

**APROXIA**

# Partner Program

Remote support software for IT professionals, MSPs and technology partners.

## Build recurring revenue with Aproxia

Offer a professional remote support solution to your customers while keeping control of your commercial relationship, your service and your margins.

Partner overview

Commercial framework, partner tracks and premium opportunities. This document is intended for qualified business enquiries and may be tailored to each partner profile.

# Select your ideal partnership track

Aproxia works with different partner profiles. Choose the route that best matches your business model and customer reach.

| Partner track                 | Designed for                                               | Primary value                                                    |
|-------------------------------|------------------------------------------------------------|------------------------------------------------------------------|
| Referral Partner              | Consultants, agencies and independent professionals        | Introduce qualified customers and earn recurring commissions.    |
| Reseller & MSP                | IT consultancies and managed service providers             | Package remote support into your own recurring service offering. |
| Regional Software Distributor | Distributors with sales coverage and channel relationships | Develop a territory, recruit partners and grow regional volume.  |
| ISV & Technology Integrator   | Software companies and technology platforms                | Embed or integrate Aproxia into a broader product or service.    |

For most IT service providers, the recommended starting point is Reseller & MSP. It offers the clearest path to recurring revenue without requiring a complex distribution structure.

## Why partners choose Aproxia

- Create a recurring remote support service around your existing IT business.
- Keep the customer relationship while Aproxia powers the remote connection experience.
- Start with a small customer base and scale as your managed service grows.
- Use a professional solution that is easy to demonstrate, deploy and support.
- Access commercial guidance, product training and partner enablement materials.

# Reseller & MSP

Built for IT consultancies and managed service providers deploying remote support tools to SME clients while retaining healthy recurring margins.

## The partner proposition

- Resell Aproxia licences as part of your own support, maintenance or managed IT package.
- Offer remote assistance and unattended access according to the customer's operational needs.
- Use your own service pricing and bundle software with installation, monitoring, helpdesk or consulting.
- Receive support for onboarding, demonstrations, renewals and customer expansion.
- Grow from individual technicians to multi-user service teams as your business develops.

## Commercial model

| Level              | Typical profile                                | Commercial approach                        | Enablement                                                     |
|--------------------|------------------------------------------------|--------------------------------------------|----------------------------------------------------------------|
| Registered Partner | Early-stage partner or occasional seller       | Partner pricing or referral commission     | Product demo, basic sales material, trial access               |
| Growth Partner     | Active IT provider with recurring customers    | Improved discount based on active licences | NFR licence, onboarding, priority commercial support           |
| Strategic Partner  | High-volume MSP or established channel partner | Custom pricing and annual business plan    | Account management, co-selling, integration and SLA discussion |

Note: Final discounts, commission rates, territory rules and minimum commitments are defined according to partner profile, market and expected volume. Aproxia can provide a tailored commercial proposal after qualification.

# Premium partner opportunities

For partners who want to offer more than a basic remote connection, Aproxia can support a premium service layer around the core application.

| Opportunity                  | What it can include                                                                                | Business benefit                                                                    |
|------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Aproxia Professional Partner | Higher concurrency, team management, unattended access, reporting and priority support             | Serve larger customers and support teams with a more valuable recurring package.    |
| Aproxia Custom               | Partner branding, customised installer, colours, contact details and deployment experience         | Present the service as a differentiated solution aligned with your own brand.       |
| Aproxia MSP                  | Central device management, roles, permissions, audit information, alerts and operational reporting | Standardise support operations across technicians and customer environments.        |
| Technology Integration       | API, webhooks, embedded workflows or integration with a wider software platform                    | Add remote support capabilities to an existing product or service.                  |
| Enterprise Partnership       | Custom agreement, onboarding, security review, SLA and account management                          | Create a long-term relationship for strategic deployments and larger organisations. |

## Partner enablement

- Partner overview and commercial guidance.
- Demo or trial access for evaluation and customer presentations.
- NFR/internal-use licence options for qualified partners.
- Sales presentation, product documentation and implementation guidance.
- Support with renewals, upgrades and expansion opportunities.
- A clear contact point for commercial and technical questions.

# Partner journey

A simple path from first conversation to recurring customer value.

|   |                                                                                             |
|---|---------------------------------------------------------------------------------------------|
| 1 | <b>Apply</b><br>Tell us about your company, market, customer profile and expected use case. |
| 2 | <b>Qualify</b><br>We identify the most suitable partnership track and commercial structure. |
| 3 | <b>Evaluate</b><br>Test Aproxia internally and prepare a customer-facing demonstration.     |
| 4 | <b>Launch</b><br>Start selling or referring Aproxia as part of your support proposition.    |
| 5 | <b>Grow</b><br>Expand licences, add premium capabilities and discuss strategic cooperation. |

## What we look for

- A clear customer use case for remote support or remote access.
- Professional communication and responsible software deployment.
- Interest in building a sustainable customer relationship.
- Willingness to protect customer data and follow agreed security practices.
- A realistic view of expected volumes and support responsibilities.

The partner programme is designed to be flexible. We can start with a referral or reseller arrangement and expand to custom branding, integration or strategic distribution when the business case is validated.

# Request your partner overview

Interested in reviewing the commercial discount matrix, partner benefits and SLA options?

## Let's build a partnership that works for your market.

Contact Aproxia to request the full partner overview, discuss a demo or receive a tailored proposal for your company.

### Recommended website CTA

Request Partner Overview (PDF)

### Recommended form fields

- Company and website
- Country or target market
- Partner type: Referral, Reseller & MSP, Distributor, ISV or Technology Integrator
- Estimated technicians, customers and managed devices
- Interest in demo, commercial terms, white-label or integration
- Preferred contact details

Aproxia Partner Program

Commercial information is indicative and subject to qualification, availability and agreement. Product features, pricing, discounts and SLA options may vary by market and partner profile.