Nextcloud

PROGRAM GUIDE

Nextcloud Channel Partner Program

Become part of the success story and join the movement for regaining data control

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Welcome

At Nextcloud, we believe digital sovereignty is no longer a nice-to-have — it's a necessity. Around the world, organizations are rethinking how they collaborate, store data, and stay in control of their digital infrastructure. As partners, we share the vision of building decentralized and federated cloud solutions that give our customers control over their data.

This mission speaks to our belief that privacy and security are fundamental rights and that technology should empower users rather than lock them into proprietary environments. This shift is so significant that it requires a robust ecosystem of partners to make it happen. Let's use this dynamic to grow together. It's through close collaboration with resellers, service providers, and technology partners that we're able to deliver real value to customers — locally, securely, and at scale.

You know your customers and understand their needs and challenges, and you have earned their trust. We bring a powerful, flexible and sovereign collaboration platform that you can add to your portfolio. Together, we help people regain control over their data. This guide gives you a first look at how we partner with the channel, what we stand for, and where we're going.

Join the movement for digital sovereignty.

Frank Karlitschek
CEO and Founder of Nextcloud

What is the Nextcloud Channel Partner Program?

The Nextcloud Channel Partner Program is built for companies that want to deliver secure, self-hosted collaboration and grow their business with a platform trusted around the world. Whether you're reselling software, offering managed services, or distributing IT solutions, we give you the tools, support, and flexibility to make Nextcloud part of your success story. You stay in control of your customer relationships. We back you with the product, resources, and team to help you grow.

We partner with:

- **Resellers** expanding their portfolio with a privacy-first solution
- **Managed service providers** offering hosted or fully managed Nextcloud environments
- **Distributors** supporting regional markets and building local ecosystems

If your clients care about data security, independence, and user experience — this program is for you.

Who is it for?

Nextcloud works with partners who understand the value of data ownership and want to offer their customers a privacy-first, sovereign, secure, flexible alternative to Big Tech.
The Channel Partner Program includes three levels based on your annual revenue commitment. Each tier comes with growing benefits, visibility, and access to support.

Find the level that matches your annual revenue target:

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Why join the program?

Working with Nextcloud means more than just reselling a product, it means being part of a growing movement toward digital sovereignty, open standards, and customer-first collaboration.

As a partner, you stay in control of your business while gaining access to the resources and support you need to succeed. Whether you're just starting out or already selling to privacy-conscious customers, we're here to help you grow.

This isn't a one-size-fits-all program. It's a partnership built around how you do business.

What you get as a Channel Partner

- **A proven product**
  Trusted by governments, universities, healthcare providers, and global enterprises.
- **Strong margins and flexible pricing**
  Sell in the way that works best for your business and keep healthy margins.
- **Full control over the customer relationship**
  You own the deal, the pricing, and the support model.
- **Direct access to our team**
  Sales and technical support from people who understand your challenges and goals.
- **Marketing and co-branding opportunities**
  Use our materials or collaborate on joint campaigns to raise visibility and drive leads.
- **Training and enablement**
  Tools and knowledge to help your team sell and support with confidence.

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Your benefits overview

		Silver	Gold	Platinum
Conditions	Annual revenue target (annual recurring revenue)	< 100.000 €	< 500.000 €	< 100.000 €
Resources	3rd level support for customers	on request	on request	on request
	NFR licenses	✓	✓	✓
	Joint business plan	✗	✓	✓
	Review meetings	yearly	twice a year	quarterly
	Dedicated account manager	✓	✓	✓
	Dedicated partner manager	✗	✓	✓
	Dedicated sales engineer	✗	✗	✓
	Contract-based discounts	✓	✓	✓
	Onboarding	kit	dedicated	dedicated
Marketing	Usage of Nextcloud logos	✓	✓	✓
	Highlighted on partner page	✓	✓	✓
	Access to Partner Hub	✓	✓	✓
	Access to joint marketing actions	✗	on request	✓
	Marketing Development Funds	✗	✗	✓
Sales	Usage of Nextcloud Enterprise	✓	✓	✓
	Access to reseller trainings	✓	✓	✓
	Permission to sell Nextcloud Enterprise	✓	✓	✓
	Sharing of relevant leads	✗	on request	on request
	Pre-sales support in customer meetings	✗	✓	✓
	Support with pipeline and project mgmt.	✗	✓	✓
	Access to sales collaterals	✓	✓	✓
	Joint account management with opps.	✗	✓	✓

Your benefits overview

		Silver	Gold	Platinum
Product	Access to full product portfolio	on request	on request	on request
	Expert support from engineers	✗	✗	on request
	Support for integration, migration or PoCs	✗	on request	on request
	Subscriptions from Nextcloud tech partners	✗	on request	on request
	Technical certifications	✓	✓	✓
	Access to Enterprise GDPR documentation	✓	✓	✓

Why partner with Nextcloud

Nextcloud is the world's most popular privacy-focused collaboration platform. It is used by tens of thousands of private and public organizations and tens of millions of private individuals to stay in control of their sensitive data and ensure privacy compliance.
With Nextcloud, users can edit and share documents, chat and hold videoconferences, and manage emails, contacts and calendars via easy web and mobile apps. The open-source software has a modular design and can be extended with hundreds of apps. It runs in on premises in a private cloud or with a trusted provider.
Founded in 2016, Nextcloud is fully employee-owned and has grown organically ever since.
Learn more at www.nextcloud.com.

Ready to get started?

We're excited to hear from you. If you're interested in becoming a Nextcloud Channel Partner or want to learn more, feel free to reach out! We're happy to answer your questions and help you find the right fit.

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