



Become a LuxCloud Software Partner

February 2016

LuxCloud
TRUST · ENABLE · SCALE

LuxCloud at a glance



Leader in Cloud Service Brokerage enablement

- Most complete cloud portfolio with 38+ apps
- One-stop shop for white label cloud business applications
- Adding value along all cloud delivery chain



Large Customer & Partner base that proves our value proposition

- 450+ resellers worldwide, including companies such as TechData, KPN, DimensionData, Join, and many more
- 30.000 SMB customers using our services through our partner network



Focusing on execution, efficiency and scalability

- World class team of experts (in-house and advisors)
- Best of breed business model

Industry validation



“**IDC believes that LuxCloud's model has a lot going for it.** There is **huge interest in SaaS in the SMB market, and the potential is large**, but it is not always easy for software companies to reach this market segment. **LuxCloud's model resembles an hourglass:** it aggregates ISVs on its platform and creates a distribution net of partners that resell LuxCloud's white-labeled solution under its own brand”

Mette Ahorlu, Research Director
IDC



“**LuxCloud is reducing time to market and maximizing various cloud opportunities** for aspiring Cloud Service Brokerages”. LuxCloud offers true value to its Sales Partner and the one who wants to use their services”

Tiffani Bova, VP Research
Gartner



“**The SMB SaaS market in Europe is tightening as non-hosting firms move into services.** The winners will be those that find some point of differentiation. **For a competitor like LuxCloud it is competing in user interface.**”

Philbert Shih, Founder & Managing Director
Structure Research

LuxCloud Software Partner Package



Looking for an introduction into a successful reseller channel?

- Introduce your cloud solution to 450+ resellers with over 30.000 SMB customers and several millions of end users worldwide
- Provide a webinar to introduce and promote your product
- Get a “LuxCloud Product Update” online newsletter dedicated to your product
- Become part of the LuxCloud Store*
- Guaranteed 3 customer testimonials

Introduction offer of €5000,- euro

*APS 2.0 package required

Software Partner Benefits



Focus on your core business



- Leave it to us to manage the distribution channel and monitor client orders

Increase profitability



- Improve efficiency
- Increase ARPU
- Retain customers

Bundling Options



- Bundle your software with other cloud services

Reliability and confidentiality



- Privacy protection
- EU Data storage

Sell to Existing Customer Base



- 450+ resellers / partners
- Start offering solutions to existing customer base

Loyalty driven



- 100% channel-focused
- 100% channel-driven
- 100% committed

Getting Started



1

Sign-up for our Referral Program

Fill in the online [sign up](#) form to start your Free Referral Program

2

Set your pricing

We will introduce your solution into the [LuxCloud Store](#)

3

Position your offering & accelerate your sales

Promote & sell your new cloud offering with our ready-to-use sales and marketing materials

4

We will add your solution to our CloudStore

We will check your offering and finalize the setup in our CloudStore

5

Start earning recurring revenue

Start selling cloud solutions & earn recurring monthly revenue

6

Get the support you need

[Contact us](#) for any technical issues or sales related discussions

Channel Activation Package



Looking for a successful way to create, manage and accelerate your cloud channel? Meet [Suenos](#)!

- Create and manage a reseller channel around your own ISV application, with the tools to promote, sell and provision services
- Make the transition to a Cloud Service Broker in small steps (modular approach)
- Successfully create your own reseller partner network

Suenos offers

- Full featured Cloud Service Brokerage platform
- Service management and billing tools
- Sales acceleration toolkit
- Enter the cloud market with practical advice and hands-on experience

Introduction offer starting from €800 per month for up to 5000 users.

Meet a few of Suenos' Partners



Grow your cloud offering today
Become a LuxCloud Partner

[Contact us for more info](#)