

Sell AI your customers are allowed to run.

Onega gives European resellers, Dynamics 365 partners, managed service providers and sovereign hosting providers a self-hosted AI stack, a deployment methodology and a margin that rewards delivery. Your customers' data stays inside their walls. You keep the relationship and the services revenue. We co-sell and co-deliver until your team is certified.

01	02	03
Your customers' data stays inside their walls. OneAI runs models on their hardware; OneMail installs per organisation.	You keep the relationship and the services revenue. Renewals stay yours while you hold the account.	We co-sell and co-deliver until your team is certified. Onega joins your first three customer conversations.

01 – FOUR WAYS TO PARTNER · A PARTNER CAN HOLD MORE THAN ONE

Type 01	Type 02	Type 03	Type 04
Referral	Reseller	Implementation	Technology
Introduce qualified opportunities; Onega sells and delivers; you earn on registered, closed deals. For advisers, consultancies, MSPs and industry associations.	Resell OneAI, OneDesk and OneMail licences with optional first-line support. Tiered licence margin; renewals stay yours while you hold the relationship.	Get certified on the Onega Forward methodology and deliver discovery, pilots and residencies under our acceptance framework. Keep your services revenue; earn licence margin.	Validated reference architectures and joint go-to-market for hardware, sovereign cloud, Microsoft ecosystem and evaluation vendors.

Reseller and Implementation together is the expected shape for a Dynamics 365 partner.

02 – TIERS · RESELLER AND IMPLEMENTATION PARTNERS

TIER	REQUIREMENTS	BENEFITS
Registered start here	— Signed partner agreement — One trained contact — Deal registration used on every opportunity	— Licence margin at the Registered rate — Partner portal access and the enablement kit — 90-day deal registration protection
Select	— Two certified engineers — One completed deployment under the acceptance framework — A joint account plan	— Higher licence margin — Solutions-architect support on qualified deals — Co-branded collateral; listing on the partner page
Premier	— Four certified engineers — Three completed deployments — A named executive sponsor and a quarterly business review	— Highest licence margin — Early access to releases and a joint marketing fund — Priority escalation

Margin rates are tiered by certification and delivery and are set in the partner agreement. Renewals are paid at the same rate while the partner holds the relationship. Referral and Technology partners are not tiered.

03 — WHAT YOU GET

- **Enablement kit:** product datasheets, the enterprise deck, the Forward brochure, a security answers pack, a demo environment guide, objection handling, a reference architecture per product.
- **Certification courses:** OneAI deployment (two days), OneMail implementation with the Dynamics 365 connector and Control Tower configuration (three days), OneDesk rollout (one day). Renewed annually with each major release.
- **90-day deal registration protection**, renewable while the opportunity is active.
- **Co-selling** on your first three deals; Forward engineers lead or shadow.
- **Not-for-resale licences** for demo and lab use by certified partners.
- **A partner support channel** with agreed hours; second-line support behind your first line.
- **Listing on onega.dev/partners/** at Select tier and above.

06 — QUESTIONS PARTNERS ASK

What margin do resellers earn?

Tiered by certification and delivery; details in the partner agreement. Renewals are paid at the same rate while the partner holds the relationship.

How does deal registration work?

The first registered partner holds 90-day protection, renewable while the opportunity is active.

What does certification involve?

Two to three days per product, renewed annually with each major release; not-for-resale licences included.

Which territories?

DACH, Benelux and the Nordics first; France, the UK and Ireland next; no resale outside Europe.

04 — WHO WE ARE LOOKING FOR FIRST

01

Dynamics 365 CE/FSM partners

In DACH and Benelux, with customers running shared service or sales mailboxes. The OneMail motion is built for them.

03

MSPs serving 200–2,000 seats

Already managing Exchange Online and endpoints: OneDesk rollouts and OneAI as a governed path to cloud models.

02

Sovereign hosting and colocation providers

That want an AI inference offer without operating a model platform: OneAI as the managed gateway on their metal.

04

GPU and workstation vendors

Whose customers ask what to run on the hardware: OneAI reference configurations.

05 — TERRITORIES AND SECTORS

First	DACH, Benelux and the Nordics
Next	France, the United Kingdom and Ireland
Outside Europe	No resale. Territories and sectors are agreed in the account plan.
Sectors first	Manufacturers with service operations, logistics, utilities and energy, public-adjacent bodies, financial back offices, professional services.

07 — WHAT ONEGA ASKS

- Sell into the territories and sectors agreed in the account plan; no grey-market resale outside Europe.
- Use Onega's acceptance framework and human-oversight design on every deployment; no autonomous consequential actions without a documented approval design.
- Keep the customer's data inside the customer's environment; never route it through your own AI services as part of an Onega deployment.
- Respect the brand guidelines: two separate lockups with a hairline between them; the Onega mark is never merged into a partner mark.
- Report deployments, so reuse and time-to-deploy can be measured across the network.

APPLY TO THE ONEGA PARTNER NETWORK

Tell us your partner type, territory, the Microsoft or infrastructure practice you run, and the first account you have in mind. We reply from partners@onega.dev.

partners@onega.dev · subject "Onega Partner Network application"

APPLY → PARTNERS@ONEGA.DEV