VNClagoon Partner Program

FOUNDING PARTNER CAMPAIGN 2026

The Sovereign Ten

Ten founding seats. One promise: your customers stay yours.

We are opening our partner program with ten founding seats across EMEA — for integrators, MSPs and hosters ready to invest in a margin-rich business on Europe's sovereign digital workplace. A founding seat is a Platinum seat: you commit to the top tier, we lock founding conditions no later partner will get. Funds follow closed deals — and the platform makes it impossible for us to go around you.

1 2 3 4 5 6 7 8 9 10

ALLOCATED BY TERRITORY AND VERTICAL — WHEN THEY'RE GONE, THE STANDARD PROGRAM APPLIES

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WHY NOW

The channel is being squeezed. We built the opposite.

Between 2024 and 2026, the industry's biggest partner programs turned on their own partners: VMware's agreements were terminated after the Broadcom acquisition; Microsoft's FY26 reseller changes retire flat rebates, cut margins and raise revenue floors — while adding Copilot at $30/user/month that does nothing for your margin. M365 license prices rose 5–33% in 2026 alone.

Meanwhile, the European sovereign cloud market is growing from $48.6B today to $248B by 2034 (19.8% CAGR). 67% of EUR 500M+ enterprises plan to migrate 40%+ of workloads to sovereign providers by 2027 — and NIS2 audits are already active with fines up to EUR 10M or 2% of global turnover.

VNClagoon is built the other way around. The suite does not compete with the open-source ecosystem — it integrates it. Mail, groupware, real-time messaging, video conferencing, file sync, document editing, CRM, projects and private AI run as a single unified stack: one backend, one identity layer, one administration plane.

It is not an assembly of independent tools — it is a sovereign digital workplace engineered as one product. It runs on infrastructure you or your customer control, making any bypass architecturally impossible.

One unified stack. Full sovereignty. By architecture, not by promise.

01

You own the customer

Contract, billing, renewal and data stay with you. The platform runs on infrastructure you or your customer control — bypassing you is not technically possible.

02

Margins that compound

Up to 35% license margin plus 5 extra points on registered deals — on top of services, migration and managed-services revenue. The services-to-software ratio is 8:1 on sovereign deployments: a 1,000-user Platinum deal generates CHF 400,000+ in Year 1.

03

Funded demand — legally mandated

NIS2 audits are active since June 2026. Fines reach EUR 10M or 2% of global annual turnover. 67% of large European enterprises plan 40%+ sovereign migration by 2027. Your customers are already buying — you answer RFPs instead of evangelizing.

04

Delivery, industrialized

With VNCiAC the entire workplace is a Git repository: declarative, ArgoCD-driven, on any CNCF Kubernetes. A POC stands up in days; one engineer operates many customer estates.

05

Every deployment form

On-premises, air-gapped, private cloud, or hosted in your own datacenter as sovereign SaaS. Serve customers hyperscaler-bound vendors can't touch — and monetize your own infrastructure.

+

20+ integrated applications

Messaging, mail, groupware, projects, CRM, files, office and private AI — one sovereign contract replaces an entire best-of-breed stack. 40–60% price advantage vs. M365 licensing, with open-source AI models replacing Copilot's $30/user/month add-on.

35% 10 180 $248B

THE FOUNDING SEAT

What a founding seat includes

Ten seats, allocated by territory and vertical. A founding seat is a Platinum partnership — the conditions below come on top of the full Platinum tier.

Founding terms, locked 3 years

Your commercial conditions are frozen at founding level — immune to any later program change.

12-month soft exclusivity

Your territory-and-vertical combination is reserved for you during your first year.

Advisory board & roadmap access

A seat at the table where the suite's roadmap is set — co-development, not consultation.

Your first deal, co-sold

A named VNC solution engineer and an executive sponsor work your first opportunity with you, end to end.

Launch PR & named case study

We announce you, and we build your reference story together with your first customer.

Platinum from day one

A founding seat requires the Platinum commitment (CHF 25'000/yr): 35% top-tier margin, OEM rights, source-code access and dedicated support — skin in the game on both sides.

What we expect from a founding partner

- ✓ Platinum partnership from day one — CHF 25'000/yr
- ✓ Two sales and two technical certifications within four weeks
- ✓ A named, live sovereign-workplace or NIS2 opportunity
- ✓ First customer close targeted within 180 days

PERFORMANCE FUNDS

MDF and BDF that follow closing — not promises

We don't pay marketing funds upfront, deliberately. Every franc is tied to a closed deal — so the partners with funding are the partners who are closing.

4%

Marketing Development Funds

Accrue on collected revenue from deals you sourced, credited quarterly, co-funded 50/50 on approved activities.

+3%

Business Development Funds

Proposal-based and milestone-paid once your first deal has closed — for practice building, campaigns and vertical launches.

+10 pts

First-deal accelerator

Extra rebate on your first deal when it closes within 120 days of registration.

POC support comes in kind — our engineers on your deal, plus evaluation licenses — approved by deal desk within 48 hours. Registered deals carry six months of protection.

RUN THE NUMBERS

One sovereign workplace deal — CHF 4.1M to the partner

An illustrative 5,000-seat Microsoft 365 displacement, modelled over three years at the founding Platinum tier. You earn on the license margin, on the transformation project, and on the recurring service you host and own — the same model that produces CHF 400,000+ in Year 1 on a 1,000-seat deal, scaled up.

CHF 4.1M
PARTNER REVENUE OVER 3 YEARS

CHF 2.1M
BOOKED IN YEAR ONE

CHF 1.0M
RECURRING, EVERY YEAR AFTER

Where it comes from

License margin — 35% Platinum, over 3 years **CHF 0.76M**

Transformation project — assessment, migration, integration, training (one-off) **CHF 1.04M**

Sovereign hosting & managed services — over 3 years **CHF 2.34M**

Services out-earn the license roughly **4 : 1** on this deal alone — and climb toward the **8 : 1** lifetime services-to-software average as you add modules (Confidential AI, CRM, ITIL). MDF, BDF and the first-deal accelerator stack on top.

Why the customer signs

3-YEAR TOTAL COST	M365 + COPILOT	VNCLAGOON
Software & AI	CHF 10.4M	**CHF 2.2M**
Hosting · services · project	incl.	**CHF 3.3M**
Total to customer	**CHF 10.4M**	**CHF 5.5M**

Your fee is their saving

The customer pays **~47% less** — AI included, no US CLOUD Act exposure, data in their own country. The migration you sell is exactly what makes their business case work.

Illustrative model on stated assumptions, not a quote: license at CHF 12/user/month (≈ half of M365 E3) = CHF 0.72M/yr, margin at the 35% Platinum tier; M365 E3 CHF 30 + Copilot CHF 28 per user/month × 5,000 seats × 36 months. A partner-specific model is built with you within a week of applying.

THE PLAY

From signature to your first closed customer in 180 days

1. **Sign** Week 0
Founding agreement, executive sponsors named on both sides — and a first named opportunity on the table.

2. **Certify** Weeks 1–4
Two sales and two technical certifications; your demo environment goes live on VNCiAC.

3. **Build pipeline** Weeks 2–6
At least three registered opportunities; the first Sovereign Workplace Assessment proposed.

4. **Prove** Weeks 6–12
Paid assessment delivered; a live 30-day POC with success criteria and conversion terms signed before it starts.

5. **Close** Weeks 12–24
A dated mutual action plan to signature. Deal one closes co-sold — the case study is already agreed.

Sovereign Workplace Assessment

A fixed-price, two-week engagement you deliver with our templates — paid discovery that turns a compliance question into a migration roadmap.

- ✓ Current-stack and dependency audit
- ✓ NIS2 / sovereignty gap map
- ✓ Three-year TCO comparison vs. the incumbent stack
- ✓ Actionable migration roadmap

30-day VNCiAC proof of concept

The Sovereign Core bundle live on your or your customer's infrastructure in days — commercial terms agreed before the POC starts.

- ✓ Stood up in days via GitOps, not months
- ✓ Up to 100 pilot users on messaging, mail and files
- ✓ Success criteria signed before start
- ✓ Pre-agreed conversion terms when criteria are met

REGISTERED	SILVER	GOLD	PLATINUM · FOUNDING TIER
10%	15%	25%	35%
Free	CHF 1'999 / yr	CHF 9'999 / yr	CHF 25'000 / yr

Ten seats. Your customers stay yours.

Tell us your territory, your vertical, and the customer you'd bring. If you're ready for the Platinum commitment, we'll bring the economics — a partner-specific margin model within one week of your application.

Apply: partners@vnclagoon.com

Story & details: partners.vnclagoon.com/sovereign-ten

Book a call: calendly.com/vnclagoon