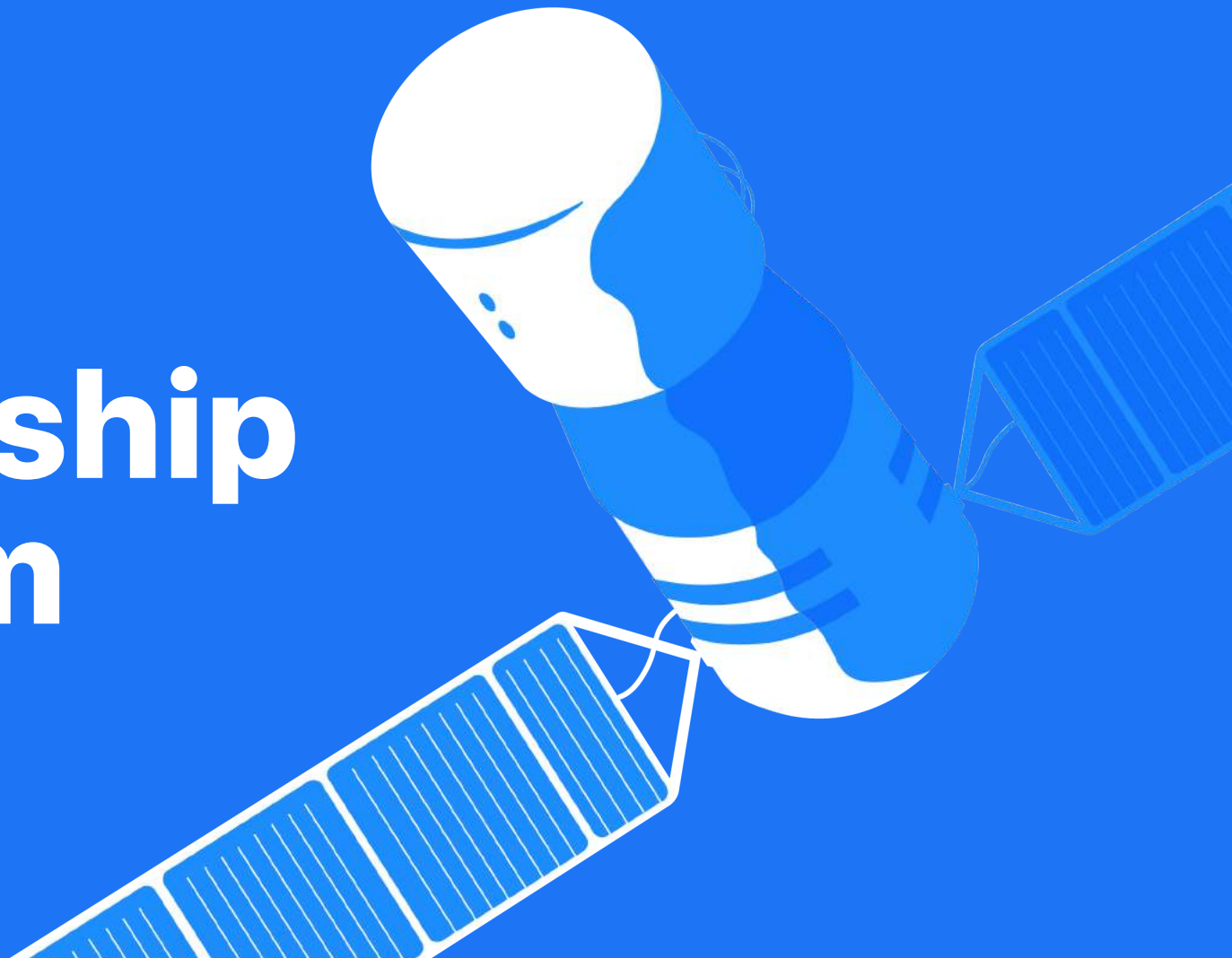# ROCKET.CHAT

Welcome to the

Partnership Program

Think Rocket.Chat is as great as we do?
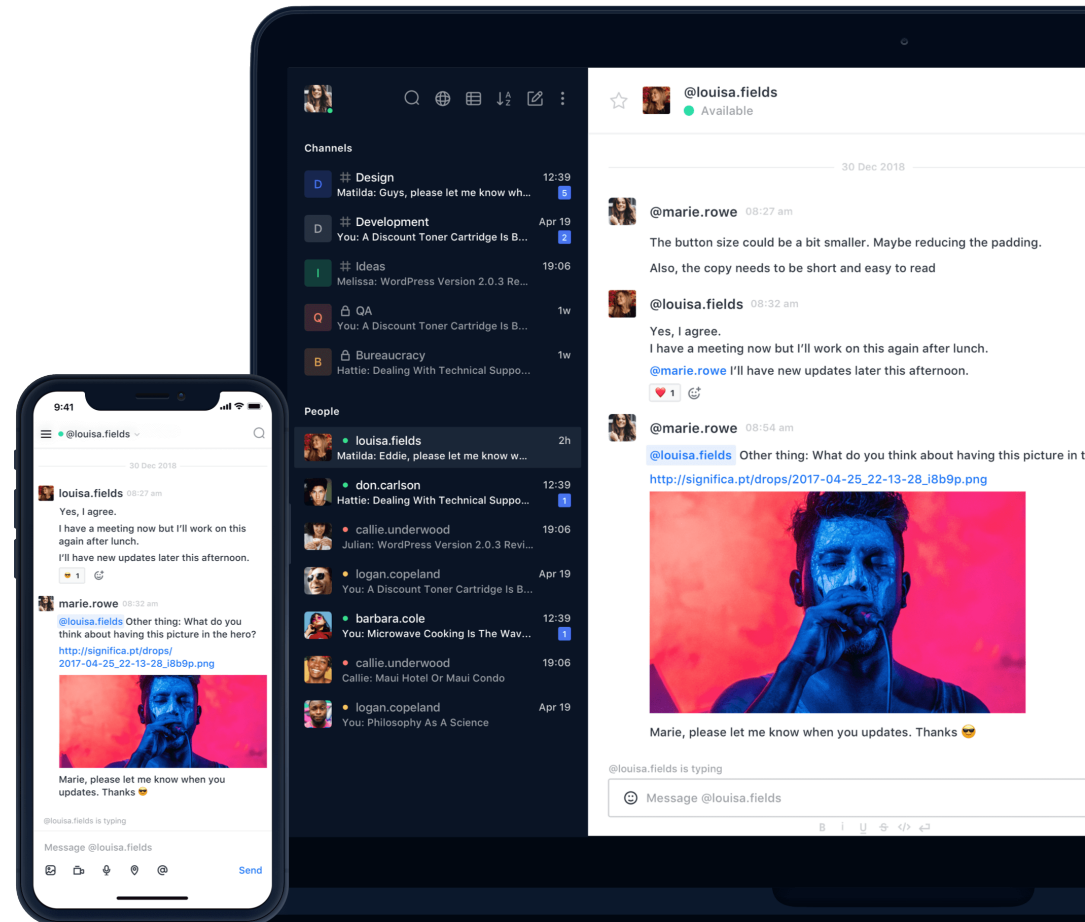
✦ Join us!

The ultimate team chat platform.

HQ: 2711 Centerville Road, Suite 400 Wilmington, DE. 29808, USA

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London Office: Rocket Space, 40 Islington High Street, London N1 8EQ, UK

PROGRAM SUMMARY

Rocket.Chat is an open source collaboration platform that has one of the largest and most active communities on GitHub. The company is growing fast: in two years, Rocket.Chat has been deployed on more than 200k servers and has over 10 million users.

Rocket.Chat's brand visibility continues to grow, as does its client relations and both are in line with increased investment in the product and marketing.

Partners are key to delivering the best experience for our customers and help to spread the word about Rocket.Chat.

Rocket.Chat is looking for a wide array of partners who will add value to the product by working with customers in their own language and/or environments by providing a full range of services - support, feature development, customization, training, hosting - in order to maintain and get the most out of their experience with the platform.

Once approved, the partner becomes an official Rocket.Chat partner, with the benefit of being associated with Rocket.Chat's brand, as well as the other benefits of the partner program.

The process of becoming an official partner starts with a statement of work, followed by training and test sessions, certification per type of service provided, contract signing, access to the opportunities portal, inclusion on the Rocket.Chat website, definition of goals, market strategy, discount and prices.

ABOUT THE COMPANY

Rocket.Chat is an open source team chat platform geared towards the business market, and gives all organizations the freedom to create their own chat, customize its layout, choose its participants and where the information will be hosted.

The platform empowers organizations by allowing them to have an official channel for remote or face-to-face teams to connect, collaborate, and work in real-time with maximum information security. Rocket.Chat is a corporate Whatsapp with Skype for Business.

Rocket.Chat has grown from the early success of its open source project that aimed to create the best team chat platform in the world. The project was launched on GitHub at the end of 2015 and, within a year, the company received investment from New Enterprise Associates (NEA). This investment has allowed Rocket.Chat to grow its team, improve the product, and build Github's largest and most active chat developer community, with over 850 project contributors and 15,000 followers, adding up to around 10 million users and more than 180,000 servers installed by the end of 2017.

Rocket.Chat's goal is to continue to improve the platform with the help of the open source community and become the leading, go-to platform for business communication over the next 10 years. Just as all companies have email servers, in the future we want Rocket.Chat to become part of everyday business, bringing with it engagement and productivity.

This year Rocket.Chat is working towards both a federation protocol to connect all servers and on building a Marketplace that will benefit all users by introducing numerous additional applications developed by our partners and the community.

🗨 THE PLATFORM

Open source team collaboration

The platform is under MIT license, which means that it is open source so the core code can be modified, customized and used for diverse purposes.

Customizations of Rocket.Chat vary wildly. There are cases of people connecting bots with the platform to automate daily activities, such as Live Chat conversations or human resources questions posed to the user, such as "When is my annual leave coming up?".

Various platforms have been built using Rocket.Chat's code and range from those that help improve patient diagnoses inside hospitals to those that have created an internal social network for larger companies.

Check our blog for some case studies:

https://rocket.chat/blog

Installation options include:
On Premises, Rocket.Chat Cloud or hosting with a Partner

https://rocket.chat/cloud

🗨 PRODUCT DETAILS

Rocket.Chat is accessible on the web, desktop and mobile apps, and all conversations are synchronized across the platforms.

The platform offers all the core features of a chat, such as individual and group messages, public and private groups, interaction or read-only channels, audio and video-conferencing, live streaming, live chat, emojis, file sharing, audio recording. We are continually adding features and functions to Rocket.Chat. As a partner you will have access to these updates as they become available.

Organizations can have as many users as required, integrate their platform with different systems and create a complete communication ecosystem involving clients, partners, employees and/or other types of participants. In addition, the platform offers the possibility to restrict user permission by type of user (guest, client, supplier, investor, bots, intern, director, analyst), enhancing the security of your communications.

Rocket.Chat has open Application Program Interfaces (APIs) enabling unlimited integration opportunities. Shortly we will be adding a Marketplace where you will be able to find some of the best in class integrations.

Though our partners, Rocket.Chat's Cloud Hosting, Support and Enterprise Licenses offer additional commercial services to improve the customer implementation experience.

⬚ PARTNERSHIP PROGRAM

Program overview

In order to provide excellent service to our global users, we are looking for passionate technical, consultancy, and software customization companies to resell the Rocket.Chat platform to specific industries.

This program is aimed at commercial entities who add value to the Rocket.Chat codebase and product offerings by working with their customers in their own language and/or environments, helping them to deploy and use Rocket.Chat, supporting them in their operation, maintenance and management of physical and human resources, and becoming the reliable intermediary between their customers and the Rocket.Chat team.

Types of partners

⬚ **HOSTING PARTNER**

⬚ **TECHNOLOGY PROVIDER**

⬚ **VALUE ADDED PARTNER**

HOSTING PARTNER

Private Cloud Hosting environments

Partners that offer their own infrastructure for Rocket.Chat deployment and must be able to offer basic support and handle first and second level support. Rocket.Chat is responsible for the third level of support.

Summary of services:

- Private Cloud Hosting

TECHNOLOGY PROVIDER

Anything related to Rocket.Chat's Code

This type of partner requires advanced knowledge on how to customize Rocket.Chat's code in order to be able to help Rocket.Chat clients to install and configure their servers to make Rocket.Chat scalable; perform brand theming of web, desktop and mobile apps; configure admin panel; develop new features, integrations, bots, new applications for the marketplace and enterprise versions of Rocket.Chat's code.

Summary of services:

- Development of features
- Integrations
- Bots
- App development for marketplace
- New solutions with our code
- Installation services
- Configuration
- Brand Theming
- Consulting
- Training

VALUE ADDED PARTNER

Partners that add value to Rocket.Chat or use it to add value to their offerings

This partner acts as an intermediary between a client and Rocket.Chat by offering Rocket.Chat's premium features (enterprise license or support plans). The partner will add consultation and training, as well as basic configurations and customizations, first and second level support.

This partnership brings new clients to both parties. This partner could sell a project that includes Rocket.Chat or create an integration of their own product with Rocket.Chat, for instance a bot producer may offer it as an additional part of their service to clients.

Summary of services:

- Resale of Rocket.Chat Premium
- Rocket.Chat + Other product
- Marketplace apps
- Consulting
- Training

💬 PROGRAM BENEFITS

Being an official Rocket.Chat Partner means you have direct access to Rocket.Chat's core team on a daily basis, as well as free access to Rocket.Chat's premium features and support materials. The main benefits of the program are:

- Direct access to Rocket.Chat's core team through a special Rocket.Chat partner's channel.

- Strategic sales support to: create a Rocket.Chat sales strategy; Remote or face-to-face presence on critical sales calls; Assistance in creating marketing materials and sales presentations for your market segment.

- Receive referrals from Rocket.Chat's team related to the Partner's expertise and interest.

- Webinars and training sessions of interest to the partner. For example, a walk through of a new feature.

- Co-marketing opportunities to attend global events with Rocket.Chat, as well as receive support to develop materials and promotion through Rocket.Chat's social media accounts.

- Access to support materials created for the Partnership Program, such as presentation slides, sales Brochure and quarterly analytical reports about Rocket.Chat users;.

- Technical support from Rocket.Chat's core team into Rocket.Chat's projects the Partner is handling regarding Critical Business Impact scenarios.

💬 PROGRAM REQUIREMENTS

- Term of the Agreement of at least one year.

- Support contract with Rocket.Chat.

- Rocket.Chat needs to appear on the partner's website with details of the partnership and services provided. Partner will list Rocket.Chat as a partner with details about the type of partnership. This may be done via a special Rocket.Chat partner logo.

- If the partner does not meet the contract's requirements, Rocket.-Chat has the right to remove the partner from the program. The contract requirements and fulfillments are evaluated every quarter. We will have quarterly reviews to monitor compliance with the program requirements. If the partner is not in compliance they may be removed from the program;.

- The partner will provide a monthly sales report with information about sales closed and prospective future sales;.

Open Source Values

a) All resellers must have their 'share the statistics' options 'ON' in their projects

b) Rocket.Chat should appear on all projects as a reference.

💬 PROGRAM FEES

There is a yearly partner program fee of USD 1200 to be paid to Rocket.Chat to participate in the partner program. In addition, the partner and Rocket.Chat will share revenue from sales depending upon the type of partnership. The revenue from sales will be shared based upon the gross sales revenue and split as follows:

Hosting partner: The partner sets pricing of the project. The partner will share 30% of the Hosting revenue.

Technology Provider: If Rocket.Chat refers a client, the Rocket.Chat's project total amount should be divided between 30% for Rocket.Chat and 70% for the partner. The Partner has total control of the pricing of the project.

If the partner closes a deal and the final offer includes Rocket.Chat's premium offer (Support plans or Enterprise License), the Partner receives a discount of 20% on the market price that Rocket.Chat applies on those services .

Value Added Partner: The Partner has total control of the pricing of the project. If the Partner's solution includes Rocket.Chat's premium offer (Support plans or Enterprise License), the partner receives a discount of 20% on the market price that Rocket.Chat applies on those services.

Because project vary widely please contact us with special requirements you may have for certain projects and we'll work with you to define the revenue split.

💬 ONBOARDING PROCESS

1) Fill out pre-requirements on the website form:

https://rocket.chat/become-partner

2) Schedule meeting with account manager - sales@rocket.chat - discuss details of a partnership; access to business location;

3) Define goals for the next 3 months and year, to be evaluated every 3 months;

4) Contract signing;

5) Partners add logo and description on their website. Special badge for the partnership program will be provided along with a brand guide;

6) Create a workgroup on Rocket.Chat's community server to have access to Rocket.Chat's core team.

https://open.rocket.chat

7) Basic training process the services provided up to 60 days after the Partnership Agreement is signed between Rocket.Chat and the Partner.

POINTS OF CONTACT

Once onboarding is complete, partners will receive access to Rocket.Chat's team through our community server:

https://open.rocket.chat

or e-mail

sales@rocket.chat

The partner will have access to the Rocket.Chat Partner Program documents and support materials on a Google Drive folder.

Depending upon the partnership level additional tools and materials may be provided.

You are now ready!

If you would like to take part in the Rocket.Chat Partnership Program, fill in the program form and we will be in touch.

https://rocket.chat/become-partner