Partner Program Guide

OPENVPN®

Secure, Simple, Profitable



Welcome to the OpenVPN Partner Program



We're thrilled to introduce you to our Partner Program. This program was designed with your profits in mind. We're here to drive mutual growth opportunities and success for your customers.

In today’s ever-changing digital landscape, partnering with OpenVPN is a powerful and efficient way for partners to address cybersecurity concerns for their customers that are simple, reliable, and secure.

The OpenVPN partner program is easy to access and provides the highest level of service — while still remaining cost effective and profitable for every partner who joins.

OPENVPN®

About OpenVPN

Our mission is to empower IT, Security, and DevOps leaders with a straightforward and streamlined way to secure resource access for the modern, hybrid workforce — without headache, hassle, or complication.

That same trust and simplicity is what we've built our Partner Program around — so you can sell with confidence and grow at your own pace



Founded in 2001

as an open source project to provide secure, flexible, and efficient VPN solutions.



Over 20,000 commercial customers

OpenVPN has been an industry leader for 20+ years and — for good reason.



100 million+ downloads

of our core open source software & over 20,000 commercial customers.

4.5 star rating on G2

With over 450+ reviews



OPENVPN®

Why Partner with OpenVPN

A dedicated growth journey built around your business. Built for MSPs and Resale partners: three flexible tiers, incentives that scale with your client base, and a growth journey designed around how you manage customers.

Industry-Leading, Multi-Tenant, MSP-Ready Products

Flexible deployment — on-premise or cloud — across multiple OS, including Linux

Built-in security features that keep your customers protected by default

Fast, simple install and setup that shortens your sales cycle

Revenue & Incentives

Up to 25% partner discounts across three program tiers

Deal-based incentives of up to 20%, scaled by deployment size

MDF and co-marketing support that grows with your tier — from proposal-based funding up to strategic joint campaigns

Partner Support

Dedicated Partner Account Manager as you move into Preferred and Premier

VIP 24×7 technical support at higher tiers, priority queue from day one

Priority lead routing once you reach Preferred

Training & Enablement

Live, hands-on demo training for your sales and technical teams

Full access to the OpenVPN Learning Management System (LMS)

NFR licenses — up to 20 per partner — for internal use and prospect demos issuance of Partner Badges, approved logos

Stability & Trust

Over 20 years in market, 100M+ downloads

Partnered with AWS, Azure, and Google Cloud marketplaces

Built on our trusted open source protocol

See exactly what each tier unlocks →

OPENVPN®

Program Tiers

Partner Benefits

BENEFIT	01 AUTHORIZED 15% partner discount Min $10k TTM	02 PREFERRED 20% partner discount Min $25k TTM	TOP TIER 03 PREMIER 25% partner discount Min $50k TTM
01 Deal Registration	✓ Eligible	✓ Eligible	✓ Eligible
02 NFR Licenses	Up to 5	Up to 10	Up to 20
03 MDF (Proposal-Based)	• Limited	✓ Eligible	✓ Eligible
04 Co-Marketing Campaigns	Not eligible	✓ Joint	✓ Strategic
05 Website Directory Listing	Standard	Preferred	Premier – top placement
06 Lead Sharing	- Not eligible	✓ Eligible	✓ Priority routing
07 Customer POCs	Standard trials	✓ Extended – free	✓ Extended – free
08 Technical Support	Priority queue	✓ VIP 24×7	✓ VIP 24×7
09 Partner Development	Partner Share	✓ Dedicated PAM	✓ Dedicated PAM
10 OpenVPN LMS	✓ Accessible	✓ Accessible	✓ Accessible
11 Beta / Early Access	- Not eligible	✓ Eligible	✓ Eligible

Deal-Based Incentive Model

TIER 1 — 01

10%

INCENTIVE DISCOUNT

3-49

connections / users

TIER 2 — 02

15%

INCENTIVE DISCOUNT

50-499

connections / users

TIER 3 — 03

20%

INCENTIVE DISCOUNT

500-2000

connections / users

All deal-based incentive partners will receive Authorized Tier operational benefits.

Certain pricing for 2,000+ connections / users.


01
EXPLORE
OpenVPN solutions and partner capabilities
02
ONBOARD
Evaluate, qualify, & onboard
0
ENABLE
Sales & technical enablement + LMS
04
ACCOUNT MAP
Explore customer use cases & opportunity
05
INVEST
Co-marketing options & GTM campaigns
06
SELL
Co-sell efforts & new opportunities
07
OPTIMIZE
Proactive service delivery & management
08
GROW
Account growth, retention & expansion
Partner Lifecycle
OpenVPN Partner Growth Journey
Continuous · lifecycle

OPENVPN®

Ready to start your growth journey?

Every partnership starts with a discussion - **discovery your potential today.**

- Join as an Authorized Partner — no long onboarding required
- Grow into Preferred or Premier and unlock up to 25% margins, dedicated support, and priority lead routing
- Connect with your Partner Development Manager today

New to OpenVPN? Start at https://openvpn.net/partners/

Existing partner? Reach out to partner@openvpn.com

