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Partner Program

A complete guide

The Parallels Partner Program

Our “Elevate Now” Partner Program is designed with one powerful principle in mind—partners come first.

While competitors may focus solely on their own growth, the Parallels team believes that true success is achieved through mutual empowerment and collective progress.

The “Elevate Now” Partner Program is not just about tools and resources—it’s about forging strong, collaborative partnerships where success is shared. We prioritize helping our partners thrive by providing unmatched support that drives sales growth, expands market reach, and opens up new opportunities.

Parallels is committed to standing by our partners every step of the way—because when you grow, we all succeed.

The program is built upon three primary principles:

Empower. Provide partners with the tools, resources and support they need to succeed.

Partner. Foster strong, collaborate relationships that are built on trust and shared goals.

Grow. Focus on driving measurable sales growth through innovative strategies and shared success stories.

Parallels solutions are available globally through a well-established network of international distributors, resellers, retailers, service providers, and direct from Alludo.

Our reseller programs offer partners high profit rebates while providing customers with some of the world’s most popular and widely recognized software brands.

Alludo helps millions of customers in virtually every country in the world achieve better and more meaningful results, faster. And this spirit is the driving force behind all our product teams dedicated to improving the critical technologies our customers depend on.

RESELLER				
REQUIREMENTS				
Partner application and approval	✓	✓	✓	✓
Annual revenue goal (total)		\$10,000+ USD	\$50,000+ USD	\$250,000+ USD
Annual net new sales			\$20,000+ USD	\$125,000+ USD
Annual deals closed		2	4	6
Parallels Logo on partner website		✓	✓	✓
Customer references			✓	✓
CERTIFICATIONS REQUIRED				
RAS and PSW minimum certifications		1 sales 1 technical	2 sales 2 technical	2 sales 4 technical
BENEFITS				
On demand webinar sales training	✓	✓	✓	✓
Live sales enablement training	✓	✓	✓	✓
Live technical training	✓	✓	✓	✓
Partner portal access	✓	✓	✓	✓
Deal registration incentive		✓	✓	✓
Access to NFR licenses		✓	✓	✓
Partner locator listing		✓	✓	✓
Possibility for requesting MDF		✓	✓	✓
Dedication account manager			✓	✓
Annual business plan and quarterly reviews			✓	✓
Joint customer case study development			✓	✓
Priority website listing				✓
Partner Council Member				✓
SUPPORT				
Customer support	✓	✓	✓	✓
Technical support	✓	✓	✓	✓
Pre-sales support		✓	✓	✓
Post-Sales Premier Partner Support				✓

Partner Program structure

Our Partner Program offers four tiers with increasing benefits. Partners in each level are allowed access to program resources and benefits specifically designed for that tier.

Essential. New and emerging partners. All partners have access to a range of online tools and resources through our Partner Portal and technical support.

Silver. Partners with a track record of success and are ready to scale up. Silver partners also include access to NFR licenses, a partner locator listing on the Alludo websites, and pre-sales support.

Gold. Strongly aligned Partners with consistent results backed with advanced sales and technical knowledge. This includes annual revenue objectives and a higher level of expertise in working with Parallels solutions. Gold partner benefits also have a dedicated account manager, annual business planning, and eligibility to request MDF.

Platinum. This level is reserved for our top-performing Partners who serve as trusted advisors with expert sales, technical, and marketing teams focused on mutual growth. Our platinum partners commit to higher revenue objectives and have a strong history of selling Parallels solutions. In addition to all the other partner benefits, priority website listings on Alludo branded websites, and dedicated business relationship management.

Program onboarding

From application to onboarding

Once your application to become a partner (reseller or distributor) is approved by our internal teams, you will be set up with a regional account manager. They will be your primary resource and gather the information required to complete your account setup.

Your account will be populated with the information we will use to promote you as a partner and give you access to our Partner Portal—your hub for everything Partner-related, including training and certifications, product assets, campaigns, deal registration, and more.

Program benefits

Partner Portal access

You will receive an email invite to join our Partner Portal. We can grant access to as many people in your company as required. The Partner Portal houses our asset library, training and certification, and access to all of our other partner benefits outlined below. Bookmark <https://partners.alludo.com> today!

Sales and technical certification

Access live and on demand sales and technical training and certifications, designed to equip your staff with the necessary knowledge and skill set to support our product portfolio. Partners are required to have a minimum number of sales and technical certifications to maintain their Silver, Gold, and Platinum tier statuses. Certifications are accessible in the Partner Portal.

Deal registration

The deal registration program enhances collaboration with our partners and provides an opportunity to benefit from special pricing to offer the end-customer the best quote for large or competitive opportunities. Please register all deals where you've made pre-sales efforts. You'll receive an email notification once your registration is approved, and registered deals are valid for 60 days after approval. Deal registrations are submitted via the Partner Portal. User Guidelines can be found in the Partner Portal Asset Library.

Asset library and campaigns

Enjoy easy access to all sales and marketing assets. Filter by brand and asset type to find what you are looking for and review our campaign folders to find all the assets you need to run targeted campaigns bundled together. Accessible in the Partner Portal.

Partner advocacy

Grow your social reach, boost engagement, and attract leads with our partner advocacy platform, managed via Sprout Advocacy. In just two clicks, you can share the latest brand news with your customers, start conversations, and more. [Sign up](#) today. Already a member? View the [latest social posts](#).

Partner locator listing

In Q1 2025 we're launching a new version of our Partner Locator. Silver, Gold, and Platinum partners will be featured on our website's partner locator, helping new customers discover them. This listing includes partner details, contact info, location, and covered products. Please inform your account manager if you're a partner who would prefer not to be included. Platinum partners enjoy priority branded listings.

Dedicated account manager

Gold and Platinum partners receive a dedicated account manager for all partner-related activities. They enable you to be successful and help drive business by providing sales training, discussing marketing development funds (MDF) campaigns, sharing resources, and many other activities.

Annual business plan

Gold and Platinum partners will engage in strategic planning with Alludo for mutual success. This comprehensive approach ensures that both our organization and our partners achieve measurable success through collaboration and strategic alignment as well as setting touchpoints throughout the year for reviews. Eligible partners will be contacted in Q1 2025 for next steps.

Quarterly business reviews

Quarterly business reviews (QBRs) are conducted to ensure our partnership meets business expectations. For partners with MDF, we will review results in these QBR sessions. Ongoing planning calls are also conducted regularly between Alludo and our partners.

Exclusive for Silver, Gold, and Platinum Partners

Marketing Development Funds (MDF)

MDF is available to our Silver, Gold, and Platinum partners to support brand awareness and/or revenue-generating initiatives to drive business through a specific partner. This is a co-investment between Parallels and our partners delivered via financial investment in the partner's marketing initiatives. MDF requests are managed in our Partner Portal. If you are eligible for MDF and require access, please contact partnermdf@alludo.com for support. User Guidelines can be found in the Partner Portal Asset Library.

Access to NFR licenses

We provide you with access to a full-featured not-for-resale (NFR) license for our products that can be used for technical or customer demonstrations, internal trainings, or simply to help you become more familiar with our product(s). An NFR request guide can be found in the Partner Portal's asset library.



Partner Program

Questions/Feedback?

We look forward to working with you and your team to take your business to the next level. If you have any questions, please reach out to your Alludo Sales Representative or contact us at partners@alludo.com.