Parallels

Parallels Workspace Partner Program

A complete guide

Join a partner program designed to help you expand your business, build expertise, and deliver successful customer outcomes.



Parallels
Partner
Program



Partner Benefits

Whether you resell Parallels Workspaces or build Parallels technology into a service, the Workspace Partner Program gives you access to resources that can help your team build expertise, work with customer opportunities, and support deployments.

Free sales and technical training

Build product knowledge with on-demand webinars, live sales enablement, and technical training. Training is available across all Reseller tiers and to eligible Solution Partners.

NFR licenses

Eligible partners can access not-for-resale (NFR) licenses for internal learning, technical evaluation, and customer demonstrations.

Deal registration and opportunity incentives

Eligible Reseller Partners can access deal registration incentives for qualifying customer opportunities. Solution Partners follow a different commercial model with applicable volume and opportunity incentives.

Marketing resources and MDF eligibility

Eligible partners can access co-branded marketing assets, joint partner case study development, partner locator listings, and MDF request eligibility.

Pre-sales and technical support

Customer and technical support are available across the Reseller program. Qualifying partners can also access pre-sales support, while eligible Solution Partners may receive deployment and implementation support.

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Partner Program

Full Partner Program Overview

Workspaces includes:

- Parallels RAS
- Parallels DaaS
- Parallels Browser Isolation

	ESSENTIAL	SILVER	GOLD	PLATINUM	SOLUTIONS
REQUIREMENTS					
Partner application and approval	✓	✓	✓	✓	✓
Annual revenue	Entry level	$10,000+ USD	$50,000+ USD	$250,000+ USD	Agreed business or revenue goal may apply
Annual net new sales			$20,000+ USD	$125,000+ USD	
Active customer deployments/monthly active users					✓
Parallel-based service offering					✓
Parallels logo on partner website		✓	✓	✓	✓
Customer references			✓	✓	✓
CERTIFICATIONS & TRAINING					
RAS Sales Professional	Development enouraged	1 Sales	2 Sales	2 Sales	Encouraged, where applicable
RAS Technical Professional	Development enouraged	1 Technical	2 Technical	4 Technical	2 Technical
RAS Technical Professional Advanced			1 Advanced	2 Advanced	1 Advanced
PBI Sales Professional	Development enouraged	1 Sales	1 Sales	1 Sales	Encouraged, where applicable
PBI Technical Professional	Development enouraged	1 Technical	1 Technical	1 Technical	1 Technical
SPLA-specific training					2 Required
Sales and technical training	Available	Available	Available	Available	Available to eligible partners
SALES & MARKETING BENEFITS					
Deal registration incentives		Eligible for qualifying opportunities	✓	✓ ✓	Different commercial model applies
Volume and opportunity incentives					Available as applicable
Partner locator listing		✓	✓	✓	✓
Co-branding marketing assets		✓	✓	✓	✓
Joint partner case study		✓	✓	✓	✓
MDF request eligibility		✓	✓ ✓	✓ ✓ ✓	✓
TECHNICAL & BUSINESS SUPPORT					
Partner portal access	✓	✓	✓	✓	✓
NFR licenses		✓	✓	✓	✓
Technical previews and roadmap insights		✓	✓	✓	✓
Customer support	✓	✓	✓	✓	✓
Technical support	✓	✓	✓	✓	✓
Pre-sales support		✓	✓	✓	✓
Deployment and implementation support			✓	✓	✓
Channel account management			✓	✓	✓
Business planning support			✓	✓	✓

Requirements and benefits vary by partner path, Reseller tier, eligibility, and applicable program terms. Solution Partner requirements may vary based on business model, customer usage, applicable products, and commercial agreement.

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Parallels®

Put your Partner Benefits to work

Turn your Parallels partnership into opportunities to build expertise, support customers, and grow your business.

Build expertise

Access sales enablement and technical training to strengthen your team's product knowledge.

Win opportunities

Qualifying partners can access deal registration, opportunity incentives, and pre-sales support.

Extend your reach

Tap into co-branded assets, partner visibility, case study opportunities, and MDF eligibility.

Get hands on

Use eligible NFR licenses to learn, evaluate, and demonstrate Parallels solutions.

Deliver with confidence

Access technical resources and, where eligible, deployment and implementation support.

Ready to become a parner?

Choose the Workspace partner path that fits your business and apply to join the program.

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Parallels Partner Program

Become a Parallels Workspace Partner

APPLY NOW

Already a partner? Access the Partner Portal



Want to learn more first?

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