

IONOS

 **ISG** Provider Lens[®]

2023 Quadrant

Public Cloud - Solutions and Services

Hyperscale Infrastructure and Platform Services

Leader, Germany



Fact sheet

The ISV Partner Program

Offer your software-as-a-service from a powerful cloud platform

Enhance and optimize your service and product range, expand your reach, and boost your revenue with a strong partner. The IONOS Cloud provides an ideal foundation for business growth. Experience shorter time-to-market and improved scalability for your software, while leveraging the sales expertise of IONOS and our partner companies.

As an IONOS ISV Partner, you can offer your products as services from the secure and high-performance IONOS Cloud, while receiving our sales support. Your potential customers and managed service partners will benefit from using your software products in a highly secure cloud environment.

Benefits at a glance



GDPR compliance

Benefit from 100% GDPR compliant cloud infrastructure and maximum protection from the US CLOUD Act.



Resources

Free up your team and achieve more with countless marketing, product resources, and useful tools.



Sales support

Boost your revenue with customer acquisition programs, marketing development funds, and individual discounts for large-scale projects.



Easy configuration

Create a virtual data center in minutes via drag and drop, and experiment with free test resources.



Community

Expand your skill set and network as part of our DevOps, ISV, and channel communities.



Training

Learn how to make the most of the IONOS Cloud in workshops and training sessions.

How the program is structured

The IONOS ISV Partner Program is split into two categories: ISV SaaS (software as a service) and ISV BYOL (bring your own license). You can combine the two categories for maximum flexibility in your product positioning.

ISV SaaS (Software as a Service)

As an ISV SaaS partner, you maintain cloud workloads for your software products on our platform, and offer your SaaS alongside IONOS, combining growth in the IONOS Cloud with the success of your offering.

ISV BYOL (Bring Your Own License)

As an ISV BYOL partner, you use the reach of the IONOS brand and our partners for your sales activities. And with our support, you market your own software solutions to interested parties, who already use IONOS cloud resources or will do so in the future.

ISV SaaS und BYOL

Combine the advantages and flexibility of both categories by using the model that works best for your products and target groups. For example, start a successful BYOL partnership in the short term, before completing the more complex migration of your SaaS products to the IONOS Cloud.

Find the partner level that works for you

Different levels offer different benefits – you decide which one is right for your ISV.

Business

We help you develop your software portfolio into a SaaS model. You'll get tools for modernizing your portfolio and help with brand building.

Silver

As a Silver Partner, you have access to special discounts for IaaS and PaaS products. You'll also have the opportunity to participate in joint go-to-market activities funded by us.

Gold

In this deeper partnership, we focus on growing your SaaS portfolio and offer extensive activities, quarterly reviews, access to dedicated IONOS contacts, and even more options for adding value.

Platinum

Our Platinum Partners work very closely with IONOS and have a diverse range of benefits and support. In addition to dedicated contacts for different business areas at IONOS, you benefit from our holistic sales and marketing support as well as a high degree of flexibility in structuring our IaaS offering.

Partner with IONOS today

If you have any questions about the IONOS ISV Partner Program or want to sign up straightaway, email us at cloud.sales.us@ionos.com or call us on 1-267-481-7982.



Take the next step with IONOS.
Find out more today,
cloud.ionos.com/partner/isv



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