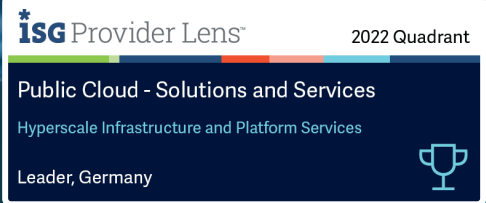


# IONOS



**iSG Provider Lens** 2022 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

Expand and optimise your service and product portfolio, broaden your reach and boost your revenue with a strong partner. The IONOS Cloud offers you the ideal foundation to grow your business. You'll benefit from shorter go-to-markets and increased scalability for your software, and leverage the sales expertise of IONOS and our partner companies.

As an IONOS ISV Partner, you'll have the opportunity to offer your products as a service from the IONOS Cloud and benefit from our sales support. Your potential customers and managed service partners will be able to use your software products in a highly secure, high-performance 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 extensive marketing and product resources and useful tools.



### Sales support

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



### Easy configuration

Create a virtual data centre 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.

## Flexible partner categories

The IONOS ISV Partner Program is split into two categories, ISV SaaS (software as a service) and ISV BYOL (bring your own licence). 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 licence)

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 modernising 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.

## Your contacts

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Take the next step with IONOS.  
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