wiply



# Wiply Partner Programme

Programme Guide for referral partners, resellers, integrators and technology partners.

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WELCOME

# Welcome to the Wiply Partner Programme.

Small businesses everywhere want AI, but they cannot afford expensive cloud services or lose control of their customers' data. Wiply was built to solve exactly that: sovereign AI, made in Europe, that runs locally on low-cost hardware and keeps data under the customer's control.

Our partners are how this reaches every practice, office and shop that needs it. This guide explains how the programme works, what we ask of our partners and what we give in return.

We look forward to growing together.

**Piero Musu**
CEO, Wiply Corp OÜ

PROGRAMME OVERVIEW

01

# Sell, integrate and build on sovereign AI, made in Europe.

The Wiply Partner Programme lets IT consultants, resellers, system integrators and software companies offer Wiply to their customers and earn recurring commissions on every customer they bring.

### AI Receptionist

Phone and chat assistant with one shared memory across channels, for medical and professional practices.

### Wiply Essentials

Lightweight management apps for startups and small businesses, with AI built in.

### Sentient-OS

AI-native operating system that runs on low-cost PCs, without expensive GPUs.

### Cassy

The AI assistant that powers every Wiply product and connects them together.

### Recurring commissions

Earn a share of every subscription for the first 12 months of each new customer.

### A competitive price

The AI Receptionist costs €99/month per practice, about 20% below the market average.

### Data sovereignty by design

Built to GDPR and AI Act standards, among the strictest in the world: a strong argument in healthcare and the public sector, wherever your customers are.

PARTNER TYPES

02

# Four ways to work with Wiply.

One company can hold more than one partner type.

Refer

## Referral Partner

**For** consultants, accountants, agencies and professional associations.

You introduce customers; Wiply sells, onboards and supports them.

**You earn** a recurring commission on the subscriptions you refer.

Resell

## Reseller

**For** IT companies, managed service providers and telcos.

You sell Wiply under your own contract and give first-line support.

**You earn** a discount on list price; you set the final price.

Integrate

## Consulting & Integration

**For** system integrators and IT consultancies.

You deploy Wiply, integrate it with practice-management, ERP or WMS systems and train users.

**You earn** a commission plus your own service fees.

Build

## Technology Partner

**For** software vendors (ISVs).

You embed Wiply or Cassy in your product through the Wiply REST API.

**You earn** a revenue share set in a separate agreement.

PARTNER TIERS

03

# Start free, grow with your results.

Every new partner starts at Registered and moves up as their Wiply business grows. There is no fee to join at any tier.

Entry

## Registered

The entry tier. Self-guided training, the partner portal and sales material from day one.

**15%** referral and consulting commission

**20%** reseller discount

No minimum customers

20 customers

## Silver

Partners with active paying customers. Higher commissions, a demo account and a directory listing.

**20%** referral and consulting commission

**25%** reseller discount

€24,000 annual Wiply revenue

100 customers

## Gold

Our top partners. The highest commissions, a dedicated partner manager and joint marketing.

**25%** referral and consulting commission

**30%** reseller discount

€120,000 annual Wiply revenue

REQUIREMENTS BY TIER

04

# What each tier asks of you.

Tiers depend on trained people and the business you bring to Wiply.

| Requirement | Registered | Silver | Gold |
|---|---|---|---|
| **Wiply Partner Agreement** | Required | Required | Required |
| **Partner application** | Required | Required | Required |
| **Trained people (Wiply Sales / Technical certification)** | 1 sales | 2 sales + 1 technical | 4 sales + 2 technical |
| **Active paying customers** | No minimum | 20 | 100 |
| **Annual Wiply revenue generated (€, excl. VAT)** | No minimum | 24,000 | 120,000 |
| **Joint business plan** | Not required | Optional | Required |
| **Programme fee** | None | None | None |

Revenue counts Wiply subscriptions only; telephony costs passed through to customers and the partner's own service fees are excluded. Wiply may make exceptions at its discretion.

COMMISSIONS

05

# Recurring earnings that grow with your tier.

Commissions are paid monthly on Wiply subscriptions for the first 12 months of each new customer.

| Partner type | Registered | Silver | Gold |
|---|---|---|---|
| **Referral Partner (recurring % of subscription)** | 15% | 20% | 25% |
| **Reseller (discount on list price)** | 20% | 25% | 30% |
| **Consulting & Integration (recurring % of subscription)** | 15% | 20% | 25% |
| **Technology Partner (ISV)** | By agreement | By agreement | By agreement |

## When you are paid

Monthly, 30 days after Wiply receives the customer's payment.

## What counts

Wiply subscriptions only: not telephony costs passed through to customers, and not taxes.

## Example

A Silver referral partner bringing one practice at €99/month earns €19.80 a month for 12 months.

PROGRAMME BENEFITS

06

# What you get at each tier.

| Benefit | Registered | Silver | Gold |
|---|---|---|---|
| Partner portal, sales material, product training | Yes | Yes | Yes |
| Deal registration | Yes | Yes | Yes |
| Wiply Sales and Technical certifications | Yes | Yes | Yes |
| Free demo account (not for production use) | No | Yes | Yes |
| Partner badge and directory listing | No | Yes | Yes, featured |
| Product roadmap sessions | No | Yes | Yes |
| Dedicated partner manager | No | No | Yes |
| Joint marketing and events | No | By invitation | Yes |
| Joint business plan | No | Optional | Yes |

07

# Clear rules, reviewed once a year.

## Programme governance

**Programme year:** 1 January to 31 December.

**Entry:** every new partner joins at Registered.

**Tier review:** partners move up or down each January on the previous year's results; Wiply may promote a partner mid-year.

**Activity:** Registered partners are reviewed every quarter; accounts with no activity for 12 months may be deactivated.

**Deal registration:** the first partner to register a qualified opportunity owns it for 90 days.

**Payments:** monthly, 30 days after Wiply receives the customer's payment.

## Code of conduct

Partners agree to:

describe Wiply products accurately and promise no features outside the published roadmap;

use only approved Wiply brand assets and sales material;

respect GDPR and never send unsolicited bulk messages on Wiply's behalf;

protect customer data and report any security incident to Wiply within 24 hours.

GETTING STARTED

08

# How to become a Wiply partner.

## 01

### Apply

Write to us with your company name, country, website and the partner type you are interested in.

## 02

### Sign

We reply within five business days and send you the Wiply Partner Agreement.

## 03

### Train

Your team completes the training in the partner portal and earns the Wiply Sales certification.

## 04

### Sell

Register your first opportunity and start earning commissions.

## Ready to join?

wiply.eu/partner-programme · business@wiply.net

Apply now

wiply

Wiply Corp OÜ builds sovereign AI for small businesses worldwide: made in Europe, running locally on low-cost hardware, with customer data kept under the customer's control. Wiply is a member of NVIDIA Inception and AWS Activate.

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© 2026 Wiply Corp OÜ. Programme terms may change; the Wiply Partner Agreement prevails over this guide.