from an expert team that spans 5 continents

# A unified and extensible workflow, from development to production

## Develop

- » Git-native: instantly clone your code and infrastructure for every branch
- » Services snap-in with a line of yaml—from MySQL to Kafka to Elasticsearch
- » Run virtually any runtime or framework

### Integrated with

Bitbucket, GitHub, GitLab



## Build

- » CI/CD built in: run tests, compile dependencies
- » Extensible with webhooks to integrate with any workflow
- » Declarative infrastructure, versioned like your code

### Includes the best of

CircleCI, Jenkins, TravisCI



## Package

- » Fully managed databases, queues, networking, storage
- » Migrate between service versions with a single line of configuration
- » Services patched and secured by Platform.sh

### Replaces

Ansible, Chef, Puppet



## Deploy

- » Apps and services are automatically containerized and deployed to our grid
- » Supports stateful and stateless apps, worker processes
- » Integrates with your current DevOps processes

### Works like

Docker, XLDeploy, Kubernetes



## Provision

- » One-click deployment of new applications in an instant
- » Custom template libraries
- » API control over RBAC, app provisioning, deployment

## Run

- » Production cloud hosting included
- » Multicloud support: AWS, Microsoft Azure, Orange, Google, and regional partners
- » Run without modifications between regions and clouds

## Manage

- » Update your fleet with a single command
- » Support everything from microservices to enterprise CMS to static sites
- » Maintain governance over process, code, and infrastructure across distributed teams

## Secure

- » All changes to code and infrastructure fully auditable
- » SOC 2-certified
- » Strict data localization available

**Faster and *far* less costly than**

CloudFoundry, OpenShift



**We partner with**

AWS, Google Cloud, Microsoft Azure, Orange



**Capabilities you won't find with**

Acquia, Pantheon, Heroku, WPEngine, Netlify



# Partner Program benefits



## Partner Portal

As a Platform.sh partner, you'll gain access to the Platform.sh Partner Portal—your primary program resource. The portal contains playbooks, process guides, sales materials, deal registration, training programs, and more. Designed to give you complete visibility to your project portfolio, the Platform.sh Partner Portal also caters to each member of an agency team—from marketing and sales to development.

## Enhanced technical training

We want to invest in you and your team! Once you become a Platform.sh partner, we'll help to get you and your team up and running quickly, beginning with introductory team training and followed by access to a series of trainings and certifications.

## Sales support

Our goal for Platform.sh partners is to grow with us. To that end, we've created a library of sales resources to facilitate co-selling. As a trusted partner, we provide you access to sales training guides and co-marketable assets to accelerate your sales cycle. Our team of solutions experts is available to co-sell and provide pre-sales support for all qualifying enterprise opportunities.

## Delivery enablement

Platform.sh partners will also gain access to sales and technical resources to help ensure each project and deployment runs smoothly. Through our delivery enablement, your agency will find materials like process docs and how-to guides to help your team have a seamless experience with our program and our product.

## Co-marketing initiatives

As we grow the Platform.sh partner community, we want participants to share the great work partners do every day. To that end, we plan to highlight partner successes through joint case studies, communications, events, and webinars.

## Pricing discounts

At Platform.sh, we want to make sure our partners have access to the best deals possible for their clients. As a Platform.sh partner, you'll have preferred pricing for your clients as well as additional pricing plan options.

## Discounted enterprise support

Get top-notch enterprise support for your clients at a discounted rate, depending upon your partner tier.



# Partner tiers

	Registered	Silver	Gold	Platinum	Diamond (reseller)
<b>Qualifications<sup>1</sup></b>					
Revenue requirement <sup>2</sup>	–	3 production projects or 1 closed Enterprise opportunity	US\$20,000	US\$60,000	Invitation only
Technical requirement	–	Minimum 1 completed certification	Minimum 3 completed certifications	Minimum 5 completed certifications	–
<b>Sales benefits</b>					
Partner Portal	◆	◆	◆	◆	–
Deal registration	◆	◆	◆	◆	–
Partner badge	–	◆	◆	◆	–
<b>Sales support</b>					
Enterprise pre-sales deal support	Eligible	◆	◆	◆	–
Access to sales playbooks	◆	◆	◆	◆	–
Territory mapping and co-selling	–	–	◆	◆	–
Joint proposals	–	Eligible	◆	◆	–
<b>Marketing benefits</b>					
Co-branded marketing materials	–	Eligible	◆	◆	–
Events and webinars	–	Eligible	◆	◆	–
Strategic direct marketing campaigns	–	Eligible	◆	◆	–
White label	–	–	–	Eligible	–
Marketing development funds	–	◆	◆	◆	–

<sup>1</sup> Initial tier qualification is based on revenue achievement for each tier and minimum technical certification requirements. Agencies that attain the minimum tier qualification for a given calendar year will be granted their upgraded status, which will then be carried over to the following calendar year.

<sup>2</sup> Referred opportunities must close within 12 months of referral to be eligible for annual revenue requirement.

Regional currencies will be converted to US values for accounting purposes.

# Partner tiers (continued)

	Registered	Silver	Gold	Platinum	Diamond (reseller)
<b>Partner enablement benefits</b>					
Training	◆	◆	◆	◆	—
Account team	—	—	Dedicated sales rep	Dedicated sales rep and technical account manager	—
Onboarding discount	—	20%	50%	70%	—
<b>Partner tooling benefits</b>					
Free agency site	—	◆	◆	◆	—
Unlimited user licenses	—	◆	◆	◆	—
Free development plans	—	—	◆	◆	—
Access to Small plan	—	◆	◆	◆	—
Early access to new features and services	—	Upon release	◆	◆	—
<b>Commission benefits<sup>3</sup> (Referral commission based on first year unless otherwise noted)</b>					
Enterprise-tier commission	—	10%	15%	15% (Year one) 10% (Year two)	—
Elite-tier commission	—	10%	15%	15% (Year one) 10% (Year two)	—
Dedicated commission <sup>4</sup>	—	10%	15%	15% (Year one) 10% (Year two)	—
<b>Direct purchase discounts (Projects your agency purchases directly from Platform.sh)</b>					
Professional-tier discount	—	10%	10%	10%	—
Enterprise-tier discount	—	10%	18%	20%	—
Elite-tier discount	—	—	—	30%	—
<b>Additional</b>					
Mutual referral opportunities	—	—	◆	◆	—
Become an Application Support Partner	—	—	Eligible	Eligible	—

<sup>3</sup> Referral commission payment is contingent upon collection of invoiced totals.

<sup>4</sup> Referral commission is based on final sales price on hosting service only.  
Regional currencies will be converted to US values for accounting purposes.



# How to get started

Whether you have a specific client or opportunity in mind, or you just need to get your teams ramped up on the most flexible, turnkey system available, follow the steps below to get started.

- 1. Fill out the request to become a Registered Partner.**
- 2. Set up an introductory call, and get approved.**
- 3. Get access to the Partner Portal.**
- 4. Get coding!**

Have questions? **Just contact our team.**

We're looking forward to partnering with you.

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